

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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- 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.

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SILVER COMMODITY TRADING IN INDIA: A CASE STUDY OF KARVY COMTRADE LTD., HYDERABAD

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ABSTRACT

Silver commonly referred as "the poor man's gold," has outperformed its pricey counterpart 'gold' in the year 2011, a trend that made silver-related equities an attractive option for investors looking to diversify their portfolios, due to ever-growing domestic demand and domestic supply meets only 30% requirements. This paper mainly focuses on silver commodity trading, various trends in silver trading, investors' perception and problems faced by the investors towards trading. The present study is based on an analysis of 100 responses taken from a total population of 205 silver traders who operate from Karvy Comtrade, Hyderabad for a period of 6 years from 2005 to 2010 selected based on convenience sampling. The data was analyzed by using statistical tools and is diagrammatically shown with the help of pie charts and bar diagrams. The paper concludes with a note on how best the silver market can be strengthened in India. Some of the suggestions given include a) introduce smaller lots for commodity trading b) introduce Exchange Trade Funds facility for silver also for smaller quantities and c) build awareness among the silver traders about the forward markets.

A STUDY OF FLUCTUATIONS OF FORWARD TRANSACTIONS ON SELECTED COMMODITY PRICES WITH REFERENCE TO YEAR 2001-2010

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ABSTRACT

India is one of the highly potential countries in agricultural sector. The fluctuations in the prices of the agricultural products are another big challenge before the developing countries the price is constantly falling which started in 1996. The present study under the title "Study of fluctuations of forward transactions on selected commodity prices (With reference to 2001-2010), is an exhaustive investigation to understand the variation on selected commodities i.e. Wheat, Rice and Pulses. Despite significant expansion in irrigated area, the output of a majority of agriculture commodities in India continues to remain vulnerable to weather changes. Therefore, stabilization of prices of those agricultural commodities on which average consumers spend a sizeable proportion of their per capita expenditure continues to remain an area of major concern for the policy makers. From Rational of the study Price instability affects both producers and consumers. In this study, we will examine the fluctuations in prices of the selected crops. The Objective is to know whether variability in the prices of selected commodities has intensified over time. If yes, then what are the factors for these variations in the prices of the selected commodities? The study is based on primary as well as secondary data and survey has been conducted in the Indore, which is commercial capital and major city of Madhya Pradesh. The simple random sampling method is used. In Data collection both primary and secondary information was collected. A mail survey is highly dependent on the responses. The interpretation of the results and was discussed under two major heads Users and Retailers/Wholesaler. Conclusions were drawn on the basis of statistical analysis and finding, and discussed objectives wise of the study.

A STUDY ON ORGANIZATIONAL CULTURE WITH SPECIAL REFERENCE TO IMPETUS PRIVATE LIMITED, INDORE

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ABSTRACT

The success of any company depends in part on the match between individuals and the culture of the organization. Organizational culture is the set of operating principles that determine how people behave within the context of the company. Underlying the observable behaviors of people are the beliefs, values, and assumptions that dictate their actions. Managers need an accurate understanding of the organization's culture in order to direct activities in a productive way and to avoid the destructive influence of having employees who are not committed to the company's goals. A shared sense of purpose starts with the hiring process and continues with careful attention to how employees are motivated and rewarded for their efforts. Managers need to continually transmit the values of the culture through efforts such as story telling, rituals and firm-sponsored social events, as well as consistent positive feedback that gives each member of the organization a sense of importance. The purpose of this study was to examine its general ability in Impetus Private Limited, Indore. This research instrument was translated into questionnaires and distributed to executive and non- executive employees in the organization. Data from 100 respondents was collected and were analyzed. The result generally supports the hypothesis and shows that there is no significant difference between the perception of executive and non-executives towards OCTAPACE (Openness, confrontation, trust, autonomy, pro-action, authenticity, collaboration, experimentation) culture in Impetus Pvt. Ltd, Indore.

