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HIGHER EDUCATION INSTITUTIONS PERSPECTIVES ON LINKAGES WITH THE INDUSTRY IN NIGERIA

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ABSTRACT

This paper seeks to assess the state and capacity of higher education institutions (HEIs) for industries linkages in Anambra State, Nigeria, identifying fostering and inhibiting factors and supports needed to building linkages between HEIs and the industry. Questionnaire and unstructured interview were administered on knowledgeable experts chosen from individuals in the higher education institutions. Excel and SPSS software will be used to analyzed the data. The study reveals that Higher education institutions and industry linkages in Nigeria in general and Anambra State in particular are at nascent stage. Quality of tertiary education, non-relevance of courses, inadequate infrastructure among others have contributed in impeding linkage between the industry and the higher education institutions. There is urgent need for HEIs in Anambra state to develop competences and skills that align with industry, national and regional demand, focusing on the establishment of industrial parks, Centers of Excellence and Small Medium Enterprises (SMEs) projects as engine of growth. On its part, Government needs to associate more with the Organized private sector in finding lasting solutions to the: low funding of Nigerian tertiary institutions as this affects the quality of facilities provided for effective teaching, learning and research activities with adverse impact on student performances. The Government needs to enact legislations to encourage entrepreneurs to seek linkage with the HEIs such as tax rebates.

PRIORITIZING CRITICAL FACTORS IN DELIVERING QUALITY SERVICES TO PATIENTS

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ABSTRACT

Background & objectives: In today's era of competitive healthcare market it has become important to find out the critical factors which are helpful in delivering quality healthcare services to the patients. The hospital management is spending a lot of time and money on finding out ways to provide quality services to their patients and such efforts can be put into right direction and will prove to be more productive only when these critical factors are prioritized and maximum improvements are done on the targeted factors. The study was conducted with an objective of measuring service quality and prioritizing critical factors to deliver quality services to patients in a private hospital of Indore District of Madhya Pradesh. **Methods:** Cross-sectional study was conducted by collecting primary data from 422 IPD patients on the day of discharge using SERVQUAL questionnaire developed by Parasuraman et al. **Results:** As per the results of the present study most of the respondents are satisfied with most of the services of the hospital. Major satisfiers were admission and reception, room preparation at the time of admission, other basic amenities like drinking water availability, ventilation, etc, sign boards placement, behavior of nurses, behaviour of doctors, radiology and pathology, discharge process, nursing services and quality of doctors whereas the major dissatisfiers were cleanliness of the toilet, dietary services, pharmacy, behavior of housekeeping staff. The various critical factors for the study unit are also enlisted priority wise. **Interpretation & Conclusions:** For the present study unit, the study suggests that keeping the factor which requires the maximum improvement to deliver quality services are firstly- cleanliness of the toilet, secondly-dietary services and then pharmacy and behavior of housekeeping staff respectively. Therefore, hospital managers should implement service quality evaluation tools to prioritize critical factors in delivering quality healthcare services to patients.

EDUCATION & WOMEN EMPOWERMENT ARE INTER RELATED: AN OVERVIEW

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ABSTRACT

Empowerment is a multi-faced, multi-dimensional and multi-layered concept. Women empowerment is a process in which women gain greater share of control over their resources like human, material, intellectual, financial etc. Education is the pillar for women empowerment, prosperity, development and welfare. It is the only tool to fight all social evils prevailing in the society from ancient era. Illiteracy among women is the single most important factor leading to high birth rate, infant mortality, malnutrition of children, dowry problems and proliferation of dismal poverty, gender discrimination, casteism, exploitation, domestic violence etc. During the British ruling India some social thinkers of the time paid their attention to the education of women in our country. Man and woman are like the two sides of a coin, without one, the other cannot exist. Women are the mothers of the future generation. If women are uneducated, the future generations will be uneducated. Thus women must be educated so that we can secure the women by giving power in the hands of women and make India healthy, wealthy and wise.

