

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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HOSPITALS OUTSOURCING COMPLETE DEPARTMENTS: A STUDY

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ABSTRACT

Some of the hospitals are outsourcing various Departments. This article investigates what are the various Departments outsourced by those hospitals separately. Further, the study also analyzes the relationship between various Departments by using a procedure called Pattern Analysis. The procedure identifies various Departments that are outsourced by the hospitals and gives a binary digit either 1 or 0. Further, the procedure also generates a code value of various Departments outsourced by the hospitals. The code provides us to identify various combinations of Departments that are outsourced by hospitals. By using these code values we can decompose the Codes and can identify various Departments that are outsourced by various hospitals.

A STUDY OF CORPORATE BOND MARKET IN INDIA AND ITS LIQUIDITY

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ABSTRACT

Corporate Bond Market in India has not achieved the efficiency which the time demands. Various efforts have been taken by Government authorities by injecting reforms in the system. But in comparison to other financial securities and developed countries Bond Markets Indian Corporate Bond Market still stands inefficient. Liquidity is assumed to be one of the parameter of measuring the efficiency of the market as Liquid markets bring various benefits with it. This paper tries to provide a study of the corporate bond market in India and its liquidity. The paper studies the current Market position and various reasons listed out by the researchers for the subdued state. The second part of the paper focuses on the liquidity of the Market and tries to measure the Liquidity. Out of the various measures available Turnover ratio has been used to measure the liquidity of the corporate bond market in India in this paper. Though there is no single theoretically correct universally accepted measure to determine a markets degree of liquidity, market specific factor can be a good indicator and suggestive of the current state of the market if compared over a period of time.

FRUIT AND VEGETABLE MARKETING FOR SMALL SCALE GROWERS IN INDIA

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ABSTRACT

India is the second largest producer of the fruits and vegetables in the world after China. Since the 1980s the international trade in fruits and vegetables has expanded rapidly. The number of commodities as well as the number of varieties produced and traded have drastically increased during the past 30 years. There is an overall increase in the demand of fruits and vegetables for consumption both in fresh and the processed form. Also there is a wide diversification in production pattern globally. Income in this sector is increasing which is driving the supply. In spite of being one of the largest producers of fruits and vegetables in the world, the export competitiveness among the Indian producers remains low. But with new marketing initiatives, the post-harvest losses and wastage due to poor infrastructure facilities such as storage and transportation are reduced to a considerable extent, yet a lot needs to be done in this sector. Marketing is important to all farm enterprises, regardless of size. Some farmers, such as cash grain farmers or dairy farmers, have large, well-established markets. They can use existing organizations to perform the marketing function for them, or they can band together, form a cooperative, and market their products jointly. Small-scale fruit and vegetable growers generally have more difficulty finding established markets; therefore, they usually develop marketing systems tailored to their unique situations. It is strongly recommended that grower identify and research the market before growing fruit and vegetable.

PERFORMANCE OF PROFITABILITY MANAGEMENT IN LANCO INDUSTRIES LIMITED: AN EVALUATION

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ABSTRACT

The overall objective of business enterprise is to earn at least reasonable return on the funds invested, consistent with maintaining a sound financial position. The present research paper aims at focusing the objectives to appraise the profitability performance from the point view of sales levels, to analyze the profitability performance from the point view of investments. The gross profit margin reported the ups and downs over the study period. The profitability performance in relation to sales was thin over the study period in LIL and hence not satisfactory. The net profit margin had never touched even six percent of sales which is standard norm during the entire period of study excluding 2010. It may be observed that the net profit performance in relation to sales was sad in LIL. The return on net worth ratio had exceeded the standard norm of 12 per cent over the study period barring beginning and closing years of study. The profit performance in relation to investment was highly satisfactory with an exception of beginning and closing year of study. The profitability performance in LIL was much satisfactory in terms of investment. It is a clear indication that the net assets were used productively in the LIL. The return on investment ratio is quite encouraging to the existing investors and to the prospective investors. It is also welcoming feature for taking capital budgeting decisions to obtain assets which provide appropriate return on investment. The profitability performance in relation to sales shall be improved to the satisfactory level. Hence, it is suggested that the LIL has to go for integrated marketing practices so that it can increase its sales. Consequently, the profits will be increased. The LIL is suggested to improve the net profit by increasing the volume of sales. The company's profitability performance is declined due to various reasons in the concluding years of the study. Hence, it is better to forecast the future trends, and make changes in the company's financial policies to get good returns.

