



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

CONTENTS

Sr. No.	Title & Name of the Author (s)	Page No.
1.	PERFORMANCE AND ALTERNATIVE OF EXPORT DEVELOPMENT STRATEGIES FOR INDONESIAN NATURAL RUBBER <i>MUHAMMAD YUSUF</i>	6
2.	INTERNATIONAL FINANCIAL REPORTING STANDARD (IFRS) AND SMES IN NIGERIA: PERCEPTIONS OF ACADEMIC <i>OJEKA, STEPHEN A. & DR. O. MUKORO DICKSON</i>	7
3.	THE IMPACT OF RESEARCH ON ACCOUNTING PROFESSION <i>DR. MUKORO DICK OLUKU</i>	8
4.	EMOTIONAL INTELLIGENCE - A STUDY WITH SPECIAL REFERENCE TO THE EMPLOYEES OF SALALAH COLLEGE OF TECHNOLOGY <i>DR.M.KRISHNA MURTHY & S. VARALAKSHMI</i>	9
5.	ADOPTING INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS) - A FOCUS ON NIGERIA <i>IYOHA, F.O & FABOYEDE, S.O.</i>	10
6.	ROLE OF DEMOGRAPHICS IN ORGANISATIONAL ROLE STRESS <i>NIDHI TURAN & PROF. SULTAN SINGH</i>	11
7.	ANALYSIS OF FDI INFLOWS IN INDIA <i>MRS. JAYASHREE PATIL-DAKE</i>	12
8.	THE RELATIONSHIP BETWEEN EFFECTIVE LEADERSHIP AND EMPLOYEE PERFORMANCE <i>A. SENTHAMIL RAJA & DR. P. PALANICHAMY</i>	13
9.	A FUZZY BASED SERVPERF MODEL TO ASCERTAIN RESTAURANT SERVICE <i>S. RITA, RITESH CHAUHAN & B. SAROJINI</i>	14
10.	A COGNIZANCE TO INFORMATION SECURITY <i>SHAILESH MAHESHWARI</i>	15
11.	AN APPRAISAL OF MODELING DIMENSIONS FOR PERFORMANCE APPRAISAL OF GLOBAL MUTUAL FUNDS <i>G. V. SATYA SEKHAR</i>	16
12.	EMPIRICAL RELATIONSHIP BETWEEN SELF AWARENESS AND SERVANT LEADERSHIP <i>VIVEKANANDA SURI & DR. V. M. PRASAD</i>	17
13.	PERFORMANCE OF NEW GENERATION BANKS IN INDIA: A COMPARATIVE STUDY <i>DILIP KUMAR JHA & DR.DURGA SANKAR SARANGI</i>	18
14.	ROLE OF MICROFINANCE IN UPLIFTING WOMEN STATUS <i>DR. SHABANA, MRS. MANMINDER KAUR & DR. R. K. MAHESHWARI</i>	19
15.	FIVE ESSENTIAL INGREDIENTS FOR SERVICE EXCELLENCE: A LESSON TO LEARN TO INDIAN ORGANISATIONS <i>SUMIT AGARWAL & PALLAVI BHARDWAJ</i>	20
16.	FOREIGN DIRECT INVESTMENT IN INDIA: CHALLENGES AND OPPORTUNITIES IN MULTI-BRAND RETAIL SECTOR <i>DR. SAMEENA KHAN & FAYAZ AHAMED</i>	21
17.	IMPACT OF ADVERTISING ON CHILDREN WITH SPECIAL REFERENCE TO EATING HABITS <i>PROF. PADMPRIYA ANAND IRABATTI</i>	22
18.	THE IMPACT OF DIVIDEND POLICY ON SHAREHOLDERS' WEALTH (A STUDY WITH REFERENCE TO FERRO ALLOY AND ALLOY STEEL INDUSTRY IN INDIA) <i>S. ARAVANAN & MANEESH. MANNARAKKAL</i>	23
19.	DETERMINANTS OF CORPORATE PROFITABILITY OF LISTED COMPANIES IN INDIA <i>SHAJI. K.P & DR. P. PALANICHAMY</i>	24
20.	CUSTOMER PERCEPTION ON ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT IN BANKS - AN EMPIRICAL STUDY <i>S. KAVITHA & DR. A. LAKSHMI</i>	25
	REQUEST FOR FEEDBACK	26

CHIEF PATRON

PROF. K. K. AGGARWAL

Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management
Maharishi Markandeshwar University, Mullana, Ambala, Haryana

ADVISORS

PROF. M. S. SENAM RAJU

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

PROF. M. N. SHARMA

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

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

EDITOR

PROF. R. K. SHARMA

Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR

DR. ASHOK KHURANA

Associate Professor, G. N. Khalsa College, Yamunanagar

EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

PROF. SANJIV MITTAL

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

PROF. SATISH KUMAR

Director, Vidya School of Business, Meerut, U.P.

