

# 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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## CONCEPTUAL UNDERSTANDING OF THE ROLE OF HUMAN RESOURCE DEVELOPMENT IN ROAD SAFETY

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### ABSTRACT

*Human resource development (HRD) involves improving the knowledge, skills and attitude of people for personal growth and excellence. Using the same analogy of HRD, it can be applied to safety management on the roads. People can be taught the knowledge, skills and attitude required for the safe use of roads. It is very important because the analysis of the various causes of road accidents clearly demonstrates the preponderant role played by the human factor. This aspect thus constitutes a fundamental component of danger on the roads and has become even more important in relative terms due to the significant progress achieved in recent years in the other relevant spheres of action which are traditionally, the improvement of the road network and of the designing safe vehicles. Road users include, pedestrians, luggage carriers, horse riders, bullock carts as well as those who ride bicycles, tricycles, motorized two wheelers, cars, vans, trucks, tractors, and buses.*

## **COSMETIC CONSUMPTION PATTERN AMONG MALE COLLEGE STUDENTS: A CLUSTER ANALYTIC SEGMENTATION APPROACH**

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### **ABSTRACT**

*Usage of cosmetics among young men is on the increase. Personal care product manufacturers are targeting their products, promotion and distribution increasingly to this growing market. It will be useful to segment this market and understand the behaviour of each segment with respect to consumer behaviour variables. This research work conducted among college male students by surveying a sample of 80 respondents attempted to segment the market using cluster analysis using usage and benefit variables. The analysis resulted in formation of three clusters (Medium self-directed, Heavy other-directed, and Occasional non-believers) with varying characteristics. The usage and attitude of the clusters were found to differ significantly. The first cluster had medium usage with self directed attitude and medium perception of benefits. The second cluster had heavy usage with other directed attitude and high benefit perception. The third cluster had light usage with self directed attitude and low benefit perception. The clusters were found to differ in place of residence with medium self directed and occasional non believers having higher percentage of rural students while heavy other directed had higher representation of urban students. While brand preference for body spray was found to vary by cluster brand preference for face wash, shaving cream and face cream was not varying by cluster. Other variables of interest to marketer like outlet choice, reasons for use and considerations in buying were not found to vary by cluster membership. Surprisingly enough, skin type was not varying by cluster. Interestingly, heavy other directed were the lowest spenders with average spending of Rs. 684 and medium self directed were medium spenders with Rs. 950 and occasional non believers were the highest spenders with Rs. 2221 per month. The findings are of theoretical and practical significance.*



## **ASSESSMENT OF PAYMENT SYSTEMS ON THE PROPOSITION THAT COSTS AND RISKS OUTWEIGH BENEFITS TO USERS, BANKS AND SOCIETY**

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### **ABSTRACT**

*To support the successful implementation of cashless policy of Central Bank of Nigeria (CBN), through massive acceptance of e-payment, the study examined the proposition that the costs and risks of e-payment outweigh its benefits to users, banks and society. The assumption of the study was that if the benefits of e-payment outweigh its costs and risks to users, banks and society over other payment systems, then it will be easy to convince individuals and corporates to accept and prefer it. A questionnaire seeking to establish the extent to which the different payment systems perform on the basis of costs and risks outweighing benefits to users, banks and society, was administered on 282 highly educated and financially active users of the three payment systems based on their experiences in Nigeria. Using the data analyzed, the research questions were answered and the following findings made: compared to cash and cheque payment systems, e-payment was rated better to users, banks and society on the proposition that costs and risks outweigh benefits. The study concluded therefore that individuals, banks and society will accept and prefer e-payment platforms in their financial transactions. To sustain this conclusion the study made the following recommendations: Communicate the benefits of e-payment to customers, banks and the society; reduce the costs and risks of e-payment; and persuade on the superiority and acceptance of e-payment in spite of its costs and risks.*