KEY CHALLENGES FOR INDIAN MANAGERS: IMPACT OF FDI ENTRY IN RETAIL MARKET

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ABSTRACT

Modernization of retail market is a critical and necessary condition for sustaining high growth impulse in the economy. With greater investment and new technologies, the sector can act as a growth driver rather than a drag with its outdated practices and inability to take advantage of either economies of scale or of scope. Global retail brands will bring in better management practices and backend infrastructure that benefit not only farmers but also the consumers. This would be viable only on allowing FDI in retail marketing. Even though the challenges before Indian Managers due to entry of FDI in retail market are to be tough, they are definitely to bring lot of improvement in the sector like modern inventory management practices, improved supply chain management, new storage and vending technologies and advanced organization skills will go for a long way in the modernization of this sector.

IMPACT OF FOREIGN INSTITUTIONAL INVESTMENT ON STOCK INDICES IN INDIA

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ABSTRACT

Foreign Institutional Investment (FII) is now important investment in the country's economic growth. In developing countries like India foreign capital helps in increasing the productivity of labour and to build up foreign exchange reserves to meet the current account deficit. Foreign Investment provides a channel through which country can have access to foreign capital. Since the opening up of India's capital markets, the FII activity has been on a constant rise. This paper is an effort to analyze the relationship between the FIIs equity investment pattern and Indian stock indices and to analyze the impact of FIIs equity investment on specific industrial sector. The study will provide a very clear picture of the impact of foreign institutional investors on Indian stock indices.

TREND AND PROSPECT OF PRIVATE EQUITY FUND IN ASIA-PACIFIC COUNTRIES: A LESSON FROM INDIA

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ABSTRACT

Private equity, as an asset class, is probably one of the less well-understood segments of today's financial markets though it is one of the most specialised asset classes. Private equity investments in companies involve considerable risk at an individual company level, and are broadly comparable with other asset classes at the portfolio level. Continuous improvement in savings, abundant liquidity propelled by petrodollars, sovereign wealth funds as well as hedge funds and an accommodative monetary policy that enabled a low interest rate environment accelerated the growth of private equity investment in the world as well as in Asia-Pacific countries including India. Over the years, Venture capital and private equity (VC/PE) industry made their presence felt in the Indian economy as a conduit to finance young entrepreneurial firms which require substantial capital to drive growth and innovation. This paper is an attempt to explore the trend, progress and prospect of VC/PE industry in India in comparison with the other countries in Asia –pacific region.

CORPORATE ENVIRONMENTAL REPORTING IN THE CONTEXT OF RECENT CHANGES IN REGULATORY FRAMEWORK WITH SPECIAL REFERENCE TO INDIA

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ABSTRACT

Environmental Accounting and Reporting is a new addition to the legal jurisprudence. The global state actors have already taken some greening accounting initiatives under the forum of the United Nations Division for Sustainable Development, the United Nations Statistical Division, and the United Nations Conference on Environment and development known as Earth Summit in Rio de Janeiro, Johannesburg Conference 2002, Kyoto convention etc. This study will provide an overview of the environmental accounting and reporting laws and regulation across the countries based on secondary sources. An attempt has been made in this paper to summarise laws and guidelines relating environmental accounting and reporting in some selected countries. We investigate how environmental disclosures vary under environmental laws across the countries. To this end, we investigate Environmental Accounting and Reporting laws and guidelines in India. We found that Environmental Accounting regulation in India is still at nascent stage. In the absence of suitable enforcement mechanisms, real convergence and harmonization is unlikely to happen.