PROF. ROSHAN LAL

M. M. Institute of Management, M. M. University, Mullana

PROF. ANIL K. SAINI

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

DR. TEJINDER SHARMA

Reader, Kurukshetra University, Kurukshetra

DR. KULBHUSHAN CHANDEL

Reader, Himachal Pradesh University, Shimla, Himachal Pradesh

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

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

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitguppa, Bidar, Karnataka

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

DR. PARDEEP AHLAWAT

Reader, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

SURUCHI KALRA CHOUDHARY

Head, Department of English, Hindu Girls College, Jagadhri

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

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

SUNIL KUMAR KARWASRA

Vice-Principal, Defence College of Education, Tohana, Fatehabad

BHAVET

Lecturer, M. M. Institute of Management, Maharshi Markandeshwar University, Mullana

TECHNICAL ADVISORS

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

DR. ASHISH JOLLY

Head, Computer Department, S. A. Jain Institute of Management & Technology, Ambala City

MOHITA

Lecturer, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

AMITA

Lecturer, E.C.C., Safidon, Jind

MONIKA KHURANA

Associate Professor, Hindu Girls College, Jagadhri

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

NARENDRA SINGH KAMRA

Faculty, J.N.V., Pabra, Hisar

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

CALL FOR MANUSCRIPTS

We invite original research papers in the area of computer, finance, marketing, HRM, Banking, Insurance, and other allied subjects. The above mentioned tracks are only indicative, and not exhaustive. The journal expects unpublished and original quality research articles/papers only.

You may submit your articles/papers at the email addresses, info@ijrcm.org.in or infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

The Editor
IJRCM

Subject: **Submission of Manuscript.**

Dear Sir/Madam,

Find my submission of manuscript for possible publications in your e-journal.

I hereby affirm that the content of this manuscript are original. Furthermore it has been neither published elsewhere fully or partially or any language nor submitted for publication (fully or partially) elsewhere simultaneously.

I affirm that the all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name(s) as co-author(s).

Also, if our manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your two journals i.e. International Journal of Research in Commerce & Management or International Journal of Research in Computer Application & Management..

Name of Corresponding Author (s)

Designation:

Affiliation:

Mailing address:

Mobile Number (s):

Landline Number (s):

E-mail Address (s):

2. **INTRODUCTION:** Manuscript must be in English prepared on a standard A4 size paper setting. It must be prepared on a double space and single column with 1" margin set for top, bottom, left and right. It should be typed in 12 point Calibri Font with page numbers at the bottom and centre of the every page.

3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in 12-point Calibri Font. It must be centered underneath the title.

5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 300 words. The abstract must be informative and explain background, aims, methods, results and conclusion.

6. **KEYWORDS:** Abstract must be followed by 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.

7. **HEADINGS:** All the headings and sub-headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

8. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced, fully justified.

9. **FIGURES & TABLES:** These must be simple, centered & numbered, and table titles must be above the tables. Sources of data should be mentioned below the table.

10. **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 are supposed to Harvard Style of Referencing. 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 are supposed to follow the references as per 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.
- Note that italics are used only for titles of books and names of journals. 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 parentheses.
- Use endnotes rather than footnotes.
- The location of endnotes within the text should be indicated by superscript numbers.
- For sources which have insufficient details to be included in the Reference, use endnotes (such as interviews, some media sources, some Internet sources).

SEE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

Books

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

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.
- Kiran Ravi, Kaur Manpreet (2008), Global Competitiveness and Total Factor Productivity in Indian Manufacturing, International Journal of Indian Culture and Business Management, Vol. 1, No.4 pp. 434-449.

Conference papers

- Chandel K.S. (2009): "Ethics in Commerce Education." Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

Unpublished dissertations and theses

- Kumar S. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University.

