

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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INDIVIDUAL FACTORS CONTRIBUTING TO PEOPLE STABILITY IN IT & ITES SECTOR IN POST GLOBALIZED ERA

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ABSTRACT

The study was conducted to explore what the best of IT and ITES organizations in India were doing to ensure people stability in the IT and ITES sectors in India in the post globalized era. The study followed the grounded theory and the case study methodology wherein the raw qualitative data was chunked under the one critical antecedent dimension i.e the individual factors. The sampled organizations; Genpact, Infosys and Google were finalized through incidental sampling within theoretical sampling. The qualitative data was collected through 95 long interviews, participant observation and secondary data. The software, Atlas. ti was used to content analyze the data. The main findings of the qualitative study showed that creating people stable organizations was an interesting juxtaposition of individual factors and organizational people practices in the backdrop of overall organizational strategic factors. However in the present study only individual factors contributing to people stability have been explored and discussed in detail. These are 1) Initiator & Contributor 2) We person 3) Long Term Perspective 4) Innovative 5) Analytical & Technical Skills 6) Learning Orientation 7) Positive Demeanor. Thus it has been recommended that people stability can be ensured through enhancing employability and providing seamless growth opportunities, hiring people with Initiator Contributor and We persons profile, mentoring supervisors, preventing negativity, giving opportunities to solve real problems and last but not the least building a rigorous and vigorous HR department.

ALIGNMENT OF HRM AND IR TOWARDS MANAGEMENT OBJECTIVES: A GLOBAL PERSPECTIVE

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ABSTRACT

The objectives of managements, the ways in which enterprises are managed to achieve these objectives and the human resource management and industrial relations initiatives in this regard, are affected by pressures, many of which are exerted by globalization. Changes in IR practices have also had an impact on HRM policies and practices. The unitarist approach of HRM and the pluralist tradition of IR, though regarded by some as incompatible, are not regarded in the same light by others. The issue considered here is whether the apparent incompatibility between IR and HRM can be reconciled. If the apparent incompatibility between HRM and IR can be reconciled so that both could operate as parallel systems, it would require the satisfaction of several conditions. The two can co-exist if unions and managements are prepared and able to carve out a role for HRM, and they are able to agree on narrowing the gap between HRM and IR. If more management succeed in practicing effective HRM, on present trends it is not impossible that IR will come to be relegated to a secondary role. This possibility is enhanced by the fact that traditionally IR has never been a part of strategic planning, nor has it been seen as a means of achieving management objectives.

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GREEN BANKING-GREEN MARKETING-GREEN ENVIRONMENT

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ABSTRACT

Though industrialization and developmental activities has provided all comfort and luxury to human beings it has done so at the cost of our environment. Indian industry today strongly faces the challenges of controlling environmental impact of their business i.e. reducing carbon footprint. The degrading environment has raised many questions before the learned group and has demanded for urgent action or else their own survival will be at stake. Businesses have grown exponentially ignoring the environment and the social part in the society the world over and India is no exception. Business are the prime area where green philosophy needs to be appreciated and implemented for providing stability to the society and the environment alike. In this respect banking sector can play a very crucial role in promoting environmentally sustainable and socially responsible investments. The responsibility of protecting the earth now lies in the hands of every individual and businesses. There exist a close relationship between green marketing and green banking and the ultimate objective of the two is to provide green environment to the society through its protection and judicious use. The present paper studies and shows how the green marketing concept can be used fruitfully in popularizing the green banking ideas and concepts before the masses and how such approach helps in the protection of the environment. The paper also shows how the trio i.e. green marketing, green banking and green environment are related to each other.