BRAND CHOICE DECISION OF INDIAN URBAN FAMILY**SRI. JAYA PRAKASH RATH****SR. LECTURER****DEPARTMENT OF BUSINESS ADMINISTRATION****RAVENSHAW UNIVERSITY****CUTTACK****SRI. RAJESH KUMAR SAIN****ASSOCIATE PROFESSOR****DEPARTMENT OF BUSINESS ADMINISTRATION****RAVENSHAW UNIVERSITY****CUTTACK****SRI. ANJAN KUMAR MOHANTY****SR. LECTURER****DEPARTMENT OF BUSINESS ADMINISTRATION****RAVENSHAW UNIVERSITY****CUTTACK****ABSTRACT**

An understanding of consumer behavior based on the traditional Western nuclear family (husband, wife and unmarried children) model is inadequate to handle marketing on a global scale or to interpret changes at home. The number of relatives influencing purchase and who they are can vary as can the type of decision making, which may be allocable, stressing individual responsibility, or consensual. This article re-examines our basic assumptions and then considers marketing under alternative family scenarios extended families, further familial shrinkage, and more participatory decision-making. Past research has presented conflicting evidence regarding the effect of time between purchases on consumer brand choice. This study investigates the time effect on brand purchase probabilities after homogenizing the data with respect to store switching, size of purchase, and frequency of the product purchase. Two exponential models have been proposed and their over-all effectiveness compared with a naive model. The contribution of the study is in building a realistic model of consumer purchase choice by incorporating the elements of the marketing environment. The project was given to determine the process of brand choice decision in Indian urban families. Research on family decision making has been largely confined to spouses, who have been considered as the relevant decision making unit in a family. However, the role of third party influences, such as children, on decision making strategies and negotiations is essential to taking a broader view of the relevant unit of analysis. Traditionally, women were seen to be the purchasing agents for the family. Nonetheless, increasing participation of women in the workforce has prompted a shift in this role as children are increasingly the "buyers" for the entire family. Corporate branding is a potentially strong tool for re-aligning a corporate strategy and ensures that the corporation- big or small - is leveraging adequately on the untapped internal and external resources. From the research, I come across several interesting results about the brand choice decision in Indian urban families which include different sectors like FMCG, FMCD automobiles etc, about people's perception and different strategies followed by different organization to promote their products and services. From the analysis, it is found that most of the families are in favor of the branded products and strongly believe in Customer Relationship management. Then other factors come across.

FOREIGN DIRECT INVESTMENT IN INDIAN MULTI BRAND RETAIL TRADE: STAKEHOLDER PERSPECTIVE

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ABSTRACT

The subject matter FDI in Multi brand retail has been interpreted and subjected in distinct ways. The research included statistics, articles, journals and magazines circulating across the nation and substantive use of Internet Facility. The review of literature over the highly debatable issue, discussed in the parliament which is pertinent now days was interpreted and designed in form of 'aspects of Indian retail industry stakeholders'. The issues of both interested and uninterested parties were formulated and have been made into this paper. It was to study and to analyze the current retail scenario in India, investigate the controversial views of the various stakeholders and evaluate the likely challenges and threats of FDI in Multi-Brand Retailing.

EFFICIENT MARKET HYPOTHESIS IN CHINA STOCK MARKETS

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ABSTRACT

This is a working paper which has examined the weak form of efficiency on two major stock exchanges of china that is Shanghai Stock Exchange and Shenzhen Stock Exchange. Historical index values were gathered on monthly basis for a period of 10 years (1st April 2002 to 2nd May 2013) for the Shanghai and Shenzhen Composite index. The random walk hypothesis is examined using two statistical methods, namely a serial autocorrelation test and a non-parametric runs test. In our earlier studies we have documented that Indian Stock Market (BSE) is weak form efficient whereas in this study we have concluded that Chinese stock market is not weak form efficient.

PORTFOLIO PERFORMANCE EVALUATION OF SELECTED SECTORS INDEX OF BSE

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ABSTRACT

The models of evaluating portfolio's performance are based on two factors viz., Return and Risk, which are suitable for short term and a major shortcoming is that these models evaluate different types of investment companies by these same factors. This study suggests a model for evaluation of long-term portfolio's performance by accounting contingency multi criteria for each field of investment company classification. In this research paper we are going to evaluate the performance of different BSE sector index such as BSE BANKEX, BSE CG, BSE FMCG, etc with five different portfolio evaluation measures. i.e. Sharpe measure, Treynor measure, Jensen measure, Fama measure and M^2 measure.

