

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2980 Cities in 165 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	CRITICAL EVALUATION OF THE FIVE PERFORMANCE OBJECTIVES: A STUDY OF SOUTH WEST AIRLINES, USA <i>DR. KAUP MOHAMED</i>	1
2.	A STUDY ON THE REASONS FOR STUDENT'S MISBEHAVIOR IN CLASS AND ACADEMIC REMEDIAL MEASURES TO CURB STUDENT'S MISBEHAVIOURS IN CLASS AT HIGHER EDUCATIONAL INSTITUTIONS <i>NAZNEEN AHMED</i>	4
3.	USE OF PROPERLY POSITIONED HEAD RESTRAINT <i>MURAT DARCIN</i>	9
4.	THE FUTURE OF HERO MOTO CORP: A STUDY ON THE CUSTOMER PREFERENCE TOWARDS HERO TWO WHEELER AFTER THE TERMINATION OF HERO HONDA <i>V. DEVAKI & DR. H. BALAKRISHNAN</i>	12
5.	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN HOTEL INDUSTRY: A CASE STUDY OF HOTEL SERVICES IN GUNTUR CITY, AP <i>T. SITA RAMAIAH</i>	20
6.	READING THROUGH MOTIVATIONAL THEORIES <i>DR. CHRIS EHIUBUCHE</i>	23
7.	ROLE OF GENDER DIFFERENCE IN FINANCIAL INVESTMENT DECISIONS: A QUANTITATIVE ANALYSIS WITH SPECIAL REFERENCE TO RISK AVERSION AND OVERCONFIDENCE APPROACH AMONGST MANAGEMENT GRADUATES IN LUCKNOW CITY OF UTTAR PRADESH <i>DR. VIVEKANAND PANDEY</i>	28
8.	BUSINESS ETHICS: A STUDY OF TEN INDIAN BANKS <i>RAJESH PRABHAKAR KAILA</i>	34
9.	MENTAL HEALTH IN REFERENCE TO LENGTH OF SERVICE AMONG MALES & FEMALES ACADEMICIANS <i>DR. RENUKA JOSHI & JUHI M GARG</i>	38
10.	THE EFFECT OF WORK PRESSURE ON EMPLOYEES' PERFORMANCE IN COMMERCIAL BANKS <i>DR. MARWAN M. SHAMMOT</i>	41
11.	ATM SERVICES AND CUSTOMER'S SATISFACTION LEVEL: A CASE STUDY OF PUBLIC AND PRIVATE SECTOR BANKS IN HAMIRPUR DISTRICT (HP) <i>DR. SATINDER SINGH RANDHAWA</i>	51
12.	TOWARDS A DEEPER UNDERSTANDING OF HUMAN EMOTIONS IN THE CONTEXT OF ADVERTISING SLOGANS <i>WAN-CHEN WANG</i>	55
13.	SHOPPER'S PERCEPTION TOWARDS STORE BRANDS WITHIN RETAIL STORES: A CASE OF NELLORE CITY OF ANDHRA PRADESH <i>SANDEEP KUMAR MACHAVOLU</i>	62
14.	IMPACT OF GOVERNMENT POLICIES ON DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN INDIA <i>SEEMA SHOKEEN & VIJETA BANWARI</i>	66
15.	STUDY OF CONSUMPTION PATTERN AND HEALTH AWARENESS AS REGARD THE EFFECTS OF FAST FOOD AMONG UNIVERSITY HOSTELLERS <i>DR. S. M. MEHDI & TARUN GUPTA</i>	71
16.	WTO NEGOTIATIONS ON AGRICULTURE AND THE IMPLICATIONS FOR DEVELOPING COUNTRIES INCLUDING INDIA <i>DR. S. NAGABHUSHANA & DR. D. GOVINDAPPA</i>	76
17.	KAIZEN COSTING TECHNIQUE – A LITERATURE REVIEW <i>MANMEET KAUR & RAVINDER KAUR</i>	84
18.	FDI IN MULTI BRAND RETAIL: INDIA CALLING <i>SAUMYA JAIN</i>	88
19.	INDIA AND CHINA: POST CRISIS REBALANCING STRATEGY <i>RINKU MAHINDRU</i>	92
20.	E-WOM AND SIMILAR EMERGING TERMS: A LITERATURE REVIEW <i>DEEPTI GOEL</i>	99
21.	CONSUMER PERCEPTIONS TOWARDS SMS MARKETING <i>SRI BGK MURTHY</i>	104
22.	TRENDS OF NON-PERFORMING ASSET (NPA) IN PUBLIC SECTOR BANKS IN INDIA DURING 1993 TO 2012 <i>AKSHAY KUMAR MISHRA</i>	111
23.	UNFASTENING THE VITALITY TO PROMOTE GREEN GROWTH: LESSONS FROM INNOVATIVE STRATEGY OF INDIA <i>SHWETA SATIJA</i>	115
24.	GOVERNMENT POLICY AND SMALL SECTORS IN INDIA <i>LIGI JOLLY</i>	120
25.	AN IMPACT OF WORK FAMILY CONFLICT ON ORGANIZATIONAL COMMITMENT: A STUDY OF STAFF MEMBERS AT PEOPLE'S BANK IN TRINCOMALEE DISTRICT <i>J. N. JENITTA & P. ELANGKUMARAN</i>	122
26.	ROLE OF SMALL SCALE INDUSTRIES FOR ERADICATE UNEMPLOYMENT IN YOUTH: A CASE STUDY OF AJMER DISTRICT <i>DEEPAI SHARMA & SHWETA SHARMA</i>	126
27.	CO-OPERATIVES FOR DEVELOPMENT: A KERALA EXPERIENCE <i>SUDHEERAN T.S.</i>	131
28.	ROLE OF MICROFINANCE IN THE PROMOTION OF RURAL WOMEN ENTREPRENEURSHIP: A CASE STUDY OF SHIMOGA CITY <i>VIMALA B.N</i>	134
29.	REGULATORY CHANGES AND THEIR IMPACT ON LIFE INSURANCE BUSINESS: AN ANALYTICAL STUDY <i>KAVITA MAHAJAN</i>	138
30.	EMPLOYEES PERCEPTION OF PERFORMANCE APPRAISAL SYSTEM: A STUDY ON HIGHER EDUCATION INSTITUTES IN JALANDHAR <i>SUPRIYA MAHAJAN</i>	144
	REQUEST FOR FEEDBACK & DISCLAIMER	151