ENTREPRENEURSHIP DEVELOPMENT: A STUDY OF MSMEs IN CHITTOOR DISTRICT

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ABSTRACT

Entrepreneurship is the engine of economic growth and development, particularly in India. Youth entrepreneurship has a greater potential to aid the achievement of Millennium Development Goal and aims at providing decent and productive work for youth. Provision of employment among the youth will save them from social exclusion. This study is specially aimed at identifying those factors influencing the development of entrepreneurship among the selected entrepreneurs of Micro, Small and Medium Enterprises (MSME) in Chittoor District and is sought to find out how to assess the socio-economic factors that affect the development of entrepreneurship. In this paper an aggressive attempt has been made to analyze the socio-economic factors those influence the entrepreneurship development in terms of filling the hearts of the youth with the abundant entrepreneurial spirit, motivating them to identify the entrepreneurial opportunities which are surrounding them to eradicate the devil of unemployment, economic development in terms of enhancing their living standards, etc., such as the social status of the entrepreneurs, age group of the entrepreneurs at the time of inception, their educational qualification, family occupation and family background.



TOURISM DEVELOPMENT AND ECONOMIC SITUATIONS: ANALYSIS FROM LOCAL COMMUNITIES OF AKSUM

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ABSTRACT

Having an objective of analyzing the poverty, income inequality and contributions of tourism in Aksum, probability and non-probability sampling technique were used to gather data from 350 respondents; and Foster, Greer, and Thorbecke method, Gini and growth rate indices were employed for analysis. Poverty in Aksum is estimated at 30 percent and income inequality accounts 0.512. Incidence of poverty differs across sex, educational level and marital status. The smokeless industry has the power to improve the income alternative of households and the ability to affect the level of poverty and income inequality in Aksum Town. Despite the mean days (1.35) a tourist stayed is low, at an average growth rate of 10.12% per year; the number of visitors has shown continuous increase and reached 42,298 in 2011/2012. Up until 2008, the revenue generated from tourism was low but dramatic increments have been observed from 2008 onwards. Having an average income growth rate of 26.7% per year, in 2011/2012 more than 52 million birr was collected from the sectors, in which 60.14% of the revenue is collected by the hotel sector, followed by tour & travel operators (15.84%), souvenir shops (13.26%), the church of St. Mariam (4.62%), tour guides (4.4%) and culture and tourism, Aksum cluster (1.74%). Poor community involvement and awareness, lack of technical know-how and weak promotional activity, lack of tourism investment, lack of tourism related infrastructure and poor access for training and capacity building are among the factors affecting the tourism sector in Aksum.

IMPACT OF SALES PROMOTION SCHEMES ON CONSUMER'S PREFERENCE WITH REGARD TO BEVERAGES

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ABSTRACT

This study examines the effects of sales promotion schemes on preferences of consumers of beverages in Rajasthan State. It focuses on what type of sales promotion schemes are preferred by the consumers. Sales promotion is an important component of any organization's overall marketing strategies alongside advertising, public relations, and personal selling. The study is significant because, it contributes to new knowledge by filling and reducing the gap that exist in the understanding of sales promotion in the Beverages Industry. It also serves as source of references to other researchers in this field. The sample size employed is 500 consumers of beverages in the Alwar District of Rajasthan State. Structured Questionnaire was administered to the sampled respondents to collect primary data used for this study. The study made use of convenient sampling technique in selecting the respondents. For creating the combination of various attributes of Sales Promotion Schemes Orthogonal design was created and Kruskal Wallis test was used to test the hypotheses. The result of the study indicated that there is a difference in the preferences of the sales promotion schemes according to the gender employment status and family size categories in beverages consumption and by the results of Conjoint Analysis it is interpreted the most important factor for the sales promotion schemes preference is Brand and after that what type of Incentives the marketers are giving to the customers followed by Schemes types.

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THE RELIABILITY OF DIVIDEND DISCOUNT MODEL IN VALUATION OF BANK STOCKS AT THE BOMBAY STOCK EXCHANGE