A STUDY OF SERVICE QUALITY PERSPECTIVES AND CUSTOMER SATISFACTION

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ABSTRACT

The objective of this study is to examine the level of service quality as perceived by customers of Bajaj Allianz Life insurance company working in Mangalore. To measure the Service quality Parasuraman et al. (1988) developed SERVQUAL Model which evaluates the service quality in five dimensions like Reliability, Responsiveness, Empathy, Assurance, and Tangibles. The data is analyzed by PZB gap analysis. The results of this study show that Responsiveness has maximum average gap score of 0.820 which is higher than other four dimensions, implying dissatisfaction of customers. The Bajaj Allianz Life Insurance Company should have positive approach towards customers and require individual attention which helps the company to improve their brand image in the mind of the customers.

A STUDY ON COST EFFECTIVE METHOD OF RECRUITMENT AT KGISL

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ABSTRACT

The study report is the outcome of the study undertaken in KG Information Systems Private Limited., (KGISL) Coimbatore. The major objective of the study is to know the best recruitment method which is cost effective to KGISL through seven different dimensions of recruitment. Simple Random Sampling was used for selecting the recruiters from the collected database. A sample size of 100 recruiters, which includes Human Resource Executives, Vice President Human Resource, Senior Executives Human Resource, Manager Human Resource, Assistant manager Human Resource. Primary data was collected through Unstructured questionnaire. The data collected were analyzed by using Conventional Analysis (Simple percentage), Weighted Average and Correlation. Suitable Suggestions and Recommendations were given for corrective actions. It is found that among the seven sources of recruitment, Internal Promotion holds the first rank. The second best source of recruitment is Job Fair. The third best source is ranked for the Campus Recruitment. The rest four sources are ranked as Head Hunting, Advertisement, Referrals and Consultancies. The sources of recruitment have positive correlation between factor and cost. As many of the respondents feel that job fair gives them better candidates, job fair kind of recruitment method can be improved and updated. Such type of fairs can filter better candidates from a larger crowd. Number of rounds of interviews can be equally compressed in such type of fairs which will not eat away the recruiter's time.

STRUCTURED EMOTIONAL CAREER COUNSELLING AND CAREER DEVELOPMENT

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ABSTRACT

Emotional Intelligence (EI) is considered as a tool to manage almost all types of human behavior problems. When a human being enters the stage when he has to choose one career option out of innumerable alternatives available, his selection faces serious conflict of interest and choice. Now days, most of the career counselors are using scientific techniques to explore actual interest areas of their clients to guide them on what career choice will be best suitable for them. Researchers have also proved that interest areas of individuals are subject to change over time and affect their workplace performance to great extent. In contrast of mere time bound interests, emotion based interests are found to have more influence on successful and satisfactory career of individuals. Based on these assumptions, this research unveils the significance of emotional intelligence in the area career counseling. In order to reach to the purpose, research uses both primary and secondary data. Analysis is made to probe into perceptions and experiences of individuals over careers they are pursuing and importance of EI in selection of one specific career option. Scientific techniques of questionnaire development have been used to develop the 'Structured Emotional Career Counseling Questionnaire' - a tool to investigate core emotional interest areas which is expected to help career counselors to facilitate clients to make perfect career decisions.

CUSTOMER PERCEPTION OF SERVICE QUALITY DIMENSIONS IN INDIAN BANKING INDUSTRY

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ABSTRACT

In the present competitive environment in India, it has become difficult to survive in the service sector in general and banking in particular. For long run survival and continuous profitability for the banks in India, there is a need to firstly understand the customer perception of service quality and then to effectively implement it. The present paper is an attempt to understand the customer perception of service quality dimensions in banking industry. A sample of 100 customers of different public and private both banks in tri- city (Chandigarh, Panchkula and Mohali) was selected by using random sampling technique. Responses of customers were analyzed with the help of factor analysis. Ten factors were extracted. The result shows that the level of consideration is the most important factor in forming the customer perception regarding service quality in banking industry. The findings of this paper may benefit the banks by applying these findings to create better satisfaction to the customers.