Online resources

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

Website

- Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on 11 September 2009 <http://epw.in/epw/user/viewabstract.jsp>

**PERFORMANCE AND ALTERNATIVE OF EXPORT DEVELOPMENT STRATEGIES FOR INDONESIAN
NATURAL RUBBER**

MUHAMMAD YUSUF
LECTURER (ECONOMICS)
POLITEKNIK NEGERI SRIWIJAYA
INDONESIA

ABSTRACT

This paper was focused on the export development of natural rubber with respect to its growth and values. The aim of this paper was to propose alternative development strategies for natural rubber in future. The Analysis approach with Hierarchy Process (AHP) framework of export business of natural rubber was arranged consecutively from focuses or goals, factors, actors, objectives of actors, and alternative strategies for actors. Each components of goals, factors, actors, objectives, and alternative strategies were assessed on the basis of their importance by using Saaty scales. Information from experts were analyzed by using AHP technique. The development of natural rubber export from 2000 to 2006 showed that the competitiveness position of Indonesia in the world market was fairly good. In order to increase the growth and values of natural rubber export, the experts concluded that smallholders through their organizations and small-scale business were the main actors. This had to be supported by the government through deregulation related to the natural rubber commodity. The objectives of actors could be achieved by combining strategies such as: a) the provision of capital in smallholder rubber development, b) the development of farmers' and other actors' institutions, as shell as extension education, education, training, and services institutions, c) reduced cost and time in processing land certification and land use right (Hak Guna Urus Usaha / HGU), d) the development of transportation facilities from farm roads to export harbor, e) the development of quality standard, and f) improved access for farmers to financial institution [bank]. The roles of the government as facilitators and regulators axe fundamental in implementing such development strategies of natural rubber. Keywords Rubber, export, role of government and objectives and strategies

INTERNATIONAL FINANCIAL REPORTING STANDARD (IFRS) AND SMES IN NIGERIA: PERCEPTIONS OF ACADEMIC

OJEKA, STEPHEN A.
LECTURER
ACCOUNTING DEPARTMENT
COVENANT UNIVERSITY
NIGERIA

DR. O. MUKORO DICKSON
SENIOR LECTURER
ACCOUNTING DEPARTMENT
COVENANT UNIVERSITY
NIGERIA

ABSTRACT

Small and Medium Enterprises are seen today as the backbone of every economy throughout the world. It has contributed significantly to the economic growth of nations. Consequently, financial information put forward by the SMEs should be able to meet the needs of the users. Hence, after five years of consultations, in July 2009, International Accounting Standard Board (IASB) published its accounting for SMEs. It was aimed at addressing the needs and capabilities of Small and Medium scale enterprises. Those matters like measurements of liabilities, assets, revenue and expenses have been expunged because the users of the financial statement of SMEs do not need elaborate and complex information provided in the general purpose financial statements. However, there have been no meaningful significant contributions from the academic who are saddled with the responsibility to teach the subject matter at their various institutions. This paper therefore looked at the perceptions of academic as regard whether the proposed IFRS for SMEs (Statement of GAAP for SMEs) will ease/soften the burden of financial reporting by SMEs.

THE IMPACT OF RESEARCH ON ACCOUNTING PROFESSION**DR. MUKORO DICK OLUKU****FELLOW, BRITISH ASSOCIATION OF ACCOUNTANTS AND AUDITS (FBAA)
FELLOW SOCIETY OF COMPANY AND COMMERCIAL ACCOUNTANTS (FSCA)
MEMBER, BRITISH INSTITUTE OF MANAGEMENT (MBIM) LONDON****LECTURER****ACCOUNTING DEPARTMENT
COVENANT UNIVERSITY
OGUN STATE****ABSTRACT**

Accounting research does nothing but research which is the livelihood of University accounting departments because their reputation is largely dependent upon the quantity and the quality of members' research and publications. The objective of this paper is to explain our interpretation of accounting research, to connect the accounting research of the past 600 years, and the impact of research on Accounting. The year 1930 suggested the hypothesis that the profit and loss statement be replaced by the balance sheet as the focus of reporting practice. A few hypotheses may be formulated as the result of hunches. However, the paper concluded by setting out to test the hypothesis that the impact of accounting does not matter because it has had no effect on accounting practice. The research has had some impact on practice because it has helped Accountants to understand more fully the procedures. To adopt which in turn led to the reduction in the inconsistent practice. However the paper recommends that research should have had some impact on accounting practice.