GREEN MARKETING: A HOLISTIC VIEW AND CASE STUDY OF ONGC

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ABSTRACT

Green marketing, also known as eco-marketing is a new age marketing approach that has further enriched the existing body of knowledge of marketing and has improved marketing practices. The present paper is descriptive in nature. Beginning with an introduction about the history of this concept and reasons for its evolution, it further explores and analyses the various aspects of green marketing. It also cites some prominent examples of successful green marketing initiatives in the corporate world. The paper also highlights the problems ahead in the mission of GO GREEN, particularly in Indian market and further discusses consumer response to Green marketing initiatives. A case study of ONGC, a leading Indian company is cited to substantiate the necessity, problems and acceptance of Green marketing and go green concepts in India.

A STUDY ON PRE-PURCHASE BEHAVIOR OF PROSPECTIVE CUSTOMERS WITH RESPECT TO ENTRY LEVEL CARS OF AHMEDABAD CITY

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ABSTRACT

The present study is carried to find pre-purchase behavior of prospective customers with respect to entry level cars of Ahmadabad city. Study of the customer's behavior is the most important factor for marketing of any goods and services. The customer's behavior suggests how individuals, groups and organization select, buy, use and dispose the goods & services. It also provides clues for improving their products and services, setting price, devising channels, etc. In this research, we took 116 samples from Ahmadabad city and qualifying people who want to buy a car in future or do not have a car yet intend to buy. The current research contributes to the marketers how to understand the psyche of the consumer.

AWARENESS AND KNOWLEDGE ABOUT BANKING FUNCTIONS AND ITS SERVICES AMONG SENIOR SECONDARY SCHOOL STUDENTS: AN EMPIRICAL ANALYSIS

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ABSTRACT

This study was conducted among the higher secondary school students to evaluate the knowledge about banking functions and services rendered by banking industries. These days, banking sectors have their premises within the school campus to collect annual fees, subscriptions, donations, building funds, tuition fee, etc. The researcher has collected 300 questionnaires from higher secondary school students and the period of study was one academic year. The primary data plays vital role in this study; secondary data was collected on the website, magazine, journals, etc. The research strategy of this study will be to give more emphasis on collecting information about the research topic in a structured way by following the guidelines of an ideal research process. It includes determining the research aims and objectives of the study, research philosophy and research approach. Analytical tools such as ANOVA, chi-square, correlation, percentage analysis have been used to describe the research.

IMPACT OF WORKING CAPITAL MANAGEMENT ON FIRM'S PROFITABILITY & LIQUIDITY: AN EMPIRICAL STUDY OF ASHOK LEYLAND LTD.

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ABSTRACT

Every organization whether public or private, profit oriented or not, irrespective of its size and nature of business, needs adequate amount of working capital. The efficient working capital management is most crucial factor in maintaining survival, liquidity, solvency and profitability of the any business organization. Keeping in view the significance of working capital management as a gray area of corporate finance function, an attempt has been made to examine the working capital trends and practices of Ashok Leyland . Efficient management of working capital helps to avoid financial crisis, thereby, increasing the profitability and enhances the firms value. By observation of this it can be seen that both the liquidity position and the profitability position of Ashok Leyland is not up to the desired level. The year under review saw a slowdown in the Indian economy with a consequent adverse impact on the commercial vehicle industry. Whilst the overall volume declined by 2% year over year, the medium & heavy duty segment clocked a 25% drop. It caused a great impact on the profitability of the company during the past years. The short term solvency position of the firm must be strengthened so that it is able to meet its obligations timely.

IMPACT OF CHANGING SOCIO-ECONOMIC CONTEXT ON BUSINESS: CASE STUDY ON MARUTI SUZUKI INDIA, MANESAR

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ABSTRACT

The case highlights the social and political milieu in which Maruti Suzuki India operated for the past few decades. Political compulsions and management dictates eroded the very fabric of organizational society in which the workers were operating. The greed of the management resulted in implementation of HR policies which were diametrically opposite to conducive labour-management relations. Seven strikes in the last 16 years (1995-2011) – that is the picture we get of Maruti Suzuki India at their Manesar plant. This case study highlights the practices which were adopted by the management at the Maruti plant at Manesar and the repeated rejection of the same by the educated workers of the plant. In spite of the repeated strikes by the workers, the management was firm on implementing some of the measures, which ultimately led to serious consequences. What were the issues which made the workers disgruntled and what were the compulsions of the Maruti management which resulted in this faux pas?