A COMPARATIVE STUDY OF ORGANIZED AND UN-ORGANIZED FOOD RETAILING IN AHMEDABAD CITY OF GUJARAT

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ABSTRACT

Food retailing, which was dominated by the unorganized sector until 1990s, is now witnessing a rapid growth with entry of corporate groups in organized sector. Entry of organized sector provided a ray of hope to the supply chain efficiency of the perishable food items as these have the capability to invest in the supply chain infrastructure to prolong the shelf line of food items. Additionally, farmers are also expected to be benefitted as the alternate channel for selling their agricultural produce will give them fair prices. The study tries to explore the supply chain management practices and the constraints faced by these organized and unorganized retailers in the Ahmedabad city of Gujarat. It is found that direct procurement of food items from farmers is still not a big practice with majority of the organized and unorganized retailers procuring from the traders. Organized retailers are quite ahead in making the use of infrastructure to improve the supply chain efficiency. Organized along with unorganized retailers are felt as threat for the unorganized retailers.

MERGERS AND ACQUISITIONS A PREREQUISITE GROWTH STRATEGY FOR INDIAN HEALTHCARE INDUSTRY: A CRITICAL ANALYSIS OF RANBAXY-DAIICHI ALLIANCE

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ABSTRACT

The global scenario has undergone rapid restructuring in the corporate sector in the form of consolidation strategies to overcome the challenges posed by new pattern of globalisation and competition which has led to greater and more robust integration of various economies. The intensity of such operations is increasing with the deregulation of various Government policies as a facilitator of the new economic regime. Healthcare sector has a great potential in the present globalised world. The Ranbaxy-Daiichi Alliance is one of the landmarks in the pharmaceutical sector where two strong contenders have altered the paradigm for business and their synergies have enhanced the overall scope, scale and effectiveness of the business. The present paper critically analyses the Ranbaxy-Daiichi Alliance case in term of the post alliance effectiveness. The study is conceptual based on the available secondary source information in the nature of previous research reports available in literature and tertiary like various indexed and referred information.

IFRS: NEED OF PRESENT SCENARIO

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ABSTRACT

We can match the balances of both sides of our financial statements. But what will happen when no matching of the balances of both sides....this will happen when we have to prepare our financial statement according to IFRS (International Financial Reporting Standards). IFRS is a principle –based standards rather than rule based. IFRS are recognizing as Global Reporting Standards for Financial Standards. More than 100 companies of the world are using these IFRS. Indian companies are listed in overseas stock exchanges and there is need to prepare accounts with respect to GAAP followed in respective countries Also, FDI and FII's are more comfortable with the application of one global accounting language which can be applicable and understand universally.

THE ROLE OF LEADERSHIP IN THE GROWTH OF YOUTH OWNED ENTERPRISES IN KENYA: A CASE OF NYERI COUNTY

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ABSTRACT

Leadership is an important component in the growth of business enterprises in any given society. The study evaluated the youth leadership skills and its impact to business growth of youth enterprises in Kenya. Through stratified sampling a sample of 30 business enterprises were studied. Results revealed that leadership skills and styles as well as followers behavior had a positive relationship with business successes. The study recommends that a planned form of leadership training should be given to the youth venturing in business to boost their leadership capabilities.