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

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. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

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

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSinghI. P. University, Delhi

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

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

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VITUniversity, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

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

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the 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 my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

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

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

<http://ijrcm.org.in/>

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the 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. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **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 follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the 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.
 - The title of books and journals should be in italics. 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.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

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

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, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

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

ONLINE RESOURCES

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

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

MENTAL HEALTH IN REFERENCE TO LENGTH OF SERVICE AMONG MALES & FEMALES ACADEMICIANS

DR. RENUKA JOSHI
HEAD
DEPARTMENT OF PSYCHOLOGY
DAV PG COLLEGE
DEHRADUN

JUHI M GARG
ASST. PROFESSOR
SCHOOL OF MANAGEMENT
GRAPHIC ERA UNIVERSITY
DEHARADUN

ABSTRACT

The present study has explored the “mental health in reference to length of service among males & females academicians”. The study further tries to make an in-depth investigation on mental health of academicians at the different academic institutions. The data was collected on 120 (60 males and 60 females) academicians. Subjects were selected from academic Institutions of Dehradun, Uttarakhand, India using Stratified Random Sampling technique. Employee’s Mental Health Inventory (EMHI) administered on the same group of subjects to collect the data. The scale was designed and planned by Dr. Jagdish, consists of 24 items. The data was analyzed by SPSS software (version 17). The mean & F ratio results of the present study revealed a significant difference in mental health between both the genders. The study had also revealed that Length of service for more than 10 years and length of service for less than five years differ significantly from each other.

KEYWORDS

Gender difference, Length of Service and Mental Health.

MENTAL HEALTH

Mental Health Stress affects not only our physical wellbeing but our mental comfort, too. In recent years, clinical psychologists as well as educationalists have started giving proper attention to the study of mental health. Mental health connotes those behaviours, perceptions and feelings that determine a person’s overall level of personal effectiveness, success, happiness, and excellence of functioning as a person (Kornhauser, 1965). Mentally healthy person is firm in his/her intentions and is least disturbed by strains and stresses of day to day life. The concept of mental health has taken ‘Gestalt’ view of individual. It incorporates the concepts of personality characteristics and behaviour all in one. It may also be understood as the behavioural characteristic of the person. A mentally healthy person shows a homogeneous organization of desirable attitudes, healthy values, and righteous self-concept and a scientific perception of the world as a whole. The expression ‘Mental Health’ consists of two words ‘Mental’ and ‘Health’. Mental health, therefore, may refer to a sound mental condition or a state of psychological well-being or freedom from mental diseases. It is said that a sound body determines a sound mind and a sound mind exists in sound body. The noun mental health has one meaning that the psychological state of someone who is functioning at a satisfactory level of emotional and behavioural adjustment (WordNet, 2009). Wikipedia Dictionary (2010) explains the meaning of mental health as a state of emotional and psychological well-being in which an individual is able to use his or her cognitive and emotional capabilities, function in society and meet the ordinary demands of everyday life. According to Longman’s Dictionary of Psychology and Psychiatry (Goldenson, 1984), “Mental health is a state of mind characterised by emotional well-being, relative freedom from anxiety and disabling symptoms, and coping with ordinary demands and stresses of life”. Generally mental status has two possibilities: either health or illness. Mental health is more than the absence of mental illness (World Health Organisation (WHO), 2006). Mental Health includes the ability to enjoy life, resilience, balance, flexibility, and self-actualization. Positive mental health consists of protection and development and satisfying human relationships and in the reduction of hostile tensions in persons and groups. Some psychologists considered mental health as absence of mental illness. Mental illness is any of various conditions characterized by impairment of an individual's normal cognitive, emotional, or behavioural functioning and caused by social, psychological, biochemical, genetic, or other factors, such as infection or head trauma. It is also called emotional illness, mental disease, and mental disorder. Some experts consider mental health as a continuum. Thus, an individual's mental health may have many different possible values.