IMPACT OF GLOBAL OIL EQUILIBRIUM ON INDIAN ECONOMY

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ABSTRACT

This article aims at knowing the impact of recent fall in crude oil price at global level. A previous literature review covering articles between 1998 and 2015 showed that there is a correlation between crude oil price and economy. This article investigates to impact of crude oil shocks and its impact on Indian Economy. Statistical tools like correlation co-efficient used for the study and the findings reveal that India has to entrance its oil storage capacity through improving diplomatic relations with oil producing countries. Special emphasis is given to alternative fuels keeping in view the environment.

THE IMPACT DEGREE OF SOCIAL CAUSES OF POVERTY ON THE TRENDS OF CITIZENS OF AL- MAFRAQ GOVERNORATE, JORDAN

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ABSTRACT

This study aimed to identify the degree of influence of social causes of poverty on the trends of citizens of Al-Mafraq Governorate. The study consisted of (294) researched persons, who were chosen using relative random sampling from the three provinces of Al-Mafraq Governorate (North -Eastern Badia, North Western Badia and Al-Mafraq Town (Al-qasabah) for the study purpose, a 16-item questionnaire was constructed and used for data collection. Descriptive and deductive analyses were used to determine substantial differences. The study revealed the following results: the degree of influence of social causes of poverty on the trends of citizens of Al-Mafraq Governorate was (high), reaching the arithmetic mean of the respondents (3.76: 5.00) in terms of: weak social safety nets, high population growth rate, women competing against men in the labor market, increased migration from rural areas to cities in search of better work, unsuitable work place and wages. In light of the results of this study, a number of scientific and practical recommendations have been presented.

THE DETERMINANTS OF PROFITABILITY: AN EMPIRICAL INVESTIGATION ON SUN PHARMA

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ABSTRACT

The profit of a business may be measured by studying the profitability of investment in it. It is the test of efficiency, powerful motivational factor and the measure of control in any business. Profitability is highly sensitive economic variable which is affected by host of factors operating through a variety of ways. The objective of this study is to examine the determinants of profitability of Sun Pharma. Determinants of profitability are analyzed using the techniques of ordinary least squares. It is evident from the results that size is the strongest determinants of profitability of Sun Pharma followed by the variables vertical integration, past profitability, leverage, current ratio, inventory turnover ratio, fixed assets turnover ratio and operating expenses. The study concluded that the company should consider all these possible determinants while considering its profitability.

SERVICE QUALITY OF PUBLIC SECTOR BANKS: A CASE OF DOMESTIC MIGRANT LABOR IN KERALA

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ABSTRACT

Banking industry has evolved into one of the most competitive industry in India after the economic liberalization and the entry of new private sector banks in the market. The public sector banks have been feeling the crunch to maintain their business and live up to the expectation of the customers for the last few years. Service quality is the most important factor which influences the customer retention and acquisition of new business. The service quality gap or the gap between the customer expectation and customer perception of service plays the pivotal role in customer attrition and loss of business. In this context every segment of customers and their perception on service quality is important. This research paper will focus on the customer segment of domestic migrant labor in Malappuram district of Kerala. The research was done among a sample drawn out of the population of domestic migrant labor from other states of India who are working in various sectors like construction industry, hotel industry, furniture industry and barbers. A stratified convenience sampling was done with a total sample size of 60. The findings show that empathy and responsiveness are the most important dimensions as far this segment of customers is concerned. The tangibility is the least important dimension which influences this segment of customers. The results of this study can help the management to formulate strategies to satisfy this segment by improving on human dimensions like empathy and responsiveness by imparting suitable trainings.

ANALYSIS OF SOCIO-ECONOMIC BENEFIT OF ELECTRIFICATION THROUGH CREDA IN CHHATTISGARH STATE

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ABSTRACT

On 25th May 2001 under the Department of Energy, Government of Chhattisgarh, CREDA - Chhattisgarh State Renewable Energy Development Agency, has been constituted for generating electricity through Renewable Energy sources and implementation of various schemes of Energy production, security and Energy Conservation activities. Chhattisgarh State has 27 administrative Districts divided into 146 blocks. Chhattisgarh state is well known as power hub, providing electricity 24x7, as it is a surplus power producer and also exports power to other State. As per Economic Survey, 2012, the level of electrification through conventional and non-conventional sources stands around 97% in Chhattisgarh. CREDA has electrified remote villages and Hamlets- scattered population in dense forest, through non conventional sources. 810 villages have been electrified by the end of 2015. My study is regarding the socio-economic benefits derived by that population who have been electrified by CREDA. A random sample of 100 people were given the questionnaire based on various aspects for collection of primary data. Such data has been analysed to justify the socio-economic benefits. It was found that the impact of electrification is positive on the performance of school going student, generation of income through main and secondary sources and also the upliftment of living standard but the impact of electrification is less significant on health issues. It is recommended that the post electrification maintenance of devices must be implemented on regular basis. Further the Govt. must focus to create awareness regarding non-conventional energy production, energy security and conservation activities.