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ABSTRACT

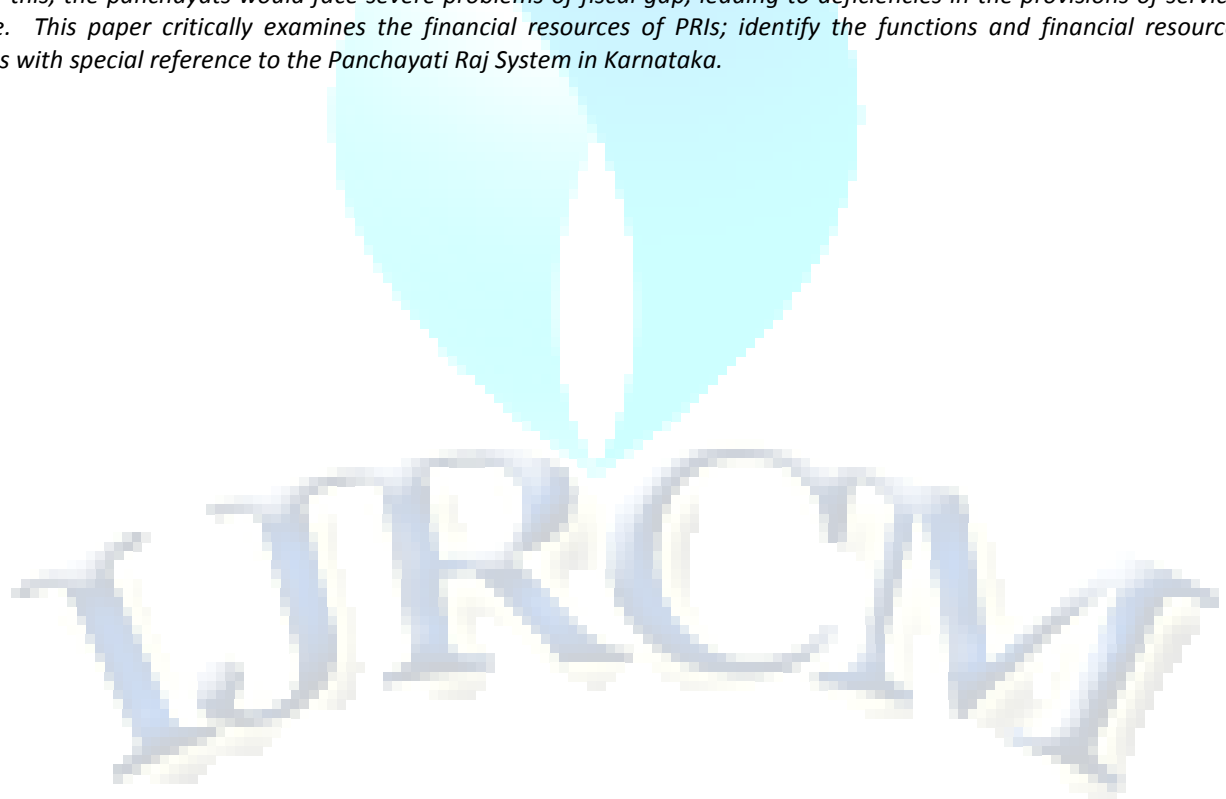
Valuation of common stock is a very complex process. There are several factors that contribute to the variations of stock returns and it is one of the most researched areas by financial researchers. The study was conducted to establish the reliability of the dividend discount model which is based on the discounted cash flow techniques on the valuation of bank stocks at BSE. Hence, this study attempted to focus on the accuracy of Dividend discount valuation model which contains dividend as value relevant variable. The study has selected 14 banks' scrip which are included in BSE Bankex that are listed in Bombay Stock Exchange. Taking reliable data from the Prowess, a CMIE data base, It is found that dividends are not related to Bank stock prices. It is also found that the dividend discount model cannot be relied on by investors in the valuation of majority of the bank stocks at the BSE due to the higher prediction errors. The results are attributed to among other factors like inappropriate discounting factors, information differentials and measurement and evaluation problems.