INFLUENCE OF UNIVERSITY INCENTIVES FOR CAREER DEVELOPMENT ON LECTURERS' PERFORMANCE IN PUBLIC UNIVERSITIES IN KENYA

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ABSTRACT

This study sought to examine the effect of university incentives on lecturers' performance in public universities in Kenya. This was based on the Psychological Contract Theory that holds that employees expect reciprocal relationship and obligation from their employers when they offer superior service. When looked at from a career development perspective, lecturers expect to be given incentives that will encourage them to undertake further training and development programmes that will assist them to advance in their careers, improve their performance and embrace additional responsibilities. The study utilized the Descriptive Survey Design. Data was collected from 328 teaching staff in all the seven public universities in Kenya who had been selected through stratified and random sampling. Document analysis was also used in triangulating the study. The data was then qualitatively analyzed using frequencies, percentages, means and standard deviations and quantitatively using Pearson's Product Moment Correlation Coefficient Test. The study found out that university incentives for career development positively affected lecturers performance in public universities ($r=0.430$, $p=0.000$). The study recommends that public universities should improve the incentives given to lecturers in order to encourage them to undertake career development programmes.

ENTREPRENEURIAL BEHAVIOUR AND BUSINESS SUCCESS OF SMALL SCALE ORGANIC VEGETABLE FARMERS

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ABSTRACT

The importance of sustainable agriculture has been widely recognized by the researchers and professionals all over the world. Organic Agriculture per se is not merely a new concept to Sri Lanka. However, the rate of expansion of Organic Agriculture production in commercial scale is not adequate enough to cater the escalating market demand. There are number of reasons for the slow growth rate of Organic Agriculture production in the country. Entrepreneurship and economic success are important parameters to be monitored to promote Organic agriculture. Hence, the present study aimed at investigating the entrepreneurial behavior and Business Success of the micro and small scale organic vegetable farmers in a selected district of Sri Lanka. Since the EB cannot be measured directly, ten constructs were deployed to measure it and those constructs were selected based on the previous research works. The other main variable of the study; Business Success, was determined measuring both financial and non-financial indicators. The study revealed that there are three main agribusiness models namely, Independent Organic Farmer Model, Member Farmers of Organic Association Model and Contract Organic Farming Model. Further, the ANOVA tests revealed that Entrepreneurial Behavior and the Business Success are significantly different each other. The Contract Farmers possessed the highest Business Success and member farmers of Organic Organizations exhibited the highest Entrepreneurial Behaviour. As ascertained through the regression analysis, in overall, the Business Success of micro and small scale organic vegetable farmers was significantly affected by the entrepreneurial behavior, market assurance, total family income, number of organic product they produced, land extent and level of education.

DOES ENTREPRENEURSHIP PROGRAMS INFLUENCE BUSINESS PERFORMANCE? AN EMPIRICAL INVESTIGATION OF THE NIGERIA SMEs

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ABSTRACT

Entrepreneurship program is believed to be one of the major areas identified as key determinants of economic growth especially in the developing countries where after decades of numerous macroeconomic policies, poverty is still rampant. Solutions to poverty are increasingly being sought in entrepreneurship which has been associated with starting and running one's own business. The study aim at examining the effect of entrepreneurship programs on SMEs business operation performance in Nigeria. The study was carried out in Lagos State with Three hundred (300) Questionnaires administered and distributed to the member of national association of small-scale enterprises (NASMEs) across all the (20) twenty local government in Lagos state. Sample was drawn from small and medium scale enterprises consisting of manufacturing, services businesses, printing businesses, food vendors and restaurants, business centers, and Artisan with employment capacity ranging from 2-15 employees, Two hundred and sixty (260) of the distributed questionnaires were found useful for the purpose of the study. Data collected were coded and analyzed using frequency table and percentage while non-parametric statistical test, ANOVA was used to test the formulated hypothesis using STATA 10 data analysis package. The result of the findings reveals that there is significant relationship between government entrepreneurship program and SMEs business operation performance. The result of hypothesis tested showed entrepreneurship program is positively significant to the performance of SMEs operation in Nigeria. Entrepreneurship scheme by the government will positively influence SMEs performance and increase level of country economy as whole. To this end, it is recommended that Government should ensure stable macroeconomic and framework conditions to underpin the entrepreneurial business environment,