**EMOTIONAL INTELLIGENCE - A STUDY WITH SPECIAL REFERENCE TO THE EMPLOYEES OF SALALAH
COLLEGE OF TECHNOLOGY**

DR.M.KRISHNA MURTHY
LECTURER
SALALAH COLLEGE OF TECHNOLOGY
SALALAH
SULTANATE OF OMAN

S. VARALAKSHMI
RESEARCH SCHOLAR
UNIVERSITY OF MADRAS
CHENNAI – 600 037

ABSTRACT

Emotional intelligence is important to professional success as technical ability. Emotional intelligence is the ability of a person to solve personal, business and social problems. Emotional intelligence is the innate potential to feel, use, communicate, recognize, remember, learn, and understand emotions. The person with high emotional intelligence are honest, knows their strengths and weaknesses. They do not allow themselves to become too angry or jealous, and they do not make impulsive, careless decisions. This study helps to know the emotional intelligence of employees working in educational institution. . It is important for the employees working in service industries to have high level or morale with emotional intelligence. The study is based on the emotional intelligence and the study has adopted with analytical methodology by measuring the satisfaction level with respect to various factors. The questionnaire has been designed in five segments consist of personal information, adaptability, assertiveness, emotional management, self esteem and relationship of respondents. The number of respondents decided for the study is 200, covering teaching and non teaching staff on the basis of gender, age, occupation, educational background, marital status, designation, specialized department and number of years of experience. The study concluded that the improvement in emotional intelligence would increase the motivation and effectiveness of the employees.

ADOPTING INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS) - A FOCUS ON NIGERIA**IYOKA, F.O****DEPARTMENT OF ACCOUNTING
COVENANT UNIVERSITY
NIGERIA****FABOYEDE, S.O.****DEPARTMENT OF ACCOUNTING
COVENANT UNIVERSITY
NIGERIA****ABSTRACT**

Nigeria has indicated her intention to adopt International Financial Reporting Standards (IFRS) as from 2012. This is taking place against the backdrop of the argument suggesting that IFRS are irrelevant to developing countries. And that those developing countries adopting it are doing so because IFRS is a product with "network effects." This contradiction and the question of the relevance of IFRS to Nigeria are evaluated and explored in this study, using the perception of users and preparers of accounting information and drawing from the economic theory of network. The results of the descriptive study showed that IFRS adoption in Nigeria will have the potential to be beneficial to a wide range of stakeholders albeit the challenges posed by the ethical environment prevailing in the country. The study recommends, amongst others that Nigeria's adoption of IFRS should be supported as a matter of national urgency to enable full attainment of the country's economic potential, the Nigerian Accounting Standards Board (NASB) should expedite approvals and processes required for formal adoption of IFRS as national accounting standard in Nigeria, the education, sensitization, and communication to stakeholders of issues associated with IFRS should commence in earnest, a rigorous IFRS capacity building program should be embarked upon by all regulatory bodies, firms and training institutions in order to provide the needed manpower for IFRS implementation and finally that this article be updated by further studies to take account of the areas of differences in perception between preparers and users so as to provide further useful information on the subject.

ROLE OF DEMOGRAPHICS IN ORGANISATIONAL ROLE STRESS

NIDHI TURAN

RESEARCH SCHOLAR

DEPARTMENT OF BUSINESS ADMINISTRATION

CHAUDHARY DEVI LAL UNIVERSITY

SIRSA -125 055

PROF. SULTAN SINGH

DEAN

FACULTY OF COMMERCE AND MANAGEMENT

CHAUDHARY DEVI LAL UNIVERSITY

SIRSA – 125 055

ABSTRACT

This paper has attempted to measure different types of organisational stresses and the overall role stress with particular reference to the demographic variables of the banking and insurance employees. The ten sub-stresses comprising the ORS have been compared across age groups, genders, qualifications and length of experiences. The impact of demographic variables on stress has been seen by applying f, t and Levene's tests. The study revealed that at the overall level, highest mean value is of inter role distance and the lowest mean value is of personal inadequacy. Organisational stress has positive association with the length of experience, except beyond 20 years of experience. Among the four demographic variables under reference, the length of experience is revealed to have laid highest main effect on the sub-stress variables and the overall stress.

ANALYSIS OF FDI INFLOWS IN INDIA

MRS. JAYASHREE PATIL-DAKE
COORDINATOR PGDMIB & SR. ASST. PROFESSOR
M.B.A. DEPARTMENT
BADRUKA COLLEGE POST GRAD CENTRE
HYDERABAD - 27

ABSTRACT

FDI is a tool for jump-starting economic growth through its strengthening of domestic capital, productivity and employment. FDI also plays a vital role in the up gradation of technology, skills and managerial capabilities in various sectors of the economy. The present paper attempts to analyze significance of the FDI Inflows in India since 1991 and analysis of various Indian sectors attracting FDI from 2005-2010.