FINANCES OF PANCHAYAT RAJ INSTITUTIONS IN KARNATAKA STATE

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ABSTRACT

Local Self-government is the people elected institution which is created for performing the basic functions of local area. Local self-government generally provides basic services like roads, sanitation, street light, education, health etc. therefore, a sound and systematic administrative structure has to be built up by the local self-governing institution. Decentralization has been a major feature of the development landscape since the mid 1980s. The local self-governments i.e., panchayats and municipalities in both rural and urban areas are the best instruments of democratic decentralization in India. After the 73rd amendment to the Indian Constitution. Panchayat Raj System has occupied a pivotal place in the Indian democratic system. In India rural development has been envisaged through democratic decentralization. For this purpose a three tier panchayati raj institutions (PRIs) has been set up. Different types of powers, functions and responsibilities have been assigned to the panchayati raj bodies. Karnataka was created on November 1, 1956, with the passing of the States Reorganisation Act. The important provisions of the 73rd Constitution Amendment Act brought out in the year 1992. Based on this Act, a three-tier panchayat raj system- Grama Panchayat (GP) at the village level, Taluk Panchayat (TP) at the taluk/middle level and Zilla Panchayat (ZP) at the district level, was established. The finance is fuel which is indispensable for working the engine in the form of panchayats raj institutions. The PRIs cannot become effective institutions of local self governance unless they have a strong financial base with clearly defined sources of revenues and the revenues are properly managed to optimize the resources. PRIs should have the power to levy tax, a share in State taxes and duties, and grant-in-aid from higher level governments to discharge their duties effectively. In the absence of this, the panchayats would face severe problems of fiscal gap, leading to deficiencies in the provisions of services to the people. This paper critically examines the financial resources of PRIs; identify the functions and financial resources of panchayats with special reference to the Panchayati Raj System in Karnataka.



QUALITY DIMENSIONS IN MARKETING OF SERVICES: A STUDY WITH SPECIAL REFERENCE TO TELECOMMUNICATION SERVICES

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ABSTRACT

Service quality is the order of the day. The present paper explores the importance of service quality in service industries with special reference to Airtel Cellular Services. The Mobile market in India is very robust and is the second largest mobile telecom market in the world, adding nearly 20million subscribers every month. This rapid growth in the mobile segment has been driven by an enabling policy framework and intense competition. With up to 12 competing operators in a circle, the tariffs in India are the lowest as compared to global benchmarks. In such a hyper-competitive scenario service providers make an all out effort to attract and retain customers. There is an ongoing effort from the service providers to improve the service and enhance customer delight. There are evidences that despite favorable mobile service quality, companies are losing important buyers of their products and services every day. This paper highlights the important aspects of mobile service quality and the association between mobile service quality and customer satisfaction.



ROLE OF INDUSTRY-ACADEMIA INTERFACE FOR FILLING THE SKILL GAP

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ABSTRACT

Industry needs academia and can benefit from its capabilities. Teaching research and extension are the trinity of higher education. A productive interface between industry and academia, in the current era of a knowledge driven economy, is critical. Industry Interface is an interactive and collaborative arrangement between academic institutions and business corporations for the achievement of certain mutually inclusive goals and objectives. Institute remain in continuous touch with industry for overall development of their students. Industry needs "ideas". It has funds, but lacks time. It has Yesterday in mind. Institute needs "funds". They have time, expertise and can provide ideas. They have Tomorrow mind. Bringing them together gets us Today. There is no Chase, there is NEED! The paper is an attempt to list down benefits from industry – academia interface and would also point out the ways to build the gap so as to develop the skill. This paper also states out the inhibiting factors both from industry and academia and measures to overcome it. Technical education forms the backbone of development of a nation. Industry is the major consumer of technical institution product. The real requirement of industry will be explored only through effective interaction with them. The paper is exploratory in nature and is an effort to create a base for further study.



A STUDY OF CONSUMER PERCEPTION TOWARDS COMBO OFFERS PROVIDED BY BANKS

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ABSTRACT

Indian Banking sector has shown tremendous growth and competing with the global standards and norms. Reserve Bank of India, Regulator of Indian Banking sector has taken many responsible steps and adopted a conventional frame for insulating India from financial crisis. As on 31st May 2013, India has 87 scheduled commercial banks with deposit worth Rs.71.6 trillion (US\$ 1.21 trillion). To compete in such a stiff competition, banks incorporate combo offers in their marketing strategy. Combo offers or Product bundling is a marketing strategy that involves offering several products for sale as one combined product. The present study has made an attempt to see the consumer's perception towards the combo offers provided by banks and to find out the factors that influences customer's purchase decision. The study focuses on the identification of the critical factors that influence the consumer purchase decision. Data is collected through convenient sampling technique and proper mix of interval, nominal, ratio and five point Likert scale is used in questionnaire to collect the data. Sample consisting of 200 respondents has been taken from Jalandhar City. First of all, descriptive statistics was used so as to do the profiling of customers. A research framework was designed and exploratory factor analysis method of data reduction was employed. Four factors were derived from the analysis of the research data. The four factors are named as Value for money, Advertisement & Value Added Services, Sales Promotion Activities & Services