METHODOLOGY**AIMS AND OBJECTIVES**

The main objective of the study is to study mental health in reference to length of service among males & females academicians of Dehradun district.

HYPOTHESES

H1: Males and females will differ significantly from each other Mental Health.

H2: Length of service for more than ten years and length of service for less than five years will differ significantly from each other on Mental Health.

TOOL USED

Employee Mental Health Index (EMHI) Test was used to measure mental health of academicians. The test was Constructed and standardized by Dr Jagdish. EMHI, assess mental health of employees working in any organization; it is useful in screening the employees with poor psychological wellbeing, who need help to their happier job and personal life. It measures the state of mental pleasure, overall well-being and lacking of psycho-physiological complaints.

Sample: The criteria for selection of the respondents for the study were the full time employed academicians in the academic institutions namely, Graphic Era University, SelaQui Academy of Higher Education, SelaQui World School, Sri Guru Ram Rai Mission, MKP College, Uttaranchal University, & GRD Academy of Dehradun city. The total sample size was comprised of 120 academics (60 males and 60 females), who were selected by random sampling method from the selected academic institutions.

DESIGN

2x2 factorial design will be used where the length of service (Less than 5 years and more than 10 years) will matched with the levels of sexes (males & females).

PROCEDURE

Data was collected using stratified random sampling method. Data was collected on permanent employed academicians working at higher study centers based at Dehradun city, the respondents were contacted personally. The questionnaire consisting of 24 items were given to them to be filled in 5-10 minutes of time.

RESULTS

Keeping in view the objectives of the present study, the obtained data were analyzed using Mean, SD's, F ratio testing. (Table No1) the obtained results are discussed as under:

1. Males and females will differ significantly from each other on Employee Mental Health: As it is evident from Table No 1 the first hypothesis was found to be true and correct. Males and females differ from each other on Mental Health. Study indicated that there existed positive and statistically significant difference of gender on occupational stress. A similar study by Manikandan, K (2012) concludes that sex and institution have significant & main interaction effects on certain components of occupational mental health but not in the case of total occupational mental health of teachers. Female teachers experience more job satisfaction than the male teachers. Some reviews that does not stand in line with "Males and females differ significantly from each other on Employee Mental Health" like Anita Chawla (2012) mental health in boys and girls of College students; and its relation to academic achievement, female students have better mental health than male students. High academic achievement corresponds to high mental health. Auja et al. (2004) showed that working women were significantly more stressed due to psychological stressors than non-working women. The mental health inventory developed by Jagdish and Srivasta was employed to assess the mental health of the college teachers. Study revealed that male teacher exhibit significant better mental health than their female counterparts. Ojha and Rani (2004) examined the level of life stress and various dimensions of mental health among working and non-working Indian women. Working women were significantly scored higher on life stress in comparison to non-working women.

2: Length of service for more than 10 years and length of service for less than five years will differ significantly from each other on Employee Mental Health referring to (table No 20), the proposed hypothesis was found to be correct and we accept the hypothesis by confirming "Length of service for more than 10 years and length of service for less than five years will differ significantly from each other on Employee Mental. A study by Bhagawan (1997) revealed that higher the teaching experience, lesser the perceived burn out. Bhatia and Kumar (2005) studied on occupational stress and burn out in industrial employees. Their experience/length of service varied from 2-6 and 7-12 years. Industrial employees at supervisor rank and below supervisor rank with more experience of service had more occupational stress due to more feeling of depersonalization and more emotional exhaustion. Ryhal and Singh (1996) considered university academicians for their study. Results revealed that those with 26-35 years' experience had higher job stress than those with teaching experience of 16-25 years and 5-15 years. Those with 16-25 years' experience had higher job stress than those with teaching experience of 5-15 years and this effect their mental wellbeing.