EFFECTIVENESS OF DISTRIBUTION CHANNELS: INTERNET IN SERVICE DELIVERY WITH REFERENCES TO INDIA

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ABSTRACT

E-transactions are growing at an alarming rate and internet has evolved new distribution channels for it. Apparently, the need to observe and understand how consumer's buying behavior is, has took an effective gallop. As consumers are resistant to buy online, it becomes an obligation to make sure the things fall at the right place. The objective of this study is to review the factors that most people are putting efforts to shop online now. The main objective of this research on online shopping and e-shopping are surrounded around the factors that directly affect consumer's buying behavior. To this end, a survey was made of various universities and 120 questionnaires were distributed among the students and the general public. The survey results depicts that the people already shopping online, prefer to purchase online in future too and people who haven't experienced it yet are eagerly waiting for the perfect time as they have lagged behind because of psychological factors, social factors or emotional factors and most importantly the privacy factors. Different attitudes of consumers towards online shopping shows that they would still prefer the traditional shopping pattern because of various traits such as easy to shop, value, trust, comfortable and again the privacy security. As per research this paper has two major objectives. One is to examine the literature on using the internet in the service-marketing context. The other is concentrate on the opportunities that the internet creates for services providers with particular emphasis on using internet for delivering services. Also, the purpose of the paper is to develop a framework with Indian Services Providers, can be used as a basis for strategic decision-making about electronic channels for delivering services.

LEARNING ORGANIZATION AND ITS IMPACT ON ORGANIZATIONAL EFFECTIVENESS: A LITERATURE REVIEW

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ABSTRACT

Learning Organizations drive collaborative atmospheres like no other type of organizational approach. Furthermore, and perhaps more importantly, they involve simply doing the right thing and also include giving people hope, increasing satisfaction in the workplace, generating creativity and idea sharing, leveling vertical hierarchies, and augmenting participation, which helps in increasing the organization effectiveness. Learning organization provides an opportunity for an individual to grow in his overall personality and thus, contributing to Organization effectiveness. The objective of this study is to study about the Learning organizations and its contribution towards the organizational effectiveness and also the analysis of relationship between learning organization and its impact on organizational effectiveness. With the help of examples/observations/propositions from previous academic researches, the attributes of learning organization and its linkage with the organization effectiveness is depicted. It can be proposed that maintaining an environment of learning among the employees within the organization is of utmost importance and which ultimately leads to the organization's effectiveness as a whole.

IPO PROCESS IN INDIA

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ABSTRACT

IPO has always been an important instrument of the primary markets enabling companies to pursue their objectives without facing the hiccups of financial constraints. It strengthens their capital base by providing access to interest free capital. The investors in turn reap the benefits in the form of dividends and capital gains. With the changing phase, the appetite of investors for IPO also increased. In 1976, Dhirubhai Ambani had gifted a broker of Madras Stock Exchange with a Vimal pant piece and Vimal saree to his wife for subscribing to the IPO of RIL and recommending the shares to his clients. Three decades later the IPO of RPower created history in Indian IPO by being 73 times oversubscribed. This type of situation arises due to the technology and investor friendly regulation for the IPO process frame by the authority. So in this paper we try to focus on the Initial public offering process made by the Indian capital market.