EFFECT OF LEADERSHIP PRACTICES OF HIGH SCHOOL PRINCIPALS ON EFFECTIVENESS OF TEACHERS: A CASE STUDY OF MASENO DIVISION, KENYA

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ABSTRACT

In the educational sector, principal-ship has been a reward for teachers who have served in the teaching profession for long. This reward has been based on the assumption that a teacher acquires leadership skills by virtue of the number of years he/she has been in the service. However, this assumption is not theoretically supported. This has made principals to adopt amateur practices in the management of schools. This study aimed at determining the effect of leadership practices of high school principals on effectiveness of teachers. A survey research design had leadership practices measured against effectiveness of teachers. Primary data was collected using questionnaires. Purposive and stratified random sampling was used to select ten teachers from each of the seven high schools. However the selected teacher was one that had worked under the principal for at least one year as it takes a year to have students promoted to the next level of learning. The data was analysed using Pearson's correlation coefficient. It was found that the scores of principals on sharing leadership were consistently low compared to other aspects of leadership for all the principals. It was concluded that setting direction had little effect on teachers' effectiveness while developing people influences negatively the ability of teachers to teach well but has little effect on the teachers' knowledge of the subject, effective classroom management, ability of the teachers to assess, record and use results of assessment besides the professional development of the teacher

IMPACT OF HUMAN RESOURCE DEVELOPMENT MECHANISMS ON BOSS-SUBORDINATE RELATIONSHIPS IN THE JAMMU AND KASHMIR BANK LIMITED

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ABSTRACT

This article explores the impact of HRD mechanisms on Boss- subordinate relationship in the Jammu & Kashmir Bank Ltd. The data were collected from 130 respondents out of which 80 were managers and 50 were clerks. The data were gathered by well-structured questionnaire based on 38 statements. The results suggest that positive relationship between boss and subordinate will definitely create healthy work environment. This study contributes to the better understanding of Boss-Subordinate relationship.

