

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5220 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	DOES EXECUTIVES COMPENSATION STIMULUS FIRM INNOVATION? THE CASE OF TAIWAN <i>DUNG PHUONG TONG & HOA VAN NGUYEN</i>	1
2.	CORPORATE GOVERNANCE MECHANISMS IN INDIA: A CASE STUDY OF SELECTED FIRMS FROM TEN SECTORS <i>R. C. NAGARAJU & DR. P. PARAMASHIVAIAH</i>	5
3.	HUMAN RESOURCE MANAGEMENT- RECRUITMENT REWARD AND RETENTION <i>SUMAIYA FATHIMA</i>	11
4.	INCREASING INFLUENCE OF PRIVATE LABEL BRANDS IN ORGANIZED RETAIL <i>SANDEEP NANDRAM DIVE & DR. VIJAY AMBADE</i>	14
5.	COURTS' JURISDICTION FOR TAKING COGNIZANCE OF CRIMINAL COMPLAINTS FILED UNDER SECTION 142 OF NEGOTIABLE INSTRUMENTS ACT 1881 - THE NEGOTIABLE INSTRUMENTS (AMENDMENT) ACT 2015 – IT'S CAUSE AND CURE <i>DR. I. FRANCIS GNANASEKAR & S. M. MOHAMED MISKEEN</i>	20
6.	A STUDY ON CONSUMER'S ATTITUDE TOWARDS ADVERTISEMENTS THROUGH SOCIAL MEDIA WITH SPECIAL REFERENCE TO FACEBOOK <i>DR. M. SUMATHY & VIPIN.K.P</i>	24
7.	ILLEGAL ECONOMY Vs. SOCIALIST SOCIETY <i>DR. PRAMILA CHOUDHARY</i>	28
8.	RISK AND RETURN ANALYSIS OF SELECT PSBs <i>K.V.RAMESH & DR. A. SUDHAKAR</i>	33
9.	INFLUENCE OF HUMAN RESOURCE MANAGEMENT PRACTICES ON ORGANISATIONAL CITIZENSHIP BEHAVIOUR <i>SEEMI AZAM & RASHMI KUMAR</i>	45
10.	WOMEN EMPOWERMENT IN INDIA THROUGH CORPORATE SOCIAL RESPONSIBILITY: POLICIES & CHALLENGES: A CASE STUDY OF NTPC LTD. <i>DR. AJAY AGRAWAL, DR. AMITABH PANDE & POORVA PANDE SHARMA</i>	50
11.	CONSUMERS' COGNIZANCE TOWARDS THE INDIAN POSTAL PRODUCTS AND SERVICES: A STUDY REPORT OF NORTH GOA DISTRICT <i>DR. GAJANAN MADIWAL</i>	53
12.	THE YOUNG SAUDI EMPLOYEE AND THE CURRENT LABOR MARKET DYNAMICS OF SAUDI ARABIA: A PARADIGM SHIFT <i>DR. DEEPANJANA VARSHNEY</i>	56
13.	MOBILE BANKING IN THE PRESENT SCENARIO <i>SEBIN GEORGE</i>	61
14.	A STUDY ON INVESTORS' SATISFACTION TOWARDS MUTUAL FUNDS RETURNS WITH SPECIAL REFERENCE TO CHITTOOR DISTRICT <i>DR. U. RAGHAVENDRA PRASAD</i>	64
15.	IMPACT OF GLOBALIZATION ON SELECTION PROCEDURE AND TRAINING PROGRAMMES IN BANKING SECTOR <i>ANAND T. DESHPANDE</i>	68
16.	RISK ATTITUDE: AN INVESTIGATION INTO RELATIONSHIP WITH PERSONALITY TYPE <i>AMIT KAPOOR</i>	73
17.	A STUDY ON CUSTOMER SATISFACTION OF HONDA ACTIVA AMONG WOMEN WITH REFERENCE TO KONNI TALUK, KERALA <i>SWATHY. P</i>	76
18.	THE FAVOURABLE DATA FOR THE IMPLEMENTATION AND DEVELOPMENT OF M-GOVERNANCE <i>BASAVARAJ NAGESH KADAMUDIMATHA</i>	80
19.	ROLE OF MICRO CREDIT PROGRAMME IN THE FINANCIAL AND SOCIAL EMPOWERMENT OF WOMEN ENTREPRENEURS <i>SANTHOSH KUMAR.K</i>	84
20.	IMPACT OF NATURAL DISASTER ON TOURISM IN JAMMU AND KASHMIR: A CASE STUDY OF FLOOD 2014 <i>NASEER AHMAD MAGRAY</i>	88
	REQUEST FOR FEEDBACK & DISCLAIMER	91

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

DR. JASVEEN KAUR

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** The qualification of author is not acceptable for the purpose.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB.**
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- 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.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

HUMAN RESOURCE MANAGEMENT- RECRUITMENT REWARD AND RETENTION

**SUMAIYA FATHIMA
PRINCIPAL
BET SADATHUNNISA COLLEGE
BISMILLAHNAGAR**

ABSTRACT

“We can’t stop employees from leaving unless we have a plan to make them stay” Building a high-performing workforce has always been essential to maintaining a competitive edge —companies are finding themselves in a race to recruit and hire the best candidates. Smart companies will have to take time to examine their recruiting and retention activities, to capture the best talent recruiting operations need to be efficient and streamlined, employee retention is beneficial for the employee as well as organization. The success of every business is only ever in the hands of its people. If the prevailing philosophy during the Internet boom was “hire as fast as possible,” now the pendulum has swung back to “retain the right workforce — as quickly as you can.” By fine-tuning strategies and operations today, one can position their respective companies to be the employer of choice tomorrow.