TABLE NO 1: TOTAL EMPLOYEE MENTAL HEALTH INDEX

Total Employee Mental Health Index			
Males (N=60)		Females (N=60)	
Mean	SD	Mean	SD
18.68	4.070	16.91	5.61
17.80			

The above table no 1 shows the total Mean and SD of Males and Females on Employee Mental Health Index. In observation of mean and SD values, males are found to have higher values in comparison to their female counterparts.

TABLE NO 2: COMPARISON OF MALES AND FEMALES ON LENGTH OF SERVICE

Length of Service				
Less than Five Years	Males		Females	
	Mean	SD	Mean	SD
	18.4	3.52	15.13	6.33
More than Ten Years	Males		Females	
	Mean	SD	Mean	SD
	18.96	4.60	18.07	4.17

In the above table No 2, it was observed that means value of males is higher than the mean value on females in Length of service for less than 5 years, It was also observed that means of males are again found to be higher than the mean value of females in Length of service for more than 10 years on EMHI.

TABLE 3: ANALYSIS OF VARIANCE OF EMPLOYEE MENTAL HEALTH INDEX

ANOVA Summary for Employee Mental Health Index				
Source of Variation	SS	Df	MS	F
Sex	93.63	1	93.63	4.11
Length of Service (LS)	128.13	1	128.13	5.63
Sex X LS	67.51	1	67.51	2.96

The above table No 3 showed the calculated F value for sex which was found to be statistically significant on Employee Mental Health Index at 0.05 level. F value for length of service also appeared to be highly significant at 0.05 level. Whereas F value on interaction effect between sex and length of service was appeared to be statistically insignificant.

CONCLUSION

The first proposed hypothesis was found to be correct and we accept the hypothesis by confirming that males and females will differ significantly from each other on Employee Mental Health.

The second proposed hypothesis was also found to be correct and we accepted the hypothesis by confirming "Length of service for more than 10 years and length of service for less than five years will differ significantly from each other on Employee Mental health.

DELIMITATIONS

The study had following limitations:

- Academicians working in various institutions are from Dehradun city only.
- The sample size of the study was small to predict the very exact picture of occupational stress and mental health of the academicians.
- Scales used in the study had limited number of variables.

SUGGESTIONS FOR FUTURE RESEARCH

The following suggestions were evolved from the present study for future researches

- Further research is needed with larger samples. This study was confined to Dehradun city. Similar study can be conducted taking a larger geographical area; at regional or state level.
- A similar study can also be conducted on other professionals.
- In depth research may be undertaken to identify "at the job" and "off the job" problems of academicians.
- This study was concerned with inter group gender differences. Similarly, a study may be designed with intra group comparisons.

- The working conditions and workplace strategies may be studied in relation to mental health and stress.
- Future research may attempt to study mental health of family members and its impact on employees mental well-being.

REFERENCES

1. Aujla, P., Harshpinder, Sandhu, P. and Gill, R., (2004), Stress management techniques used by Working women and Non-Working Women of Ludhiana city. *Indian Journal of Exclusive Management Science*, 45(1): 47-58.
2. Bhagawan, S., (1997), Job stress and burn out in academicians of secondary school in Orissa. *Indian Research Journal of Extension Education*, 33(4): 218-234.
3. Bhatia, P. and Kumar, A., (2005), Occupational stress and burn out in industrial employees. *Indian Psychological Review* 64(4): 191-198.
4. Chawla, A. (2012), Mental Health And Its Relation To Academic Achievement. *J. ISJR* 7(2):1-7
5. Dewan, R.,(2012), Stress and Mental Health of Tribal and Non-Tribal Female School Teachers in Jharkhand, *International Journal of Scientific and Research Publications*, 2(10): 1-4
6. Jagdish and Srivastava, A. K. (1989). "Perceived Occupational Stress and mental health: A case study." *Indian Journal of Industrial Relations*. 24(4). pp. 444-452.
7. Kornhauser, A. (1965). *Mental health of the industrial worker*. New York, John Willey.
8. Manikandan., k, (2012), occupational mental health of school and college teachers, *International Journal of Social Science & Interdisciplinary Research*,1(11):83-91.
9. Ojha, S. and Rani, U., (2004), A comparative study of the level of life stress and various dimensions of mental health among working and non-working women. *J.Com. Gui. Res.*, 21(3): 297-303.
10. Ryhal, P.C. and Singh, K., (1996), A study of correlates of job stress among university academicians. *Indian Psychological Review*. 46(1-2): 20-26.

REQUEST FOR FEEDBACK

Dear Readers

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

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

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

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