THE RELATIONSHIP BETWEEN EFFECTIVE LEADERSHIP AND EMPLOYEE PERFORMANCE**A. SENTHAMIL RAJA****DOCTORAL SCHOLAR****DEPARTMENT OF COMMERCE****PONDICHERRY UNIVERSITY****PONDICHERRY - 14****DR. P. PALANICHAMY****CO-ORDINATOR UGC-SAP DRS-1****SENIOR PROFESSOR****DEPARTMENT OF COMMERCE****PONDICHERRY UNIVERSITY****PONDICHERRY - 14****ABSTRACT**

Leadership has drawn great attention from scholars in various fields in the recent years. There is great controversy over the definition of leadership and thus many approaches to studying leadership. The present work, however, focus on the transformational, transactional and laissez-faire leadership model and the relationship between these leadership styles and employee performance. The study is a comparison between selected public and private sector enterprises and the data comprises of 43 middle-level managers and 156 subordinates. The paper looks first at various factors that add to the effectiveness of leadership through Garrett scores. It then discusses whether there is any differences in the leadership choice between the public and private sector enterprises. Finally, the relationship between the transformational, transactional, laissez-faire leaderships and employee performance is explored through correlation and regression analysis.

The results are likely to suggest that leaders must have the ability to attract / influence their subordinates, be able to set clear standards of performance to their peers and act as a best role model to the subordinates. The subordinates expect that their achievements must be recognized and rewarded either with monetary or with non-monetary terms. The Garrett's score that gives the preferences of the Middle level managers and the subordinates from among various leadership styles recommended the transformational leadership style in both the public and in the private sector enterprises. The results of correlation and regression analysis suggests that the transformational leadership style has significant relationships with performance outcomes; viz. effectiveness in work, satisfaction, extra effort and dependability. The study thus adds some additional knowledge for a better understanding of the preferred leadership approach and appropriate style for use with subordinate in various professional levels.

A FUZZY BASED SERVPERF MODEL TO ASCERTAIN RESTAURANT SERVICE

S. RITA

**ASST. PROFESSOR
VIT BUSINESS SCHOOL
VIT UNIVERSITY
VELLORE**

RITESH CHAUHAN

**II YEAR MBA
VIT BUSINESS SCHOOL
VIT UNIVERSITY
VELLORE**

B. SAROJINI

**PROFESSOR
KLN COLLEGE OF INFORMATION TECHNOLOGY
MADURAI**

ABSTRACT

The service performance of the restaurant industry can be measured and improved only by understanding the potential gaps in quality. To achieve this, the service quality must be thoroughly studied from both the conceptual viewpoint and service quality measurement. This study explores and identifies the perceived service quality of customers for different restaurant service dimensions through a fuzzy based SERVPERF measurement technique. Also the factors influencing the service quality of restaurant services are identified and suggestions are given for the improvement.

A COGNIZANCE TO INFORMATION SECURITY

SHAILESH MAHESHWARI
ASST. PROFESSOR
SHRI VAISHNAV INSTITUTE OF MANAGEMENT
INDORE

ABSTRACT

Information security means protecting information and information systems from unauthorized access, use, disclosure, disruption, modification, perusal, inspection, recording or destruction.^[1]The terms information security, computer security and information assurance are frequently incorrectly used interchangeably. These fields are interrelated often and share the common goals of protecting the confidentiality, integrity and availability of information; however, there are some subtle differences between them.

In this paper, I show how our secured multiparty computation protocols protect the data of an organization during the war from the cyberspace war when a large number of defense units interact with one another, while hiding the identity and computations done by them. SMC is a problem of information security when large organizations interact with one another for huge data sharing and data exchange. It is quite possible that during sharing and exchange, the private data also get hacked. In order to protect and secure the private data, the protocols of SMC need to be deployed in the large computer networks on which the organizations work. The protocols work at the micro-level in terms of cryptography with which the data are encrypted and then shared, while allowing the keys to be used for sharable data while also keeping the keys untouched for private data. At the macro level, multilevel architectures are used for different types of security to be achieved. The computation part of the secured multiparty computation is based on the algorithmic complexity theory. The algorithms realize the protocols in such a way that it is tedious to break (decrypt) the keys to hack the private data.