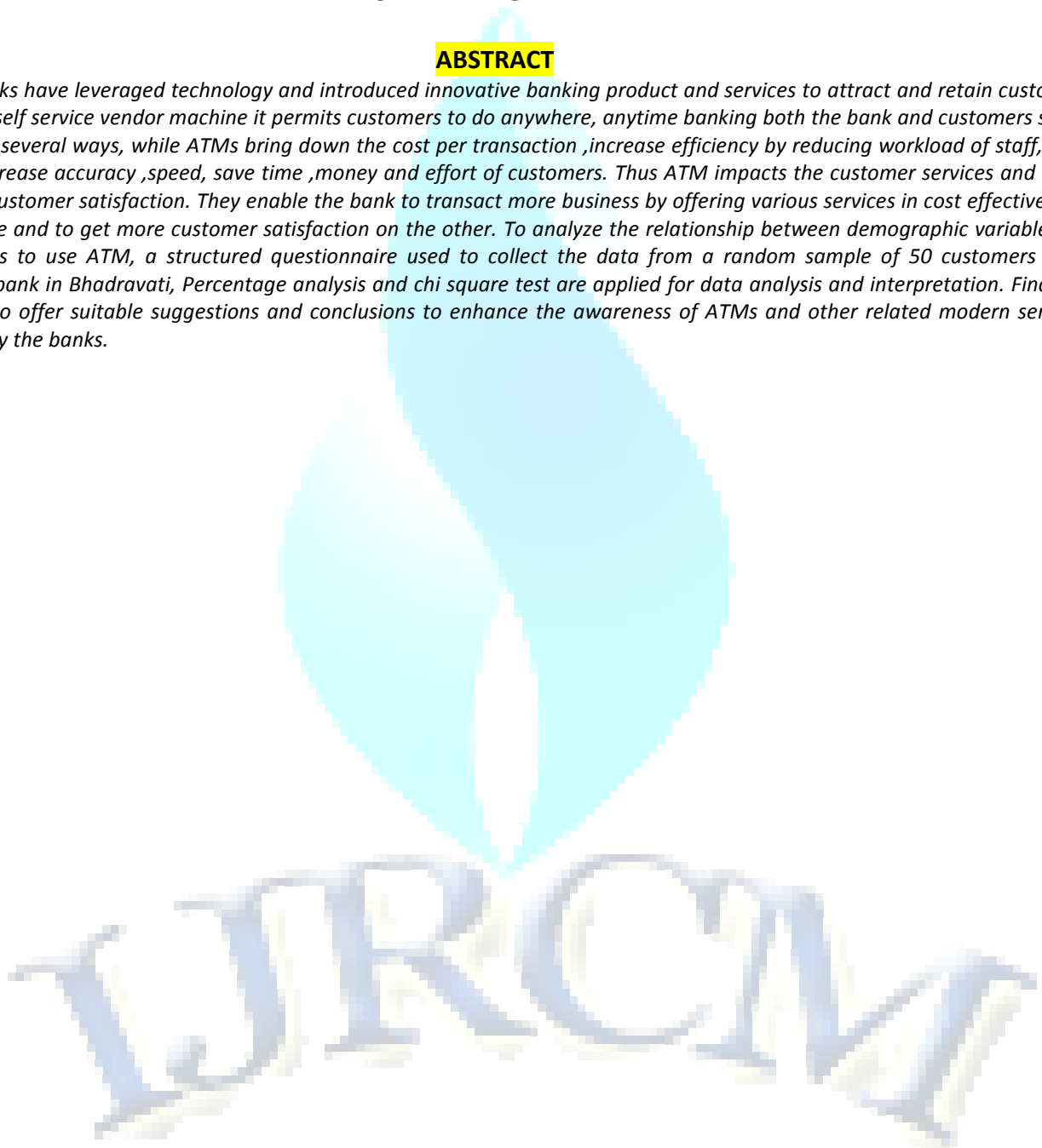


CUSTOMER PREFERENCE TOWARDS USE OF ATM SERVICES IN BHADRAVATHI

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ABSTRACT

Indian banks have leveraged technology and introduced innovative banking product and services to attract and retain customer. ATMs are self service vendor machine it permits customers to do anywhere, anytime banking both the bank and customers stand to gain in several ways, while ATMs bring down the cost per transaction ,increase efficiency by reducing workload of staff, they help to increase accuracy ,speed, save time ,money and effort of customers. Thus ATM impacts the customer services and leads to better customer satisfaction. They enable the bank to transact more business by offering various services in cost effective way on one side and to get more customer satisfaction on the other. To analyze the relationship between demographic variable and preferences to use ATM, a structured questionnaire used to collect the data from a random sample of 50 customers from syndicate bank in Bhadravati, Percentage analysis and chi square test are applied for data analysis and interpretation. Finally it attempts to offer suitable suggestions and conclusions to enhance the awareness of ATMs and other related modern services provided by the banks.