KEYWORDS

workforce, competitive edge, employee retention.

INTRODUCTION

It is a competitive recruitment market and projected to get even tougher. Not only concentration has to be done to recruit good employees but also retain the good employees that are there as retention of key talent — those employees who are the strongest performers, have high potential or are in critical jobs — is even more important during economic recoveries when organizations compete aggressively for market share and talent, with the right data we can size the workforce precisely to meet organization needs. A Human Resources Strategy will aim to create and maintain a workforce that is well motivated, appropriately trained, equitably rewarded and which performs effectively in pursuing the institution’s objectives. Today’s technology tools allow tracking productivity, predicting your needs, and assigning just the right number of employees to each activity

HUMAN RESOURCE MANAGEMENT CYCLE



RECRUITMENT

Recruitment is a core function of human resource management through it is a costly exercise it is an essential part of any organization which links the employers with the employees and is the first step in staffing. Modern technique of recruiting is the new age solution that is designed to solve the problem of traditional method of recruitment which is known as E-Recruitment also called as online recruitment using the electronic resources particularly the internet in hiring the candidates by matching the candidate’s CVs with the job profile

IMPORTANCE OF RECRUITMENT

Recruitment is a critical activity, companies desirous of growing fast are always aware that it can only be achieved if they have perfect combination of employees and the employees whether they are asset or liability all depends on recruitment although recruiting is a costly exercise it is an essential part, if the right people are chosen desired results are achieved. In spite of having all the latest technology and the best resources if it does not have proper employees it will struggle to achieve the results it requires and for that it becomes a necessity that recruitment is done in a perfect manner, so that the right kind of candidates get selected for the job positions. Proper planning and evaluation of the need will lead to hiring the right person for the role and team.

MODEL OF RECRUITMENT PROCESS



Understanding your candidate market and profile is critical in today’s recruitment landscape. There are so many platforms and so much information that it’s easy to get lost when searching for the right people. Exerting our energy and budget should always be done carefully in the right places understanding right channels for the right target audience.

REWARDING

Rewarding good performance is just as important as managing, motivating and monitoring performance. They are separate from salary and mostly monetary in nature, although recognition may have a monetary value but money itself is not given to recognize the performance. Meaningful reward and recognition strategies can positively influence employee attitudes and behavior. A range of financial and non-financial rewards to attract and retain quality employees have to be considered. Rewards are a powerful method for encouraging good job performance. Good work may not be repeated and employees can upset customers when managers don't recognize, encourage, and reward them for job performance that meets or exceeds customers' expectations. But these rewards must be used effectively. While employees benefit from recognition programs, the organization's adopting them also tend to see increased worker productivity and performance, improved profitability, higher retention rates, and decreased costs associated with turnover.

RESEARCH ON RECOGNITION AND REWARDS

Giving recognition helps your employees to:

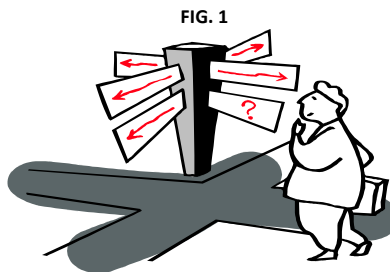
1. Take pride in their work and in their job responsibilities
2. Feel appreciated for their contributions
3. "Go the extra mile"
4. Heighten level of commitment to the organization
5. Improve relationships between coworkers
6. Be more open to constructive feedback
7. Strive to meet and/or exceed performance expectations
8. Support and promote a positive atmosphere in which praise prevails
9. Get more enjoyment out of the work they do

Recognition and appreciation in front of all co-workers will have a positive impact on the organization. Small tokens of appreciation given at the right moment not only provide well-deserved acknowledgement—motivating employees make them feel valued which will make the organization an edge in a competitive corporate climate

RETENTION TOOLS

WHAT DO EMPLOYEES WANT

Employees want to know that they are valued and their problems are addressed rather than ignored.



Celebrate successes and recognize when milestones are reached. Potluck lunches, birthday parties, employee picnics and creative contests will help remind people why your company is a great place to work.

Encourage learning. Create opportunities for your technologists to grow and learn. Reimburse them for CE courses, seminars and professional meetings; discuss recent journal articles with them; ask them to research a new scheduling method for the department. Encourage every employee to learn at least one new thing every week, and you'll create a work force that is excited, motivated and committed.