IMPACT ASSESSMENT OF FRINGE BENEFITS IN JOB SATISFACTION AND EMPLOYEES' ATTITUDE

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ABSTRACT

The study finds that the today's employees are different. They are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next job. The most important elements for employee retention are providing good benefits to the employees. Monetary rewards are fast forgotten, so organization can try something that will stay forever. Fringe benefits make up a significant portion of compensation packages paid to employees, but their impact on worker job satisfaction has yet to be given much attention. Fringe benefits can affect job satisfaction in opposing ways. Fringe benefits are generally less taxed than wages; they can be purchased at less cost through an employer than if bought on the market. Fringe benefits are often desirable pieces of compensation packages and so increase job satisfaction. Although the pooled cross-section estimation offers more compelling results, unobservable characteristics not measured and therefore not included in the cross-section estimation can bias the estimated impact of fringe benefits on job satisfaction. Moreover, fringe benefits may be simultaneously determined with job satisfaction. If fringe benefits are indeed endogenous, then their estimated impact on job satisfaction will be biased. To further investigate the proposition that fringe benefits are significant determinants of job satisfaction. The results suggest there is no significant difference between the preferences for fringe benefits between males and females.

INTERNET SHOPPING: FACTORS INFLUENCING STUDENTS BUYING INTENTION ONLINE

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ABSTRACT

On-line commerce through Internet is gaining attention from students today. The Objective of this research is to study the factors influencing student's buying intention through internet shopping in institutions in Mysore. Several factors such as usefulness, ease of use, compatibility, privacy, security that influence student's buying intention were analyzed. Respondents who were selected are studying in public and private institutions, in Mysore. Based on framework of Philip Kotler forces influencing the consumers online purchase it has been determined that Content clarity, Usability and Personalization. Such framework was used in this study to explain students' buying intention on-line. Besides the ease of use and usefulness, others factors such as privacy, security, are utilized. The results support, usefulness, ease of use and security has been found to be important predictors toward attitude in on-line shopping.

ROLE OF PRODUCT AND SERVICES ON SATISFACTION OF CUSTOMERS: A CASE STUDY OF ASIAN PAINTS

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ABSTRACT

Firms enlarge their market share through the tools which give them the competitive advantage over the other firms. The most widely adopted tools to provide competitive advantages are innovations in the product, process and services which help them to be cost effective or target the new segment of market; and the training and development of employees which help them to sustain and grow in the market. Organisations adopt varied practices to provide maximum customer satisfaction which in turn helps the firm in maintaining and increasing their market share. The present study analyse the relationship of customer satisfaction with product and services, it also examines the significance of product and services on satisfaction of the customer and thus observes overall satisfaction of the customer of Asian Paint. Relationship of product is examined by taking variables of features, durability and variety into consideration while the relationship of services is examined by taking services offered by the company and its dealer respectively. Results of the study show the positive relationship between the product and services with satisfaction of the customers. It also observes the significant effect of product and services on satisfaction of the customers of the company.

A LITERATURE REVIEW ON CORPORATE SOCIAL RESPONSIBILITY: SOCIAL IMPACT OF BUSINESS

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ABSTRACT

Corporate social responsibility is a hot buzz in organizations today. CSR is a means of analyzing the interdependent relationships exist between business and economic systems, and the communities within which they are based., CSR reflects a concern for the three p's: profits, people (employees, customer and citizens) and place (environment and community). The aim of this article is to understand its concept, theories, dimensions and literature work done so far.

TREND OF INTERNAL FINANCING IN INDIAN CORPORATE SECTOR: A STUDY OF CEMENT AND CEMENT PRODUCT INDUSTRY

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ABSTRACT

The paper shows the trend of Internal Financing of Cement and Cement Product Industry over the period 2003-04 to 2012-13. Here we have seen that External Financing is the major fund of Cement Industry. Moreover, we have also seen that there is a positive relationship between Internal Financing and Total Financing of Cement Industry over the period of the study. Moreover, we have also observed that Retention of earnings is the major component of Internal Financing over Depreciation over the period of the study. This paper also tries to address us that Retained earnings and Depreciation both are positively correlated with Internal Funds of Cement Industry. Due to the nature of Cement Companies i.e. heavy industry, External Financing is the major source of fund by having strong equity base or having good accession to Money and Capital Market.