AN APPRAISAL OF MODELING DIMENSIONS FOR PERFORMANCE APPRAISAL OF GLOBAL MUTUAL FUNDS**G. V. SATYA SEKHAR****ASST. PROFESSOR****COLLEGE OF MANAGEMENT STUDIES****GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES (GITAM)****VISAKHAPATNAM – 530 045****ABSTRACT**

A number of studies have been conducted to examine investment performance of mutual funds of the developed capital markets. Grinblatt and Titman (1989, 1994) found that small mutual funds perform better than large ones and that performance is negatively correlated to management fees, but not to fund size or expenses. Hendricks, Patel, and Zeckhauser (1993), Goetzmann and Ibbotson (1994), and Brown and Goetzmann (1995) present evidence of persistence in mutual fund performance. Grinblatt and Titman (1992), and Elton, Gruber, and Blake (1996) show that past performance is a good predictor of future performance. Blake, Elton, and Gruber (1993), Detzler (1999), and Philpot, Hearth, Rimbey, and Schulman (1998) find that performance is negatively correlated to fund expense, and that past performance does not predict future performance. However, Philpot, Hearth, and Rimbey (2000) provide evidence of short-term performance persistence in high-yield bond mutual funds. In their studies of money market mutual funds, Domian and Reichenstein (1998) find that the expense ratio is the most important factor in explaining net return differences. Christoffersen (2001) shows that fee waivers matter to performance. Smith and Tito (1969) conducted a study into 38 funds for 1958-67 and obtained similar results. Treynor (1965) advocated the use of Beta Coefficient instead of the total risk

This paper is intended examine the modeling dimensions of measuring performance of mutual funds during the last 50 years, which leads to innovative research in financial modeling of mutual fund's performance measure.

EMPIRICAL RELATIONSHIP BETWEEN SELF AWARENESS AND SERVANT LEADERSHIP

VIVEKANANDA SURI

RESEARCH SCHOLAR

SCHOOL OF MANAGEMENT STUDIES

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY

KUKATPALLY - 500 085

DR. V. M. PRASAD

ASSOCIATE PROFESSOR

SCHOOL OF MANAGEMENT STUDIES

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY

KUKATPALLY - 500 085

ABSTRACT

This research paper adds to the increasing body of knowledge in the sphere of Servant Leadership. Although there has been loads of research in the area of Leadership, especially Transformational Leadership and Emotional Intelligence, there has been limited research in the area of Self Awareness (as a component of Emotional Intelligence as per Goleman, 1996) and Leadership, particularly Servant Leadership. This research paper attempts to fill the void. This study indicates that there is positive relationship between Self Awareness and Servant Leadership. The usefulness of this research can be seen in leadership development area.

PERFORMANCE OF NEW GENERATION BANKS IN INDIA: A COMPARATIVE STUDY

DILIP KUMAR JHA
ASST. PROFESSOR
DEPARTMENT OF ECONOMICS
GURU GHASIDAS VISHWAVIDYALAYA
(A CENTRAL UNIVERSITY)
KONI, BILASPUR
CHHATTISGARH

DR.DURGA SANKAR SARANGI
READER IN ECONOMICS
FAKIR MOHAN COLLEGE
FAKIR MOHAN UNIVERSITY
BALASORE
ORISSA

ABSTRACT

Evaluating Indian Banks' performance is not an easy task, as it seems. There are so many factors, which need to be taken care while differentiating good banks from the bad ones. Just by using some standard ratio for banks' financial analyses, one can reach at conclusions some time or the other, and still could be away from actuality. However, there has to be some mechanism through which these banks can be compared and evaluated from time to time. The traditional analysis largely focused on parameters like Credit –Deposit ratio, commonly referred to as CD ratio, level of nonperforming assets, Capital Adequacy ratio and the other usual earnings ratio. Now, the things have changed; by just having high CD ratio it doesn't mean that the bank is sound. The basic definition of banking business has changed, largely due to the entry of private banks as well foreign banks in the banking industry which has given a totally new dimension to the banking business, which was never thought of a decade ago. This paper tries to analyse the economic performance of commercial banks on the basis of some modern techniques popularly used for this purpose.

ROLE OF MICROFINANCE IN UPLIFTING WOMEN STATUS

DR. SHABANA

ASST. PROFESSOR

GURU GOBIND SINGH BUSINESS SCHOOL

YAMUNA NAGAR – 135 001

MRS. MANMINDER KAUR

ASST. PROFESSOR

GURU GOBIND SINGH INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

YAMUNA NAGAR – 135 001

DR. R. K. MAHESHWARI, D. LITT.