Show your employees that you value them. Recognize outstanding achievements promptly and publicly, but also take time to comment on the many small contributions your staff makes every day to the organization's mission. Don't forget — these are the people who make you look good!

As businesses compete for talented employees, a business can be made to stand out as a sought after workplace by offering attractive conditions and competitive pay having good recruitment, induction training and development plans in place. Praise should be a part of normal day-to-day leadership action. Its contribution to employee development cannot be overstated. Recognition and rewards are most effective for reinforcing or improving work performance when the employee has confidence in the basis of that praise. To retain good staff and to encourage them to give of their best while at work requires attention to the financial and psychological and even physiological rewards offered by the organization as a continuous exercise

Employee retention is critically important for a second societal reason too. Over the next few years while Baby Boomers (age 40 to 58) retire, the upcoming Generation X population numbers 44 million people (ages 25-34), compared to 76 million Baby Boomers available for work.

Simply stated, there are a lot fewer people available to work. Recognition should be used to complement rewards. Positive reinforcement is the most powerful and effective behavior modifier known. Rewarding employees pays dividends, and can help your company attract, motivate and retain high-quality employees.

Finding and keeping the right talent is half science and half art, but it's really about forming relationships. The best companies have a genuine appreciation for their talent, and a genuine understanding of the importance of their talent to the business's operation and growth. Opportunities to develop and progress their career is a vital retention factor for employees, and is also recognised by employers,

Trust between organization and employee has become a crucial element in people retention. On the other hand, organizations are putting in place processes to manage ethics at work while others are placing trust at the core of their relationship by allowing their staff to manage their own work schedules. Punch in and punch out to clock a certain number of hours at work was a regular attendance monitoring system

Punching the clock" is an expression commonly used for working at a job that demands physical presence rather than emotional engagement. A punch clock in a workplace provides employers and employees with a degree of accuracy when measuring payroll hours; however, it reinforces a dynamic that can stifle creativity and lead workers to count the hours until it is time to go home.

LENOVO India Director (HR) Mr. Rohit Sandal in an attempt to make its company more millennial friendly have opted for flex at work system, wherein employees can decide for themselves what timings they wish to maintain as the company is interested in operating on the basis of trust, but punch in at work is still existing due to security basis.

IMPACT OF HUMAN RESOURCE MANAGEMENT ON ORGANIZATIONAL PERFORMANCE

HRM trains and controls the employees and organization through training which affects productivity, it also maintains work life, career planning, solves conflicts and motivates the worker to achieve organizational goals which in turn will be helpful in their personal goals. Job satisfaction plays an important role as a work attitude as it affects the behavior contributes to the worker wellbeing. The purpose is to make the employee feel at home and develop a sense of pride in the organization and commitment to the job.

CONCLUSION

'Always recognize that human individuals are ends, and do not use them as means to your end.'

Immanuel Kant 1724-1804, German Philosopher

Globalization has increased competition for both customers and jobs, this has enabled many businesses to expect higher performances. HRM in recent years include new management and operational theories like Total Quality Management (TQM) Ultimately, to recruit, reward, and retain the best employees, you need a well thought-out strategy backed by efficient operations. The two are inextricably linked: With efficient operations, you can gather the data you need to make strategic decisions. Once these strategies are fine-tuned they can be relied to get the work done.

REFERENCES

1. Armstrong, Michael. A Handbook of Human Resource Management Practice. Kogan Page Limited, 1999.
2. Burstiner, Irving. The Small Business Handbook. Prentice Hall, 1988.
3. Green, Paul C. Building Robust Competencies: Linking Human Resource Systems to Organizational Strategies. Jossey-Bass, 1999.
4. Gubman, Edward L. "The Gauntlet is Down." Journal of Business Strategy. November-December 1996.
5. "History of HR and the CIPD". Chartered Institute of Personnel and Development. Retrieved 2016-07-19.
6. <http://kalyan-city.blogspot.in/2011/07/internal-and-external-sources-of.html>
7. http://www.ripublication.com/gjfm-spl/gjfmv6n8_06.pdf
8. <http://www.yourarticlelibrary.com/hrm/objectives-and-importance-of-human-resource-management/28000/>
9. Human Resources Development and Management Author Biswanath Gosh ISBN Number 8125907817 Edition First Reprint
10. Johnston, John. "Time to Rebuild Human Resources." Business Quarterly. Winter 1996.
11. Mathis, Robert L., and John H. Jackson. Human Resource Management. Thomson South-Western, 2005.
12. Phillip, Harris. Managing the Knowledge Culture. Human Resource Development Press, March 2005.
13. Rossiter, Jill A. Human Resources: Mastering Your Small Business. Upstart Publishing, 1996.
14. Solomon, Charlene Marmer. "Working Smarter: How HR Can Help." Personnel Journal. June 1993.
15. Ulrich, Dave. Delivering Results: A New Mandate for HR Professionals. Harvard Business School Press, 1998.
16. www.slideshare.net/tutor2u/hrm-organisational-structure

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