# **DETERMINANTS OF DOMESTIC PRIVATE INVESTMENT FIRM GROWTH IN ETHIOPIA: A CASE STUDY IN MEKELLE CITY, TIGRAY**

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## **ABSTRACT**

*The main objective of this study was to identify and analyze the determinants of domestic private investment growth in Mekelle City, Tigray. For this purpose Ordinary Least Square (OLS) regression model was employed for estimating the determinants of growth of domestic private investment. The study used primary data by taking systematic random sampling from domestic private investment firms in operation. The study revealed that tax rate, investment incentives, access to finance, and firm age have been negatively influencing; interest rate, infrastructure access, economic condition, and market access were positive and significant determinants on growth in terms of employees size. On the other hand, firm size and market access were negative; and economic condition was positive and significant determinant factors on growth of domestic private investment in terms of capital size. Mekelle investment office should facilitate growth of domestic private investment via identifying and announcing the potential investment areas in the City, enhancing motivational supports such as incentives, avoiding corruption, necessary infrastructural access to the identified potential investment areas, making regular communication with the existing investment firms, and build strong linkage and collaboration with infrastructure processors. This study mainly focused on domestic private investment firms' growth in Mekelle City (which were in operation) and does not represent the investments in other different phases but valuable findings may come up by taking data from different Zonal Cities in the region. Also, sector specific investigation is recommended.*

# ASSESSING THE STATUS, CHALLENGES, AND OPPORTUNITIES OF PUBLIC-PRIVATE PARTNERSHIP (PPP) IN SOLID WASTE MANAGEMENT (SWM) IN ETHIOPIA: A CASE STUDY ON MEKELLE CITY, TIGRAY

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## **ABSTRACT**

*The objective of this study was to explore the status, challenges, and opportunities of the existing Public-Private Partnership (PPP) in SWM in the Mekelle city. It has employed a qualitative approach; non probability sampling methods particularly purposive and convenience sampling procedures were applied in selecting sample respondents. Primary data was used- it was collected through key informants interview and scheduled semi-structured interviews; and analyzed on logical judgment basis. The existing solid waste management practice in Mekelle City clearly indicated that an Integrated Solid Waste Management (ISWM) model has been in practice, though incomplete, in addressing the challenge of urban solid waste management, such as Private Sector Participation (PSP) with clear contractual agreements; public sector participation (Municipality and Environmental Agency) involving NGOs (UNDP and ULGDP) and Community Based Organizations, and institutional restructuring. Except for not adopting technological innovations, the existing private-public partnership (PPP) in Mekelle City solid waste management is found to be relatively strong. Therefore, the municipality should introduce technological innovations (such as incineration, conversion to bio-gas, refuse derived fuel and composting, precast) to cater the ever increasing solid waste volume and create new opportunities for employment. Finally, further research is suggested on identifying, adapting, and expansion of innovative SWM techniques, considering the ever increasing solid waste volume in response to the Mekelle city expansion and its population growth.*

## IMPACT OF INCENTIVES ON JOB-SATISFACTION IN CHENNAI-BASED SMALL MANUFACTURING UNITS

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**HEAD**  
**PG-DEPARTMENT OF COMMERCE**  
**DRBCCC HINDU COLLEGE**  
**PATTABIRAM**

### **ABSTRACT**

*Incentives are a powerful motivator among employees and they induce the human capital towards performing their organisational activities. Job satisfaction is the positive feeling of the employees about their jobs. Employees level of job satisfaction enhances when their jobs provide opportunity for exhibiting their talents, support them in their career development, provides them adequate job security, when they are allowed to participate in managerial decision-making and when there is adequate freedom and flexibility in performing their official tasks. Employers provide monetary incentives and non-monetary incentives. Monetary incentives are of two kinds - individual incentives and group incentives. Individual incentives can be time-based and output-based while group incentives can be profit sharing and group bonus. This study attempts to understand the impact of incentives on job satisfaction and to what extent incentives influence employee-job satisfaction*

## **SERVICE QUALITY AND SERVICE STRATEGIES AS ANTECEDENTS OF CUSTOMER SATISFACTION IN SERVICE INDUSTRY**

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**AL AIN**

### **ABSTRACT**

*This paper attempts to address the importance of dimensions of service quality, customer satisfaction as a part of service strategies in service industry. Marketing strategy is the basic approach that the business units will use to achieve its objectives, and it consists of broad decisions on target markets, market positioning and mix, and marketing expenditure levels. As services sector has become more competitive, organizations need to consider ways of developing relationships with their existing customers in order to defend their market share. Strategic dimension of marketing should focus on the direction that an organization would take in relation to a specific market or set of markets in order to achieve a specified set of objectives. Every service firm must recognize that its "strategic posture" depends partly on the competitive environment, partly on its allocation of marketing resources. This paper investigates the importance of implementation and evaluation of marketing strategies in services and whether these marketing strategies are customer centric or organization centric in the long run.*

