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IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE WITH REFERENCE TO PRIVATE ORGANIZATIONS BANGALORE

KANTHAMMA H K
RESEARCH SCHOLAR
DOS & RESEARCH IN COMMERCE
TUMKUR UNIVERSITY
TUMKUR

Dr. B. SHEKHAR
CHAIRMAN
DOS & RESEARCH IN COMMERCE
TUMKUR UNIVERSITY
TUMKUR

ABSTRACT

As one of the key 'stable factors', culture within an organization is playing a critical role in the organization's everyday operations especially in involvement of This paper explores organizational culture in general, some definitions and implications of organizational culture are reviewed from different perspectives, and its impact on employee engagement. The construct employee engagement is built on the foundation of earlier concepts like job satisfaction, employee commitment and Organizational citizenship behavior.

MANAGING THE SERVICE QUALITY: COMPARATIVE STUDY ON THE BEHAVIOUR AND SWITCHING INTENTIONS OF THE CUSTOMERS

KUSAM LATA
SENIOR RESEARCH FELLOW
DEPARTMENT OF COMMERCE
HIMACHAL PRADESH UNIVERSITY
SHIMLA

Dr. S. S. NARTA
PROFESSOR
DEPARTMENT OF COMMERCE
HIMACHAL PRADESH UNIVERSITY
SHIMLA

ABSTRACT

In the present era of competition, one of the most important issues for a telecom industry is know the satisfaction level of customers, their behaviour and their switching intentions with respect to the service providers, as the rapid changing business scenario for the entire transaction activities begins and ends with the customer. Service Quality, customer satisfaction and Customer retention is the primary goal of every business organization as the customer satisfaction affects the customer's loyalty, retention rate and their behaviour whether positive or negative. The present study aims to analyse the comparative influence of service quality of Airtel and BSNL on behaviour and switching intentions of the customers in the telecommunication sector in Himachal Pradesh. The data for the study was collected through a survey consisting a sample of 600 subscribers (300 each Airtel and BSNL) selected on convenient random basis to find out the factors which are responsible for behavioural outcome and switching intentions. The statistical tools applied in the study were factor analysis, skewness, kurtosis and chi-square test. The results indicated that five factors i.e. corporate image, switching costs, poor performance, service promptness and problem solving are the significant contributors for switching intentions of the customers.

EFFECT OF PROJECT RISK MANAGEMENT PRACTICES ON PROJECT PERFORMANCE IN CEMENT MANUFACTURING FIRMS IN KENYA

MVOI ELIZABETH MAGHANGA
ADVOCATE
P. O. BOX 81164 -80100 MOMBASA

ABSTRACT

The main objective of this study was to establish the effect of project risk management practices on project performance in cement manufacturing firms in Kenya. The study adopted purposive sampling. The study used primary data which was collected using structured questionnaires which was pre-tested before being administered. The respondents were the Chief Operations Officer (COO), Chief Finance Officer (CFO), Project Manager (PM) and the Business Development Officer. The population was 162 and the sample was 62 officers from the cement manufacturing companies in Kenya. The study achieved a response rate of 71% which was deemed fit. Reliability and validity of the research instrument was conducted. For reliability, the questionnaire was found to a reliable tool for the study and it had the internal consistency required. On validity, Kaiser-Meyer-Olkin measure of sampling adequacy was found to acceptable. On the other side, the Bartlett's test of Sphericity was within range. The study concluded that there are project risk management practices which affect project performance of cement manufacturing companies in Kenya which are project risk avoidance, project risk retention, project risk transfer and project risk control. The relationship between the dependent and independent variables of the study was significant. There are also other factors that affect project performance as the project management practices constituted only 19.6%. The study recommended that there is need to find the 80.4% of the factors which affect project performance but were not shown in this model. This will determine all the factors conclusively

ANALYSIS OF TRAVEL RISK PERCEPTION AND TRAVEL INTENTIONS AMONG SOLO FEMALE TRAVELLERS TOWARDS KASHMIR AS A DESTINATION

Dr. PARVINDER KOUR
POST DOCTORAL FELLOW (ICSSR)
SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY OF JAMMU
JAMMU

Dr. SUDHANSHU GUPTA
GRADING/MARKETING OFFICER
J&K DIRECTORATE OF HORTICULTURE PLANNING AND MARKETING
JAMMU

ABSTRACT

Being an emerging market segment in tourism, women travellers are highly contributing to solo travel concepts whereas they are perceived as highly conscious towards their choices. And when there emerges the name of destination like Kashmir which is facing the downturn due to numerous uncertainties like political, cultural etc. the concern of risk increases. The present study analyses the risk perceptions among prospective solo women and their impact on travel intentions. The impact of physical risk, performance risk and financial risk has been found to be negatively affecting the travel intentions among solo women travellers who travel. Overall there derives the requirement for making the segment (solo women travellers) more secure and confident to travel and opting Kashmir as a tourist destination.

UTILISATION OF PRIORITY SECTOR CREDIT – A STUDY ON BORROWERS OF COMMERCIAL BANKS

Dr. M. SELVAM
HEAD
DEPARTMENT OF COMMERCE
SYED AMMAL ARTS & SCIENCE COLLEGE
RAMANATHAPURAM

ABSTRACT

In a modern economy, credit is the life blood of business where the banks are the institutions which are directly responsible for the creation of credit. The origin of priority sector prescriptions for banks in India can be traced to the Credit Policy for the year 1967-68, where in it was emphasized that commercial banks should increase their involvement in the financing of the priority sectors, viz., Agriculture, exports and small-scale industries as a matter of urgency. The scope and extent of the priority sector have undergone several changes since then with several new areas and sectors being brought within the purview of this sector while there has been continuous demand to include new areas such as infrastructure within the ambit of the priority sector. The categories under priority sector include agriculture, micro and small enterprises, education, housing, export credit, micro credit, Consumption Loans, Retail Trade and others. Two new categories have been added under priority sector i.e. Social infrastructure and Renewable Energy. The present study is an attempt to find the trends of PSL among public. Private and foreign banks in India and based on PSL targets fixed by RBI and the target achieved various banks.

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