VOLATILITY OF INDIAN STOCK MARKET WITH REFERENCE TO CHANGE IN FII POLICY 2001

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ABSTRACT

The Foreign Institutional Investors (FIIs) have emerged as noteworthy players in the Indian stock market and their growing contribution adds as an important feature of the development of stock markets in India. FII is allowed to enter into our country only through stock exchanges either in the form of equity or debt. It makes an impact on the rise or fall of SENSEX, since FII is allowed to be purchased or sold daily. This paper attempts to study the impact of market openings to FIIs, on Indian stock market behavior. India announced its policy on 8th March 2001 for FII investments in equity and related instruments. Using stock market data related to Bombay Stock Exchange, for both before and after the FIIs policy announcement day. An empirical examination has been conducted to assess the impact of the market opening on the return and volatility of stock return. This Research paper is mainly divided into two parts. Firstly researcher has examined impact on stock prices & average return before and after event day. And secondly it's been examined change in volatility in the Indian stock market by comparing variances of return for the event period under study. We have tried to cover one year time period before and after the event day to understand the exact validity and reliability of the result. Moreover the sample size of our study is 500 days daily market return. However validity of results and empirical tests has been taken place by applying Wilcoxon-Mann -Whitney test, also called as the rank sum test. Finally results indicate that there are no significant changes in the Indian stock market average returns and volatility of stock prices returns after changes in percentage of investment from 24% to 49%.

INFLUENCE OF EMPOWERMENT ON EMPLOYEE PERFORMANCE: A CASE OF PRIMARY SCHOOL TEACHERS' IN KAKAMEGA CENTRAL DISTRICT, KENYA

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ABSTRACT

Employee empowerment seeks to increase the employees' responsibility, build their morale and improve the quality of their work life by creating a working environment where an employee is allowed to make his own decisions or participate in the decisions of the management in specific work-related situations. Ideally, when an employee feels valued in an organization, he will be more productive, loyal and confident. The main purpose of this study was to establish the influence of employee empowerment on primary school teachers' performance in Kakamega Central District., Kenya. The study used descriptive and correlation survey design to collect data from 164 teachers through questionnaires and document analysis. Data was analysed using frequencies, percentages and Pearson's Product moment correlation coefficient test. The study concluded that the autonomy the teachers' had in their work execution and the impact of their duties had the greatest influence on teachers' performance. Competence, manifested as training, knowledge and skills they possessed had a minimal effect on teachers' performance. The study recommends that employees should be encouraged to value their work and be allowed to participate in decision making especially on issues related to task accomplishment in a bid to enhance their performance.

THE IMPACT OF HRM PRACTICES IN INDIAN SUGAR INDUSTRY**DR. S. SURESH****LECTURER****DEPARTMENT OF BS & HSS****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY****VIZIANAGARAM****K. V. MURALIDHARA RAO****RESEARCH SCHOLAR****DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES****ANDHRA UNIVERSITY****VISAKHAPATNAM****ABSTRACT**

Human Resource Management (HRM) as a function of management has come a long way. The traditional version of HRM, Personnel management (PM) is a concept that can be appropriately related to the old model of organization, is bureaucratic in character, with less suppleness, and higher degree of centralization and formalization, i.e., adherence to rules and regulation. HRM, on the other hand refers to the overall philosophy about the organization and how people should be managed and is not merely limited to certain specific functions. HRM focuses on congruence and commitment instead of compliance and control. Human resource is considered as the backbone of any economic enterprise. In recent years the economist has added "Human resource" besides land, capital and technology as the key factor for building and developing the nation. The human resource management is a proactive central strategic management activity which is different from conventional personnel management. Human resource management is a sun set concepts. The HRM has tremendous relevance to productivity industry. Human input is the single largest that goes in the sugar industry. The level of efficiency of production of this input reflected in the quality of product provided in its totality and a planned approach is needed for maximizing the human resources. The sugar industry is one of the large scale organizations in the employing of human resources with entire satisfaction of employees. It was decided that to know their human resource policies of employees and level of satisfaction is carried out by the researcher in this study.