ECONOMIC BENEFITS AND VIABILITY OF USING HEALTHY RICE SEED TECHNOLOGY OVER FARMERS: A STUDY OF SOME SELECTED AREAS OF BANGLADESH

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ABSTRACT

Lack of healthy rice seed is considered as one of the most important constraints to rice production and productivity growth in Bangladesh. This study was carried out to greater information about knowledge, adoption and economic profitability of healthy rice seeds technology. Data were collected from Gazipur district. Primary data from 60 respondents of Boro season were used. This study opted for descriptive and mathematical tools to analyze the collected data. The socioeconomic characteristics of healthy rice seed users and non healthy seed users were described using descriptive statistics. Profitability analysis was used to estimate and compare gross margin and net benefit in rice production for healthy rice seed users and non users. The results revealed that rice yield and net benefit from rice production with healthy seeds were higher than that with farmers' saved seeds. The per hectare incremental net benefit of healthy seeds was estimated at Tk.1735 for Boro, in Gazipur, respectively. Partial budget analysis showed that rice production with the healthy seeds was found to be more profitable than that with the farmers' saved seeds in Boro season. Partial budget analysis showed that healthy seed users get higher profit Tk 1653/ha respectively.

PRODUCT POSITIONING STRATEGY CAUSING SUCCESS OR FAILURE: CASES-BASED OVERVIEW

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ABSTRACT

Last few decades have witnessed the various marketing programs and tools in cementing brand image and perception in the consumer mind space, which was championed by Ries and Trout during 1970's. The purpose of this paper is to explore how positioning plays a role in influencing the success or failure of a product in a competitive market. Methods include exploratory research containing reviews and cases. The findings strongly suggest the way positioning is used has a greater influence on the fate of a product. Limitation lies in methodology of the study, hence it does not safely merit generality and universality. The study is significant to the academia, marketing practitioners, consultants, researchers, students and others.

EVALUATION OF EQUITY FINANCING AS A CRITICAL ELEMENT IN DEVELOPING INDUSTRIES: EXPERIENCE FROM NIGERIA

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ABSTRACT

Persistent reliance on, and consequent channelization of equity funds by fund owners to virtually only the private investors in the developing countries has been quite a worrisome phenomenon, particularly as the Governments of most developing countries have continued to grapple with this cankerous octopus, and their economies have remained underdeveloped over the years. Evidenced by the perpetual stigmatization of Nigeria as a developing country since after her independence on October 1, 1960(53 years ago), and despite conventional remedial measures taken, lack of equity funds has continued to hunt development of the industrial sector, and by extension the Nigerian economy. This paper tests the hypothesis that under-development is associated with equity financing. The evidence collected from the Nigerian Breweries corroborated this hypothesis. This suggests that equity financing should be more liberally channeled so as to facilitate the Government transformation effort with a view to removing the Nigerian Government out of the developing nations' tag into a developed industrial nation. The model applied in the study was Multiple Regressions and its Coefficient. From the result, it was concluded that development is a function of equity funding of the industrial sector. The paper therefore recommended that equity financing of the industries should be accorded priority in the scheme of things if the country must developed.

MERCHANDISE EXPORT PERFORMANCE IN ETHIOPIA FOR THE YEAR 2010 AND 2011

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ABSTRACT

Merchandise export is one of the means through which one country could attain foreign exchange. Export performance improvement has often been claimed to be a key element of development strategies for developing countries including Ethiopia. This study aimed to examine diversifications, compositions, growth, competitiveness, balance of trade and export performance with regard to GDP of merchandise export of the last 2 years (2010 and 2011) of current government. The study deals with trade policies towards export performance that has been pursued by the last past two different regimes. In addition, it also give emphasis on fluctuations of exchange rate of Ethiopian currency birr to US dollar and its implications to export performance over the last two years 2010 and 2011 has been mainly considered. Furthermore, data presentations, analysis and interpretations consider export performance of major items, balance of trades as well as export ratio to GDP and import values. Eventually, the research could suggest some ideas for policy makers so as to design balanced approach and policies. The policy implications have been drawn based on the data presentations analysis and interpretations, accordingly conclusions and findings of the study have been made. Hence, the researcher has drawn policy recommendations that have been made based on the findings of the study.