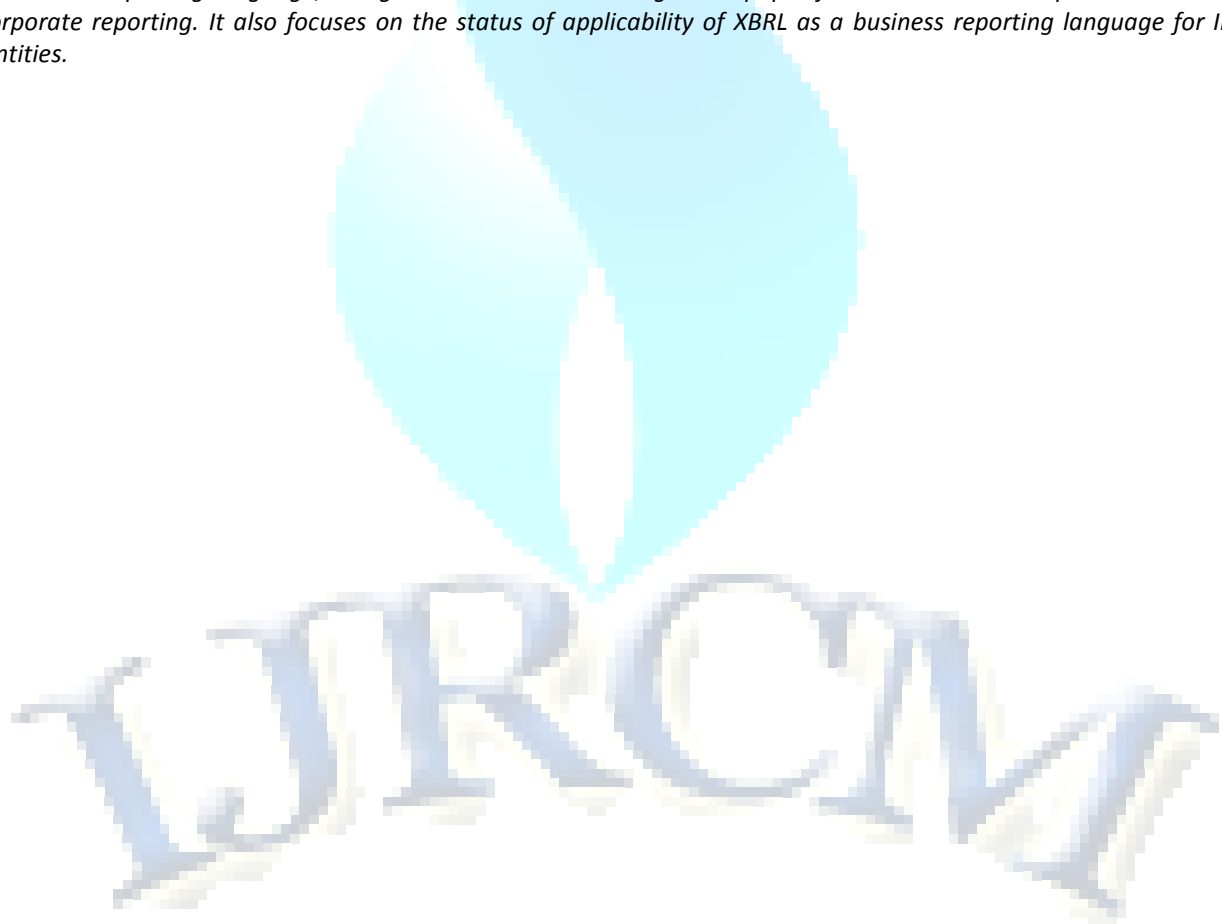


ROLE OF XBRL IN CORPORATE REPORTING: AN INDIAN PERSPECTIVE

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ABSTRACT

Business decisions can be made rapidly in an error free environment with the application of information technology. The XML computer language has been extended further for its application programme in extensible business reporting language (XBRL). Extensible Business Reporting Language (XBRL) is a language for the electronic communication of business and financial data revolutionizing business reporting around the world. XBRL has become the standard way of recording, storing and transmitting business and financial information from the computer information providers to the information users. XBRL was developed by XBRL International in 1998, an international non-profit consortium of approximately 450 major companies, organisations and government agencies. XBRL India is known as the Indian Jurisdiction of XBRL International. Its main objective is to promote and encourage the adoption of XBRL in India as the standard for electronic business reporting. The business value possible from XBRL can be realized by the transparency, uniformity, accuracy, timely and reliability provided to its users. As it has been framed in accordance to the GAAP and IFRS standards, its adoptability is gaining momentum for all the countries that are looking forward towards a smooth functioning in the global scenario. In the light of this, the present paper provides a conceptual framework of XBRL as a business reporting language, along with its worldwide usage. The paper further discusses components and uses of XBRL in corporate reporting. It also focuses on the status of applicability of XBRL as a business reporting language for Indian business entities.



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Thanking you profoundly

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