## THE PRIMACY EFFECT: IMPACT OF INFORMATION'S ORDER ON INVESTORS' PERCEPTION

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### **ABSTRACT**

*The annual report is the way to communicate about the business position to the stakeholders. The annual reports provide meaningful information regarding historical performance and prospective future opportunities. The president's letter or director's report is a report submitted by the directors of a company to its shareholders, appraising them of the performance of the company under its direction. It is an exercise of self-evaluation. The letter mainly summaries company's performance and the financial results, discusses company's plans for expansion, diversification or modernization, tells about appropriation of profits, and elaborates company's future prospects and plans for investments. Apart from mandatory disclosure for annual reports to shareholders, it is used as marketing tools which is used to focus the firm's mission, objectives, strategies, and financial performance. The content of the letter is very important because it catch the attention of the readers like shareholders, investors, analysts, suppliers, government, banks, financial institutions etc. That is why it is very important to take care about the information, positive or negative, convey in presidents' letter. This paper tried to examine the impact of ordering (Primacy and Recency effect) of the positive and negative information in the president's letter on readers' perception. The study concludes that the Primacy Effect can be observed due to change in information's order.*



## **FINANCIAL SYNERGIC IMPACT ON ICICI AND HDFC BANK AFTER MERGER (WITH EVA & MVA APPROACH)**

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### **ABSTRACT**

*The present paper deals with the Financial Synergic Impact in Banking Industry after merger with special reference to ICICI Bank & HDFC Bank. Merger takes place with a view to improve the financial synergy so its necessary to evaluate whether this financial synergy has created any shareholder wealth or not. Hence the study attempt here to evaluate the impact of financial synergy on shareholder value after merger takes place with EVA & MVA approach.*

# **ROLE OF REGIONAL HEAD OF STATE'S ATTITUDES IN IMPLEMENTATION OF FINANCE POLICY ABOUT THE GOVERNMENT ACCOUNTING STANDARDS IN INDONESIA**

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## **ABSTRACT**

Indonesian state financial policies have undergone major changes since the release the Law on State Finance package in 2003 and 2004 as well as the Law on Local Government Package of 2004. The legislation has been set up clearly financial management with a transparent and accountable as well as the financial management in the region from President to the Regional Head. This implies a stronger role of the Regional Head in implementing the financial policy in the local government. The financial policy communication to local governments are often disruption whereby the policy is not communicated clearly and consistently. This study is a single case study for examining the phenomenon in which the object of research is the Semarang City Government as the only one that has been implemented government accounting standards accrual-based policy. In adequately of the financial policy's communication about implementation of government accounting standards accrual-based policy from the central government to the local government can be overcome by the attitude of the Regional Head avoiding uncertainty (uncertainty avoidance) and has a vision for the future (confucian dynamism) so to encourage the attitude of the staff at the local government and also encourage the emergence of support from external parties to support the implementation of the financial policy of the country.

**HUMAN RESOURCE (HR) ANALYTICS: EMERGING TREND IN HRM (HRM)**

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**ABSTRACT**

*HR function is recognised as a strategic partner of large corporations. To be a consistent strategic partner, HR analysis can provide direction to HR actions. But often it is noticed that HR lacks data based decision-making and analytic capability needed to influence strategies. It was in 1978 that Dr. Jac Fitz-enz proposed the idea of developing metrics that can measure the impact of HR activities on organisation's bottom line and referred the concept as HR analytics. HR analytics refer to the fusion of quantitative and qualitative data and information to have an insight and decision making support to the management of people in organisations. Its use has now become an emerging trend among the organisations that are interested in leveraging on their human capital. The paper is divided into four sections to have an absolute understanding of HR analytics. Firstly, the paper introduces the concept and history of HR analytics. Secondly, the paper identifies various functions of HRM --- Training and Development, Employment, Remuneration, Performance Appraisal, Separation and Talent Management/Succession Planning where HR analytics can be used and the purpose for which they can be used. Thirdly, the paper explains the roadmap of conducting HR analytics. The roadmap consists of five-step process: (a) Defining objectives of HR analytics (b) Data collection (c) Assessment of HR metrics (d) Decision making stage and (e) Alteration in decision. Lastly, the paper comes around the future of HR analytics--- Predictive HR analytics. While HR analytics are reactive in nature, Predictive HR analytics is proactive.*

