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A STUDY ON EMPLOYEE PROCUREMENT, COMPENSATION AND JOB SATISFACTION OF AXIS BANK IN GUJARAT

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ABSTRACT

This paper studies the concert of Axis bank recruitment with compensation as well as job satisfaction of employee. Axis bank Human Resource policies are covers all the aspects of the bank. Axis bank employees are the majority central role of bank management. Generally, manager has high quality experience doing works as well as provides good guidance to their employees. The well prepared employee is supreme in management. Researchers have done their research work on HRM practices and other management areas. Employees are the most essential factor in bank. They are the most essential element for the development of bank management. With high-quality experience managers the progress can move in the right direction new employee in bank. So the development of employees in banking sector has key task to cooperate in the development of a bank. Compensation is necessary for any employer to fulfill their need and know how an employee can perform best. Thus it is important for an employer to encourage their personnel to improve their productivity and quality of work. The present paper is an effort to analyze internal relationship in Axis bank policy and identify the employee's job satisfaction.

ANALYSES OF CONSUMER BEHAVIOUR IN RELATION TO MARKETING STRATEGIES WITH REFERENCE TO SMARTPHONE: A STUDY OF NORTH KARNATAKA

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ABSTRACT

The invention of smartphone in the field of durables created new world to the customers. On behalf of the use of different products like radio, television, watch, videogame, watch, computer, calendar, calculator and so on, people are using only one durable i.e. smartphone. The increasing innovation in mobile phone industries has brought this craze among the people on Smartphone. The rapidly growing demand of Smartphone has created a buzz around the world. Smartphone is configured by an operating system with advanced computing capability and connectivity. Generally, Smartphone has high sensor big touch screens, high capacity batteries and high pixel cameras with lots of features and applications. Mostly people use applications for internet browsing, email, navigation, social media, listening music, reading news, games, finance, health and fitness, taking notes, calendar, weather forecast, watching time and lots of other things. In the present marketing field customer/consumer is a king; marketers along with manufacturers need to attract the consumer by various marketing strategies. The pricing and non-pricing strategies like product, place, promotional, pricing and advertising based strategies are framed to influence and motivate the customers. But now a days wiser customers/consumers are aware of these all strategies and responding accordingly. The study of consumer behavior in relation marketing strategies seems relevant to consumers as well as marketers. The main thrust of the article is analyzing the consumer behavior towards different marketing strategies and find out the most influencing strategies on consumers' purchase decision relating to Smart-Phone in the selected sample area.

COMPARATIVE ANALYSIS OF THE BARRIERS IN THE GROWTH OF CASHLESS TRANSACTIONS IN RURAL AND URBAN AREAS

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ABSTRACT

The study finds out that the key barriers in the growth of cashless transactions in rural areas are non-availability of internet, non-availability of smart phone, slow internet speed, non-familiarity with payment transfer methods, poor mobile network, cost of internet and lack of merchant or seller's acceptance. All these components reveal that there is a serious need of improvement in the mobile and internet infrastructure in rural areas. Moreover, due to poor literacy rate, people are not familiar with the payment transfer methods. Merchant's in the rural areas do not accept digital payment due to the poor literacy rate and poor mobile and internet network. The study also finds that key barriers in the growth of cashless transactions in urban areas are slow internet speed, non-familiarity with payment transfer methods, fear of online fraud and cost of internet. The quality of mobile and internet network seem to be good in urban areas as the study shows that it is not a barrier in the growth of cashless transactions. People in urban areas have fear of online fraud whereas they do not consider transaction cost as barrier in the adoption and growth of cashless transactions.

AN IMPACT OF CORPORATE GOVERNANCE ON FINANCIAL PERFORMANCE OF SELECTED NON-FINANCIAL COMPANIES

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ABSTRACT

In corporate world, Corporate Governance is the new buzz in the present days. It is established as one of the moral duty, it involves the promotion of ethical law in letter and demonstrating and show such spirit in conduct. The association of Corporate Governance and Financial Performance has been widely discussed by the scholars and researchers from the last decade. So many researchers have put themselves in such exploration to examine the linkage between these two but not reached to the conclusive evidence. The outcome of the present study is mixed. In this study, it has been attempted to search out the impact of corporate governance on financial performance of corporate from Indian context, there has been collected 20 companies as sample, listed on S&P CNX Nifty 50 index. Number of various test like, correlation, regression, t-test and F-Test have been applied by using secondary data over a period of two years from financial year 2017 – 2018 to 2018 – 2019 to examine the said association. Size of firm has also been controlled in the study. It has been observed that rating of government has significant and positive impact on corporate financial performance. As observed in so many researches, there are also certain limitation in the present study, which should be discussed or considered at the time of using the result of this study and the future researchers should attempt to overcome these limitations.

THE INFLUENCE OF POLITICAL RISK FACTORS ON PROJECT COMPLETION IN ETHIOPIA

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ABSTRACT

Recently, the problem of construction project implementation had received great contemplation throughout Ethiopia. Therefore, the main aim of this part was to explore the political risk factors affecting the proper implementation of construction projects in Ethiopia. The study used a quantitative research method together with primary and secondary sources of data. For this, one hundred individuals in the construction atmosphere participated in this study. The study investigated that political risk factors primarily lack of bureaucratic quality, lack of accountability; military based enterprises involvements on construction project, investment profile, socioeconomic situations, corruption, external and internal conflicts, ethnical and religious tensions as well as ineffective implementation of law and order were drastically influenced the degree of construction projects functioning in Ethiopia. Therefore, to improve the degree of implementation of the construction projects success, parties in the construction industry shall continuously improve the degree of bureaucratic quality, democratic accountability, military organization appointment in construction project works, investment profile, socioeconomic conditions, implementation of law and order, corruption, internal and external conflicts as well as tensions by undertaking an effective risk management scheme throughout the project lifecycle. The client, contractors, owners and stakeholders shall hearten the culture of partnership and teamwork because the construction project is whereby several the parties have mutually performed for an extended time. Finally, the correct method for the participants in the construction contracts is to apply cooperative problem-solving arrangement since it promotes the economy of time, integrative agreement, efficiency and effectiveness as well as adjustment of complex project atmosphere.

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