ROLE OF HUMAN RESOURCE PLANNING ON EMPLOYEES PERFORMANCE: A CASE OF KENYA PORTS AUTHORITY, MOMBASA, KENYA

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ABSTRACT

The purpose of this study is to assess the role of Human Resource Planning in an organization. It was based on a case study of Kenya Ports Authority a parastatal under the ministry of Transport and its headquarters based in Kilindini District. Planning is very important to our everyday activities. Several definitions have been given by different writers what planning is all about and its importance to achieving our objectives. It is amazing that this important part of HR is mostly ignored in HR in most organizations because those at the top do not know the value of HR planning. Organizations that do not plan for the future have fewer opportunities to survive the competition ahead. This paper will discuss the importance of HR planning; the six steps of HR planning that is: Forecasting; inventory, audit, HR Resource Plan; Actioning of Plan; Monitoring and Control. Literature was reviewed from various sources on the role of the organization in the Human Resource Planning as well as the career development needs of the employees and the importance of career development and strategies the organization can adopt to facilitate it. The case study approach employed, in 7,111 employees of Kenya Ports Authority which formed the population sample. The data collection instruments were consist of the questionnaire for the employees. The employees were grouped into clusters according to departments. Random sampling of was used in selecting the sample the number selected in each department will reflect the total number of employees in that department. Data collected were analyzed using descriptive statistics (percentages, frequencies, means, standard deviations figures and tables) to describe the population. The findings indicated the extent to which the organization wasbe involved in its human resource planning and the career development of its employees to assume the higher positions in the organization.

IMPACT OF TRAINING & DEVELOPMENT IN SINGARENI COLLIERIES COMPANY LIMITED: A STUDY

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ABSTRACT

An organization's development is depends upon the utilization of skills and capabilities of its employees. Every human being has his own specialties and capabilities in a different manner. The Human Resource Development is only the solution to turn over and improve the capabilities of an individual into a right path, so that the organization can get benefit as well as an individual. In a recent decades, human resource management is recognized a vital role of training in overall development of organization. In a simply manner training can be defined as - "it is a learning process to improve the performance in a present job". Training to the employee can improve his/her performance to make a master for new or established technology and teaches a procedure for creating a product or a method of providing a service. Training is an investment of an organization to acquire a profit in a recurring manner. If any organization doesn't train its employees and not considered the training as a priority or not seen it as a vital part, then it is difficult to accept that such organization has effectively carried out human resource management. One of the opportunities to raise the profile development activities of the organization is provided by the training also. To increase the commitment level of employees and growth in quality movement training is very much necessary aspect. Now a days it cannot be an out of limit to say that training is important tool of human resource management to control of attrition rate by motivating the employees to achieve their professional and personal goals and increasing the job satisfaction levels. This research paper reveals the implication of training on employees' capability and overall impact of training and development on the production and productivity of the SCCL. Data were collected from among the employees of SCCL through a structured questionnaire and convenient sampling techniques were adopted for analysis.

WHAT INFLUENCES HARMONIOUS EMPLOYEE RELATIONS?

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ABSTRACT

Harmony in employee relations is influenced by the presence or absence of human values in the employment relationship which can be explained by the social exchange theory in an institutional context. Human values such as fairness, equity, trust, individualism and collectivism are experienced by the employees through elements of organizational design, such as job design, organizational structure, culture, etc. In a broader context that exists beyond individual consideration, employee relations are influenced by regulations of the State, collective bargaining scenario, changing workforce demographics, communication, employee's participation and management practices. The actual influence of these factors is shaped by the overall context of the environment that they operate in. Thus, the nature of influence is not constant but needs to be managed properly to ensure harmony in employee relations. Organizations today need to operate according to the systems approach where multiple processes and actors interact and influence employee relations.

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