RADIO LISTENERS AND ADVERTISEMENTS: AN EXPLORATORY APPROACH

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ABSTRACT

Purpose of the study: This research paper is intended to know whether the radio advertisement makes any positive impact on the listeners of the radio/ FM stations. This is also an attempt to explore the relationship between the listener's likeliness and the radio advertisements. Approach/ Design: A sample of 300 listeners was drawn. Convenience sampling technique is used to collect the data from the listeners. The data was analyzed by using Chi-Square Test (Systat software version 13) as the statistical tool. It is observed that Advertisements in the radio stations are not fully clear with the concept and this research paper endeavor on the customer likeliness and what the customer feel about the radio station in terms of advertisements/popularity and so on. This research paper leads us to the conclusion that influence of radio/FM advertisements makes a no positive impact on the radio listeners. Especially the majority of the respondents are interested in listening to more music and entertainment programs. It is difficult for any of the program in radio station to bind the listeners. It is quite complicated task to satisfy the listeners as their view and perception keeps on changing, sometimes they like the program or on the other hand they avoid the other.

THE IMPACT OF TOTAL QUALITY MANAGEMENT ON BANKS AND WORKERS PERFORMANCE: A CASE STUDY

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ABSTRACT

Total Quality Management plays a crucial role in the today's competitive environment. Competition is not only associated with few sectors, each and every field of business sector facing this rivalry environment. Among them, bank is one. No doubts, banks play a key pivotal role in the economic development of a country, because they are the financial intermediaries who involved in transfer of funds within and outside the country. Banking sector is getting more competitive every day. Qualities, speed, efficiency, innovation are the main points on which quality programs are designed. All banks are engaged in same basic banking activities but it is the way of delivery of services that distinguishes one bank from the other. Customer expectations and need for banking services are changing. As customer become more educated, they demand new products, better delivery channels and more reliable as well as responsive services. Improvement in service standard in other industries also raises the expectation of banking customers. Banks need to deal with a generation of more demanding customers. To improve competitiveness, banks have to satisfy their customers by providing higher quality services. Here is an attempt to study about the challenges to implement the TQM in banks and customers opinion about the quality management in different banks. The study covers the basic concept of Total Quality Management, process of Quality Management System and workers' perception towards quality management in banks.

EXAMINING THE RELATION OF WORK ETHICS TO JOB SATISFACTION AND WORK STRESS IN EMPLOYEES OF PAYAME NOOR UNIVERSITY CENTRAL ORGANIZATION

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ABSTRACT

The purpose of this study is to examine the relation of employees' perceptions of work ethics dimensions with job satisfaction and job stress. The study's method was descriptive. Its population was middle and operational managers and the experts from central organization of Payame Noor University and the sample volume was estimated 119 based on Morgan tables that were selected using cluster and random sampling. The researcher used three questionnaires: 1- Work ethics questionnaire 2- Job satisfaction questionnaire and 3- job stress questionnaire. Collected data were analyzed using correlation coefficient and multi variables analysis. The results indicate that there is a positive and significant relation between employees' perceptions of work ethics and job satisfaction, and there is a negative and significant relation between employees' perceptions of work ethics and job stress. The results of regression analysis also indicate that three dimensions of work ethics (job attachment, persistence, human and healthy relationships in the work setting) are significant predictors of job satisfaction, but just two dimensions of work ethics (interest and persistence) are significant predictors of employees' job stress.

FDI AND MULTI BRAND TRADE IN INDIA**ASHISH KUMAR****FACULTY****DEPARTMENT OF COMMERCE AND BUSINESS ADMINISTRATION****LALIT NARAYAN MITHILA UNIVERSITY****DARBHANGA****ABSTRACT**

Despite encouraging signal, India's retailing industry remains largely off-limits to large foreign retailers like Wal-Mart and Carrefour. Opposition to liberalizing FDI in this sector raises concerns about employment losses, unfair competition resulting in large-scale exit of incumbent domestic retailers and infant industry arguments to protect the organized domestic retail sector that is at a nascent stage. Based on foreign market evidence, we suggest that allowing entry by large foreign retailers into the Indian market may help tackle inflation especially in food prices. Moreover technical know-how from foreign firms, such as warehousing technologies and distribution systems can improve supply chain efficiency in India, in particular for agricultural produce. Better linkages between demand and supply have the potential to improve the price signals that farmers receive and also serve to enhance agricultural, allied agriculture and other exports.

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With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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