**SUSTAINABLE FINANCIAL INCLUSION: A CASE STUDY OF RANCHI DISTRICT**

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**ABSTRACT**

*Financial inclusion is a global issue. The U.N.O has also served that “most poor people in the world still lack access to sustainable financial services whether it is savings, credits or insurance” particularly in undeveloped and underdeveloped and developing nations financial inclusion is becoming a movement to provide financial services to weaker sections and low income groups at an affordable cost efforts are on at Government and Non – Government level to bring 135 million households in India under the fold of “Banking Habits”. The resource of poor people living in villages of India desperately needs financial assistance with minimum hurdles and also with dignity. This will not only reduce vulnerability of households but will also promote economic growth and will alleviate and improve quality of people lives. Ranchi capital of Jharkhand but nearly ½ of its 25 lakh population is under below poverty line. People engaged in industries got good remuneration but dominated by poverty and illiteracy. Economic condition of tribal’s and ST/SC peoples are again more pathetic. The lead bank of this district are State Bank of India, NABARD, Bank of India and some sincere NGO’s and Micro Financial Institutions are working for total financial inclusion but honest, speedy and sincere efforts are still appears to be in infancy stage.*

## **ANALYSIS OF WORK STRESS AMONG TEACHERS OF SELF FINANCING COLLEGES IN KOTTAYAM DISTRICT, KERALA**

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### **ABSTRACT**

*The phenomenon of work stress among teachers of self financing colleges has been receiving increased global attention and concern in recent years. Teaching has now become a very demanding occupation with a lot of stresses for a teacher who has a lot of deadlines to meet and a lot of responsibilities to shoulder besides teaching a child what are in a text book. It is important to tackle the causes of stress in the workplace as stress at work can lead to problems for the individual, working relationships and the overall environment. These issues may include lowered self esteem and poor concentration skills for the employees. Managing stress in the workplace is therefore an essential part of both individual and it is institutional social responsibility also. The present study was undertaken to analyze the types of stress among the faculty members in self financing colleges in and around Kottayam district of Kerala state. The study aims at identifying the stress creators among the faculty members.*

# IMPACT OF FOREIGN INSTITUTIONAL INVESTMENT ON INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO BSE

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## **ABSTRACT**

Many developing countries, like India, restricted the flow of foreign capital till the early 1990s and depended on external aid and official development assistance. Later, most of the developing countries opened up their economies by dismantling capital controls with a view to attracting foreign capital, supplementing it with domestic capital to stimulate domestic growth and output. Since then, portfolio flows from foreign institutional investors (FII) have emerged as a major source of capital for emerging market economies (EMEs) such as Brazil, Russia, India, China and South Africa. Since the beginning of liberalization (1991) Foreign Institutional Investors (FIIs) have gained a significant role in Indian stock markets. Global investors now ardently seek India as their preferred location for investment. The dawn of 21st century has shown the real dynamism of stock market and the various benchmarking of sensitivity index (Sensex) in terms of its highest peaks and sudden falls. In this context present paper examines the contribution of foreign institutional investment in sensitivity index (Sensex). It also attempts to understand the behavioral pattern of FII during the period of 2001 to 2013 and examine the volatility of BSE Sensex due to FII. The data for the study uses the information obtained from the secondary resources like website of BSE Sensex. We attempted to explain the impact of foreign institutional investment on stock market and Indian economy. Also attempts to present the correlation between FII and BSE Sensex by the Karl Pearson's Coefficient of correlation test.



## A DISCOURSE ON CLASS ACTION SUITS

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### ABSTRACT

*The term "class action suit" is self explanatory. It is a lawsuit brought in action by a class of members. It reinforces the concept of 'unity in diversity'. The saga of class action suits originated in United States of America in 1938 and its discourse is still predominantly associated with United States. In India, such suits have somehow been provided for, under Consumer Protection Act' 1986; but have recently been included in Companies Act' 2013 to govern corporate sector. This new practice is welcomed wholeheartedly but it has its own issues, which need to be addressed. In this paper, an attempt is made to draw readers' attention to various such issues, merits and demerits associated with class action suits and provisions thereon.*

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With sincere regards

Thanking you profoundly

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