ANALYZING THE WEAK FORM MARKET EFFICIENCY AND PERFORMANCE OF SELECTED INDIAN IT STOCKS

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ABSTRACT

The forms of market efficiency occupy a pivotal role in measuring efficiency of Indian capital market. The present paper aims to analyze the weak form efficiency of efficient market hypothesis of 8 IT companies selected from index of IT sector companies listed under NSE covering a period of one quarter i.e. from 21st Nov. 2011-17 Feb. 2012. For analyzing the weak form of market efficiency and evaluating the performance of selected stocks of IT sector on the basis of risk and return, the run test, treynor and sharpe ratio, beta and standard deviation have been used as statistical tools. The findings of the study highlight that Indian IT market was an inefficient form of market and rejected the efficient market hypothesis. The results of run test at 5% level of significance were rejected which highlighted that price movement in Indian IT sector was not random and stock prices move in a definite pattern. The empirical results of the sharpe and treynor ratio showed that Mphasis Ltd. was the best option among these 8 IT companies for investment by an investor to achieve the objective of minimizing risk and maximizing the returns.

A STUDY ON WORK LIFE BALANCE OF MARRIED WOMEN IN BANKING SECTOR IN MUMBAI

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ABSTRACT

The role of working women has changed throughout the world due to economic conditions and social demands. This has resulted in a scenario in which working women have tremendous pressure to develop a career as robust as their male counterparts while sustaining active engagement in personal life. The ever-increasing work pressure is taking a toll on the working women leaving them with less time for themselves. Work life balance is a state of equilibrium in which the demand of both professional and personal life is equal. Each role having different set of demands and when such role demands overlap, multiple problems are faced. In designing the work life policies employer should think that the commitment of employees can make the difference between those companies which compete at the marketplace and those which cannot. A balanced life for women is one where they spread their energy and effort between key areas of importance. The main challenges in professional life were found to be extended/odd working hours, travel time between home and workplace and participation in additional jobs and assignments. In personal life, the main stresses were guilty of not being able to take care of self, children and elders at home. Most women would prefer flexible timing, and supportive spouse, family and friends as well as an environment conducive for work at the office. This research study aims to figure out the comparison of work life balance among the married women in public sector banks and private sector banks. The research attempts to study the perception of married women employees and their perception about the policies and initiatives of banks and their effects on their personal lives.

TARGET ORIENTED COMPETITIVE INTELLIGENCE PRACTICE AND PERFORMANCE OF FIRMS LISTED ON THE NAIROBI SECURITIES EXCHANGE, KENYA

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ABSTRACT

Firms are today's encountering an environment that is in a state of flux, there is need for advanced competencies that support strategic decision-making by providing accurate and timely information on opportunities and threats, competitor assessment that supports strategic planning and implementation, which is the main objective of target oriented competitive intelligence. Target-oriented competitive intelligence is knowledge about the organization's environment that has implications for its specifically identified competitors in its niche market. This is intelligence is about competitors, their capabilities, current activities, plans, and intentions. It is most often used when competitive intelligence efforts are best focused on a small number of competitors that a firm face in several market niches. The target population for the study were all the sixty firms listed on the Nairobi Securities Exchange (NSE). Primary data was collected by the use of a semi-structured questionnaire and secondary data was obtained from published financial reports. The data collected was analyzed using descriptive and inferential statistical tools. The findings indicate that target oriented competitive intelligence practice has a positive and statistically significant relationship with the performance in the firms listed on the Nairobi securities exchange.

A BRIEF REVIEW OF EMPLOYEE ENGAGEMENT: DEFINITION, ANTECEDENTS AND APPROACHES

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ABSTRACT

Employee engagement, across the globe became a buzzword for business houses and the concept is also gaining importance as many antecedents of employee engagement are recognized, which are directly and indirectly proportional to company's profitability. Hence, employee engagement has become powerful source of competitive advantage and emerged as a new research interest for academicians and practitioners. Although the subject has been carved well however, little rigorous academic research has been done. This research gap has resulted in a disorganized approach to understand and develop employee engagement strategies within organizations. Thus, this article attempts to report the outcomes of a intergrated literature review. The seminal works are identified and reviewed for the (1) defining of engagement construct by different researchers (2) summarize the key antecedents of employee engagement at work and instruments to measure engagement and (3) approaches to employee engagement are explored and interpretations are offered. Implications for theory, organizational practice, and scholarship are discussed.

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