READER

DEPARTMENT OF APPLIED ECONOMICS

UNIVERSITY OF LUCKNOW

LUCKNOW

ABSTRACT

Microfinance is now a proven strategy for reaching poor women. Microfinance both credit and saving has potential to improve the well-being of poor women in developing countries. Microfinance programme in India has been increasingly promoted to empower women. However, only a few studies examine the link between microfinance and women's empowerment. For the majority of women borrowers, microfinance helps in lifting women out of poverty and achieving economic and political empowerment with their homes, their village and their countries. The purpose of this article is to examine the contribution of microfinance and microfinance programme like Self-Help Group, Bank-Linkage to empower the women.

FIVE ESSENTIAL INGREDIENTS FOR SERVICE EXCELLENCE: A LESSON TO LEARN TO INDIAN ORGANISATIONS

SUMIT AGARWAL
ASST. PROFESSOR
DIT- SCHOOL OF BUSINESS
GREATER NOIDA

PALLAVI BHARDWAJ
ASST. PROFESSOR
DIT- SCHOOL OF BUSINESS
GREATER NOIDA

ABSTRACT

Some service experiences are not as fulfilling as customer often expect. Little things that appear small are often done wrong. Creating value to the customer is indeed more complex than what we assume. And that is why it is important for organizations to map out service experiences wisely. But, unfortunately most of the organizations got associated with products and services rather than on organizations responsible for creating them. On our way to rediscovering service excellence and recognizing it as a major tool for market place success, we are learning to view service excellence from customers' point of view. So, in order to compete effectively it is important for any organization to first get into the mind of the customer i.e., to explore customer's focused values. And then to focus on various solutions to create positive customer experience i.e., creation of customer value. One approach is to identify the determinants of service excellence that may relate to the services. Keeping this in mind, successful companies are now gearing to organize their businesses around the customer experience rather than organizing their businesses along the product lines or geographic business units. Today, with ever-increasing focus on customers, companies are taking a service oriented approach to customer value management. This paper focuses on a framework in identifying few ingredients in the formula for service excellence viz. service failure recovery, service employee empowerment, service delivery, service technology, and last but not the least service training and development.

FOREIGN DIRECT INVESTMENT IN INDIA: CHALLENGES AND OPPORTUNITIES IN MULTI-BRAND RETAIL SECTOR

DR. SAMEENA KHAN

ASST. PROFESSOR

DEPARTMENT OF MANAGEMENT STUDIES

MANIPAL UNIVERSITY

DUBAI CAMPUS

FAYAZ AHAMED

PH. D. RESEARCH SCHOLAR

DRAVIDIAN UNIVERSITY

KUPPAM – 517 425

ABSTRACT

In the year 1991 India faced severe balance of payments deficits and was forced to bring about changes in Foreign Direct Investment [FDI] policy. India is among the top most attractive destinations for FDI. The government has allowed FDI in the wholesale cash and carry companies to sell to retail outlets owned by their domestic partners in a limited way for on-selling to retail customers. This provides a window to them for benefitting from the retail boom in the country. The present study aims to understand and analyze the challenges and opportunities faced by FDI Inflow and the future outlook towards FDI in Multi – Brand Retail Sector. It concludes that inward FDI can enhance competition and accelerate the process of innovation in the local Retail Sector.

IMPACT OF ADVERTISING ON CHILDREN WITH SPECIAL REFERENCE TO EATING HABITS

PROF. PADMPRIYA ANAND IRABATTI
SR. FACULTY OF MARKETING
DEPARTMENT OF M.B.A.
BHARATI VIDYAPEETH UNIVERSITY
A.K.I.M.S.S.
SOLAPUR

ABSTRACT

Advertisement is integral part of the industry which wants its product to be reached to the customer, and thereby converting them into consumers. Advertising is sole of everyone's' lifestyle, and the degree of impact of adverting on children is becoming devastating day by day. Advertisements showcase the 'must haves' for a kid making them a consumer even before they have reached the age of 3. on the contrary, advertisement are educating, updating and motivating the children to learn good thing as well. Thus the objectives of this research paper are to explore both the beneficial and harmful effects of media on children's food habits, and to identify how the advertising industry can be regulated by formulating unified laws to prevent the over-exposure of children to the ad world. I am also emphasizing on directing children's towards imbibing healthy food habits in them by suggesting parents to be more aware & regulating the advertisement targeted on children. This research paper also take a review on what kind of regulations are implemented in some parts of world regarding advertisements targeting children's & what kind of steps are being taken in India in this direction. Using 'On the Spot' sampling method 100 children between 5-15 yrs age group and 50 parents are interviewed with the help of interview schedule and data collected is presented in the form of pie chart. The research paper concludes that advertising severely affect the eating habits of present generation children. The role of parents and legal system plays crucial role in preventing the anti-health ads influencing the children's eating habits.

