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CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

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

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

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THE EFFECT OF PERCEPTION OF ORGANIZATIONAL SUPPORT, JOB CHARACTERISTICS, ORGANIZATIONAL JUSTICE ON EMPLOYEE ENGAGEMENT AND PERFORMANCE (STUDY ON EMPLOYEES OF 4-STAR HOTEL IN PALEMBANG)

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ABSTRACT

This study proposes perceptions of organizational support, job characteristics and perceptions of career development as antecedent variables of employee engagement and their relationship to employee performance. The method used in this research is a quantitative approach. For this study, employees of 4-star hotels in Palembang were used as the research population. The sampling technique used in this research is purposive sampling. Purposive sampling is the selection of respondents based on the characteristics and those who have the best information about the topic being researched. The Structural Equation Model (SEM) was developed in this study to test the conceptual model and measure the relationship between the constructs. The relationship between perceived organizational support and employee involvement did not get a strong enough support in this study, meaning that there was a positive and insignificant effect between perceived organizational support and employee engagement. The relationship between job characteristics and employee involvement received strong support in this study, meaning that there was a positive and significant influence between organizational justice and employee engagement. The relationship between organizational justice and employee engagement and employee engagement and employee performance has strong support in this study, meaning that there is a positive and significant influence between employee engagement and employee performance.

THE IMPACT OF QUARTERLY EARNINGS ANNOUNCEMENTS ON STOCK RETURNS: AN EVENT STUDY APPROACH

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VALLABH VIDYANAGAR

ABSTRACT

This study aimed to know the impact of quarterly earnings on stock returns and investor's wealth. For the purpose of the study researcher used event study methodology which is most sophisticated model to examine the impact of a particular event. 4 companies selected as sample from IT Index of BSE. 8 quarters of each 4 companies considered for the analysis. All the data of companies and Information Technology Index collected from official website of BSE. Study found out that quarterly earnings announcements do affect stock returns and investor's wealth. Investors gained notably for Tata Consultancy Services, Infosys Ltd. and Tech Mahindra and Investors of HCL Technology lost their wealth after the quarterly earnings announcements.

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