**THE IMPACT OF DIVIDEND POLICY ON SHAREHOLDERS' WEALTH
(A STUDY WITH REFERENCE TO FERRO ALLOY AND ALLOY STEEL INDUSTRY IN INDIA)**

S. ARAVANAN

**MEMBER OF BOARD OF STUDIES OF UG PROGRAMME IN COMMERCE
SELECTION GRADE LECTURER
DEPARTMENT OF COMMERCE
PONDICHERRY UNIVERSITY
PUDUCHERRY – 605 014**

MANEESH. MANNARAKKAL

**M. PHIL. RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
PONDICHERRY UNIVERSITY
PUDUCHERRY – 605 014**

ABSTRACT

The aim of this paper is to analyze the impact of dividend policy on shareholders wealth in Ferro Alloy and Alloy steel companies in India. To measure the impact of dividend policy on shareholders wealth multiple regression and step wise regression models are used by taking DPS (Dividend per share) RE (Retained earnings per share) PE_{t-1} (Lagged price earning ratio) and MPS_{t-1} (Lagged market value per share) as independent variables and MPS (Market value per share) as dependent variable. To decide the proportion of explained variation in the dependent variable, the coefficient of determination (Adjusted R^2) has been tested with the help of F values. The analysis is based on a sample of 18 steel companies listed on the Bombay Stock Exchange over a period of 10 years from 1999 to 2008. The dividend policy can be constructed as distribution (timing and pattern) of dividend payment. The empirical results of the study show that there is a significant impact of dividend policy on shareholders wealth in Alloy steel companies, while the shareholders wealth is not influenced by dividend pay out to the extent that Ferro Alloy steel companies in India are concerned.

DETERMINANTS OF CORPORATE PROFITABILITY OF LISTED COMPANIES IN INDIA

SHAJI. K.P

PH.D SCHOLAR

DEPT. OF COMMERCE

PONDICHERRY UNIVERSITY

PUDUCHERRY – 605 014

DR. P. PALANICHAMY

CO-ORDINATOR UGC-SAP DRS-1

SENIOR PROFESSOR

DEPARTMENT OF COMMERCE

PONDICHERRY UNIVERSITY

PUDUCHERRY – 605 014

ABSTRACT

The study highlights the determinants of corporate profitability in India by taking a sample of 61 non financial companies from BSE-100 Index. Both firm specific variables and Macro economic variables are used to see the determinants of profitability .With the help of Fixed Effect analysis and correlation analysis, it is proved that firm specific factors like financial asset, Size of the firm are positively significant on profitability while leverage and Average Payment Period are negatively influenced the profitability. The macro economic variables like GDP and Interest rate account positive effect on profitability.

CUSTOMER PERCEPTION ON ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT IN BANKS - AN EMPIRICAL STUDY

S. KAVITHA

ASST. PROF. (M.B.A.)

VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES

TIRUCHENGODE – 637 205

DR. A. LAKSHMI

DIRECTOR

SCHOOL OF MANAGEMENT STUDIES

KSR COLLEGE OF TECHNOLOGY

TIRUCHENGODE – 637 205

ABSTRACT

Building relationship with customers is becoming the main goal of any organization. This is very much true for services industries like banks. Due to LPG measures and deep competition, banks in India whether public or private are forced to execute their operations in customer centric way. eCRM is a powerful tool that can be used by banks to attract, expand and retain their customers.

This paper is an attempt to identify customer perspectives on eCRM practices in banks. It also tries to identify the level of satisfaction of customers regarding eCRM and its relevance with demographic variables. The study collected data from 150 respondents through questionnaire which included questions on a five point scale. Two hypotheses were framed and tested using cross tabulation and ANOVA. The results of the indicated that demographic factors like age, income, education, computer knowledge etc., have a positive relationship with customer perception and level of satisfaction. The study concluded that the banks have to identify right strategies to attract customers with different demographic profile and to offer them the right ecrm practices.

REQUEST FOR FEEDBACK

Esteemed & Most Respected Reader,

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

I would like to take this opportunity to request to your good self to supply your critical comments & suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **info@ijrcm.org.in** or **infoijrcm@gmail.com** for further improvements in the interest of research.

If your good-self have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator