



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	INTERNATIONALIZATION STRATEGIES FOLLOWED BY THREE MEXICAN PIONEER COMPANIES GRUPO MODELO, GRUPO BIMBO AND CEMEX: ISSUES AND CHALLENGES <i>JOSE G. VARGAS-HERNANDEZ & MOHAMMAD REZA NORUZI</i>	1
2.	DELIVERY OF EFFICIENT AND EFFECTIVE PRIMARY EDUCATION AND HEALTHCARE SERVICES BY LOCAL GOVERNMENTS OF OYO STATE IN NIGERIA <i>DR. SAMIHAH KHALIL @ HALIM & DR. SALIHU, ABDULWAHEED ADELABU</i>	2
3.	THE FOUNDATIONS OF RELATIONSHIP MARKETING <i>SYED HABIB ANWAR PASHA, IMRANUL ISLAM SABBIR & SYED OHIDUR RAHMAN</i>	3
4.	EMPLOYEES RETENTION STRATEGIES: A STUDY OF SELECTED ORGANIZED RETAILER IN LUCKNOW CITY, UTTAR PRADESH <i>PRIYA & DR. VIKRAM BISEN</i>	4
5.	COSTING EMPLOYEE TURNOVER BASED ON EMPLOYEE PERFORMANCE LEVEL - A STUDY ON FIVE STAR HOTELS IN BANGALORE <i>PRASANNAKUMAR.J.P & DR. SHAJI THOMAS</i>	5
6.	ORGANISED RURAL RETAILING IN INDIA THROUGH 'RPSO' (RURAL PROCUREMENT AND SUPPLY OUTLET) MODEL <i>DR. N. RAMANJANEYALU & DR. M. S. SUBHAS</i>	6
7.	SIX SIGMA - ORIENTAL INDIAN MANAGEMENT CONCEPTS: MODERN JAPANESE INDUSTRIAL QUALITY CONTROL STANDARD – (AN INQUIRY THROUGH HISTORICAL & PHILOSOPHICAL PERSPECTIVE) <i>DR. S. P. RATH, DR. BISWAJIT DAS, ARCHANA CHAUDHARY & PRIYA PUTHAN</i>	7
8.	A STUDY ON IMPULSIVE BUYING BEHAVIOUR AND SATISFACTION TOWARDS RETAIL OUTLET IN BIG BAZAAR COIMBATORE <i>A. PUGHAZHENDI & DR. D. SUDHARANI RAVINDRAN</i>	8
9.	A STUDY ON BRAND PERCEPTION OF FMCG GOODS <i>DR. S. JEEVANANDA</i>	9
10.	ENVIRONMENTAL MANAGEMENT ACCOUNTING PRACTICES IN SELECT ISO 14001 COMPANIES IN INDIA <i>DR. HEENA SUNIL OZA & DR. MINAL CHIRAG PATEL</i>	10
11.	ORGANIZED RETAILING IN SMALLER CITIES - THE NEXT MOVE <i>DR. C. S. DALVI & SAYALI PATASKAR</i>	11
12.	MANAGERIAL CREATIVITY AND WORK MOTIVATION OF SECONDARY SCHOOL TRIBAL TEACHERS IN RELATION TO THEIR OCCUPATIONAL SELF EFFICACY <i>DR PRAKASH CHANDRA JENA</i>	12
13.	ENHANCING BRAND VALUE THROUGH CSR <i>DR. SARITA BAHL</i>	13
14.	FACTORS EFFECTING PURCHASE DECISION OF BRANDED SPORTS ACCESSORIES WITH SPECIAL REFERENCE TO REEBOK <i>DR. PREETI MK. SHARMA & RUBINA PATHAN</i>	14
15.	ADVERTISING AND CONSUMER BUYING BEHAVIOUR: A STUDY WITH SPECIAL REFERENCE TO NESTLE LTD. <i>DR. NAVEEN KUMAR, DR. VIJAY KUMAR GANGAL & KIRTI SINGH</i>	15
16.	FACTORS INFLUENCING CAREER CHOICE AMONG ADOLESCENTS <i>ZARINE IMMANUEL & DR. KALYANI KENNETH</i>	16
17.	DIVERGENCES BETWEEN INDIAN ACCOUNTING STANDARDS (ASs) AND INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRSs) <i>DR. ATUL VORA & AJEET KUMAR SAHOO</i>	17
18.	A CRITICAL STUDY OF CONSUMER PREFERENCES TOWARDS ORGANIZED RETAIL IN JAIPUR <i>DR. SUSMIT JAIN</i>	18
19.	A STUDY ON ATTITUDE OF WOMEN TOWARDS FITNESS CENTRE IN RAMANATHAPURAM, TAMILNADU <i>DR. A. MARTIN DAVID, R. KALYAN KUMAR & G. DHARAKESWARI</i>	19
20.	FACTORS AFFECTING EQUITY INVESTORS' BEHAVIOR <i>DIVYANG J JOSHI, AGA KHUSHBOO & RAHI DESAI</i>	20
21.	CELEBRITY ENDORSEMENT: A STUDY OF INDIAN FMCG SECTOR <i>SUNILDRO L.S. AKOIJAM</i>	21
22.	STOCK MARKET BEHAVIOUR: EVIDENCE FROM ASIAN STOCK MARKETS <i>DR. SANJEET SHARMA</i>	22
23.	FINANCIAL INCLUSION - THE QUESTION UNANSWERED <i>SMITA RAO & VAISHALI RAHATE</i>	23
24.	SIGNIFICANCE OF FLEXIBLE WORK TIMING IN WORK-LIFE BALANCE <i>PREETHI VIJAIMADHAVAN & DR. D. VENKATRAMA RAJU</i>	24
25.	QUALITY OF LIFE OF FEMALE PROFESSIONALS: A COMPARATIVE STUDY OF MALE VS. FEMALE <i>PRATIBHA BARIK</i>	25
	REQUEST FOR FEEDBACK	26

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at: [Ulrich's Periodicals Directory ©, ProQuest, U.S.A.](#), [The American Economic Association's electronic bibliography, EconLit, U.S.A.](#),

[Open J-Gate, India](#) as well as in [Cabell's Directories of Publishing Opportunities, U.S.A.](#)

Circulated all over the world & Google has verified that scholars of more than Hundred & Five 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

www.ijrcm.org.in

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

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

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

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. ROSHAN LAL

Head & Convener Ph. D. Programme, M. M. Institute of Management, M. M. University, Mullana

PROF. ANIL K. SAINI

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

DR. KULBHUSHAN CHANDEL

Reader, Himachal Pradesh University, Shimla

DR. TEJINDER SHARMA

Reader, Kurukshetra University, Kurukshetra

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, Government F. G. College Chitguppa, Bidar, Karnataka

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

DR. V. SELVAM

Divisional Leader – Commerce SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Reader, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

S. TABASSUM SULTANA

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

TECHNICAL ADVISOR

AMITA

Faculty, Government H. S., Mohali

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

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 recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, infoijrcm@gmail.com or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Computer/IT/Finance/Marketing/HRM/General Management/other, please specify).

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for possible publication in your journal.

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

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

2. **INTRODUCTION:** Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.
6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. 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.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per 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 italics. 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 parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

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.

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, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- 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.

WEBSITE

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 <http://epw.in/user/viewabstract.jsp>

INTERNATIONALIZATION STRATEGIES FOLLOWED BY THREE MEXICAN PIONEER COMPANIES GRUPO MODELO, GRUPO BIMBO AND CEMEX: ISSUES AND CHALLENGES

JOSE G. VARGAS-HERNANDEZ
PROFESSOR

MASTER'S DEGREE IN BUSINESS AND ECONOMIC STUDIES
ECONOMIC UNIVERSITY AND ADMINISTRATIVE SCIENCES CENTER
UNIVERSITY OF GUADALAJARA
JALISCO, MEXICO

MOHAMMAD REZA NORUZI
RESEARCH SCHOLAR
ISLAMIC AZAD UNIVERSITY
BONAB BRANCH
IRAN

ABSTRACT

The opening of the Mexican economy and globalization bring new opportunities for Mexican companies to expand their markets and get their products around the world. The internationalization process requires a sound strategy for the consolidation in foreign markets. The aim of this study is to analyze the different internationalization strategies followed by three Mexican companies with a global presence: Grupo Modelo, Grupo Bimbo and Cemex. We conclude that the differences in their strategies arise from the characteristics of each of these companies.

DELIVERY OF EFFICIENT AND EFFECTIVE PRIMARY EDUCATION AND HEALTHCARE SERVICES BY LOCAL GOVERNMENTS OF OYO STATE IN NIGERIA

DR. SAMIIAH KHALIL @ HALIM
ASSOCIATE PROFESSOR & HEAD
SCHOOL OF GOVERNMENT
GHAZALI SHAFIE GRADUATE SCHOOL OF GOVERNMENT
COLLEGE OF LAW, GOVERNMENT AND INTERNATIONAL STUDIES
NORTHERN UNIVERSITY OF MALAYSIA
KEDAH, MALAYSIA

DR. SALIHU, ABDULWAHEED ADELABU
FACULTY
GHAZALI SHAFIE GRADUATE SCHOOL OF GOVERNMENT
COLLEGE OF LAW, GOVERNMENT AND INTERNATIONAL STUDIES
NORTHERN UNIVERSITY OF MALAYSIA
KEDAH, MALAYSIA

ABSTRACT

Education and healthcare services are listed under the concurrent list of the 1999 Constitution of the Federal Republic of Nigeria. Specifically, the fourth schedule of the 1999 Constitution of Federal Republic of Nigeria charged local government as the third tier of government with the responsibility of providing and maintaining primary education and healthcare services to the people in the local areas. There are many factors militating against the delivery of these services. Out of these multifarious factors, this study focuses on three (3) main factors, namely fund/statutory allocation, managerial accountability, and leadership structure of the local governments in Oyo state. The objective of the study is to measure the relationship between fund/statutory allocation, managerial accountability, leadership structure and the delivery of primary education and healthcare service by local governments of Oyo state in Nigeria. Thirty-three (33) local governments of Oyo state were used as sample of the study. Four hundred (400) questionnaires were administered on the respondents and three hundred and sixty-three (363) questionnaires were returned by respondents. Data collected from respondents were analyzed using statistical package for social sciences (SPSS) to find the correlation of the variables and multicollinearity is used to determine the relationship between the delivery of primary education and healthcare service and the identified variables. The findings of the study revealed that there are positive relationships between those services and fund/statutory allocation, managerial accountability and leadership structure. The research study recommends future researches on service delivery by local governments in Nigeria.

THE FOUNDATIONS OF RELATIONSHIP MARKETING

SYED HABIB ANWAR PASHA
ASST. PROFESSOR
FACULTY OF BUSINESS ADMINISTRATION
EASTERN UNIVERSITY
DHAKA - 1205, BANGLADESH

IMRANUL ISLAM SABBIR
LECTURER
FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT
PATUAKHALI SCIENCE AND TECHNOLOGY UNIVERSITY
DUMKI, PATUAKHALI-8602, BANGLADESH

SYED OHIDUR RAHMAN
MBA GRADUATE
COVENTRY UNIVERSITY
UNITED KINGDOM

ABSTRACT

This article explores the theoretical and conceptual framing of relationship marketing with customer retention and competitive advantage in service sectors like telecom industry. It has shown the history of RM theory and the different perspectives that have enriched its development. The first section also concentrates on the paradigm shift from marketing mix and the major strategic development of relational exchange and management among businesses both domestically and globally. Finally, a conceptual framework has been developed after studying the literature that will help researcher further to develop relationship of RM with customer retention and competitive advantage.

**EMPLOYEES RETENTION STRATEGIES: A STUDY OF SELECTED ORGANIZED RETAILER IN LUCKNOW CITY,
UTTAR PRADESH****PRIYA****ASST. PROFESSOR****INSTITUTE OF CO-OPERATIVE & CORPORATE MANAGEMENT, RESEARCH AND TRAINING
LUCKNOW****DR. VIKRAM BISEN****DIRECTOR****ITM SCHOOL OF MANAGEMENT
LUCKNOW****ABSTRACT**

Retail is India's largest industry. A number of factors are driving India's retail market. These includes increase in the young working population, hefty pay-packets, nuclear families in urban areas, increasing working-women population, increase in disposable income and customer aspiration, increase in expenditure for luxury items, and low share of organized retailing. The retail industry faces the difficult and costly challenge of recruiting and retaining the best talent. There are many factors that may limit the ability of retailers to keep valued employees, and it is essential to understand what employees' value, that can cause them to stay and perform well. The rapid growth of retail sector is the major concern of employee's retention problem because employees now have immense opportunity in their service period. Youngsters join the retail industry at lower salaries, get some much-needed experience and then move on to better jobs or back to school. The objective of this paper is to find out the various reasons why employees leave the job and suggest recommendation for employees' retention in retail sector. With special reference to study of selected organized retailer in Lucknow city, Uttar Pradesh.

COSTING EMPLOYEE TURNOVER BASED ON EMPLOYEE PERFORMANCE LEVEL - A STUDY ON FIVE STAR HOTELS IN BANGALORE

PRASANNAKUMAR.J.P
RESEARCH SCHOLAR, BHARATHIAR UNIVERSITY, COIMBATORE
HEAD
DEPARTMENT OF MANAGEMENT STUDIES
M. S. RAMAIAH COLLEGE OF HOTEL MANAGEMENT
M.S.R. NAGAR, BANGALORE – 560 054

DR. SHAJI THOMAS
RESEARCH SUPERVISOR, BHARATHIAR UNIVERSITY, COIMBATORE
PRINCIPAL
ACADEMY OF BUSINESS MANAGEMENT TOURISM & RESEARCH
HOSUR MAIN ROAD, BANGALORE – 560 068

ABSTRACT

The purpose of this study is to explore the cost of employee turnover based on the performance level of employees of five star hotels in Bangalore. From the analysis of the data collected from the participating hotels in the survey it has been observed that Food and Beverage Service department recorded the maximum number of employee turnover irrespective of the performance levels. As far as the low performing employee turnover is concerned Food and Beverage Production department recorded the second highest. Housekeeping department has the least number of employee turnover whether high performing, or medium performing or low performing employees. The category-wise average turnover cost analysis of the various hotels reveals that in the case of both high performing employees and medium performing employees the replacement hiring cost is the highest. The analysis also shows that the second highest category-wise average cost of employee turnover incurred by hotels are on training new hire cost. It has been observed that the training new hire cost is the maximum as far as the category-wise average cost of employee turnover is concerned in the case of low performing employee in hotels followed by replacement hiring cost. The study also reveals that there is a significant relationship between the Performance level of employees and Elements of Employee Turnover Cost of Five Star Hotels in Bangalore. From the study it can be interpreted that there is no significant relationship between the performance level of employees and number of employees left Five Star Hotels in Bangalore. The study brings out the fact that there is significant relationship between the Performance Level of employees and Cost per Employee Turnover of Five Star Hotels in Bangalore

ORGANISED RURAL RETAILING IN INDIA THROUGH 'RPSO' (RURAL PROCUREMENT AND SUPPLY OUTLET) MODEL

DR. N. RAMANJANEYALU
ASST. PROFESSOR
KOUSALI INSTITUTE OF MANAGEMENT STUDIES
KARNATAKA UNIVERSITY
DHARWADA, KARNATAKA

DR. M. S. SUBHAS
PROFESSOR & DEAN
KOUSALI INSTITUTE OF MANAGEMENT STUDIES
KARNATAKA UNIVERSITY
DHARWADA, KARNATAKA

ABSTRACT

Organized rural retailing plays vital role in development of rural India and economy. India is severely facing food inflation, floating near 20% in 2010. When it comes to groceries other than staples, local sourcing from the nearby wholesale market is adopted by every retailer. All such products suffer a mark-up of 25 - 30%, so as to absorb the cost structure. Thus, in many sub-categories, the price levels of organised retailers are much above unorganised retailers and more than the wholesale prices by as much as 25 – 30%. Though organised retailers have a small share in the overall food retailing, price set by some organised retailers are taken as benchmark by not only other organised food retailers but also unorganised retailers. Therefore, food prices are soaring. All essential items like vegetables, oil, milk, sugar are getting costlier. It is because of the India's agro products' marketing is characterized by: Fragmentation of the supply chain, Concentration of market power with the wholesalers, Existence of large number of intermediaries, little or no quality control, Absence of standards, Lack of product innovation, Small volume for transactions and Low inventories etc. The article focuses Rural Procurement and Supply Outlet (RPSO) model to overcome the above problems.

SIX SIGMA - ORIENTAL INDIAN MANAGEMENT CONCEPTS: MODERN JAPANESE INDUSTRIAL QUALITY CONTROL STANDARD – (AN INQUIRY THROUGH HISTORICAL & PHILOSOPHICAL PERSPECTIVE)

DR. S. P. RATH
PROFESSOR – MANAGEMENT STUDIES
INSTITUTE OF HOTEL MANAGEMENT
UNIVERSITY OF HUDDERSFIELD, U. K.
TAJ HOTELS, RESORTS & PALACES (IHCL) – A TATA ENTERPRISE
AURANGABAD

DR. BISWAJIT DAS
PROFESSOR MARKETING
SCHOOL OF MANAGEMENT
KIIT UNIVERSITY
BHUBANESWAR – 751 024

ARCHANA CHAUDHARY
BIITM
BIJU PATNAIK UNIVERSITY OF TECHNOLOGY
BHUBANESWAR

PRIYA PUTHAN
ASSOCIATE PROFESSOR - MICROBIOLOGY
INSTITUTE OF HOTEL MANAGEMENT
UNIVERSITY OF HUDDERSFIELD, U. K.
TAJ HOTELS, RESORTS & PALACES (IHCL) – A TATA ENTERPRISE
AURANGABAD

ABSTRACT

The most prominent yard stick of the quality in the world of industry is "Six Sigma". The origin of this concept though very recent but credit goes to Japan as a contributor from its oriental practices, from "Martial Arts", and from Buddhism. The world follows Japanese techniques as the best practices of improving quality. In fact the reality is that, quality concepts and practice originated in India – evidences are Arthashastra, Nitishastra, Rajdanda etc. Japan learnt these concepts and techniques from India through Buddhism and Buddhist monks. Here it has been examined, the concept of "Six Sigma" which originates in India. This article goes in to the historical and the philosophical perspectives to provide an insight in to the origin of quality yard sticks in India in its oriental literature and it's the then contemporary practices. Indian scholars in the present time do have more interest in learning the management techniques from the foreign presentations rather going for a "Renaissance" of oriental Indian management systems, which are more sound and appropriate for the world.

A STUDY ON IMPULSIVE BUYING BEHAVIOUR AND SATISFACTION TOWARDS RETAIL OUTLET IN BIG BAZAAR COIMBATORE

A. PUGHAZHENDI
RESEARCH SCHOLAR (FULLTIME)
PSG INSTITUTE OF MANAGEMENT
COIMBATORE – 641 004

DR. D. SUDHARANI RAVINDRAN
PROFESSOR
PSG INSTITUTE OF MANAGEMENT
COIMBATORE – 641 004

ABSTRACT

The study aims to analyze “Impulsive buying behaviour and customer’s satisfaction towards retail outlet in Coimbatore city”. The objective of the study is to analyse the buying behaviour of the consumers’ of Big Bazaar. (2) To measure the level of satisfaction derived by the shoppers at Big Bazaar. (3) To assess the future relationship between the retailer and his customers. The study is based on the primary data collected from Big Bazaar Coimbatore region with the help of a structured questionnaire. The findings of the study states that consumer impulsive buying behaviour and consumer satisfaction is linked with buying performance.

A STUDY ON BRAND PERCEPTION OF FMCG GOODS

DR. S. JEEVANANDA
ASSOCIATE PROFESSOR & CAMPUS CO-ORDINATOR
CHRIST UNIVERSITY INSTITUTE OF MANAGEMENT
KENGERI CAMPUS, KANMINIKE, MYSORE ROAD, BANGALORE – 560 074

ABSTRACT

Retail industry is one of the largest industries in India. India is the third-most attractive retail market for global retailers among the 30 largest emerging markets, according to US consulting group AT Kearney's report published in June 2010. The total retail sales in India will grow from US\$ 395.96 billion in 2011 to US\$ 785.12 billion by 2015, according to the BMI India Retail report for the third quarter of 2011. The branding of fast moving consumer goods has become an integral part of the lives of consumers. Consumers are literally confronted with hundreds of brands on a daily basis and are, therefore, spoilt for choice. The objective of conducting the research was to analyse the extent to which Indian retail store managers perceptions and consumers' perceptions converge to promote brand equity in respect of fast moving consumer goods in retail chain stores at Bangalore. This was carried out by identifying the main variables like branding, packaging, pricing, promotions and quality. The study was based on the impact of these variables on the perception of consumers' and Indian retail store managers. The study revealed that the consumers and store managers believe that consumer purchase depend on branding and the quality of the products and all other variables have a least impact.

ENVIRONMENTAL MANAGEMENT ACCOUNTING PRACTICES IN SELECT ISO 14001 COMPANIES IN INDIA

DR. HEENA SUNIL OZA
ASSOCIATE PROFESSOR
SPB ENGLISH MEDIUM COLLEGE OF COMMERCE
SURAT

DR. MINAL CHIRAG PATEL
A - 132 SANSAKAR BUNGLOWS
ZADESHWAR CHOWKDI, ZADESHWAR
BHARUCH

ABSTRACT

Environmental Management Accounting (EMA) is one the management systems to improve environmental and economic performance of business firms. Various research studies in industrially developed countries support it empirically. This paper makes an attempt to study the extent of EMA system and practices prevalent in select Indian business firms with ISO 14001 certification and make suggestions to strengthen it further on the basis of results. The study reveals that for majority of firms Physical Environmental Management Accounting (PEMA) system aspect is well developed but lot of scope is left for Monetary Environmental Management Accounting (MEMA) system aspect usage. The findings are in line with previous studies. The intervention of Institute of Cost and Works and Accountants of India (ICWAI) for making wide application of MEMA and its integration with PEMA can go a long way in making EMA a very effective tool for making Indian business firms sustainable. The issue of guideline on EMA in Indian context can be the right step in this direction.

ORGANIZED RETAILING IN SMALLER CITIES - THE NEXT MOVE

DR. C. S. DALVI
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
CHH. SHAHU INSTITUTE OF BUSINESS EDUCATION & RESEARCH
(SIBER), KOLHAPUR, MAHARASHTRA

SAYALI PATASKAR
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
H. N. COLLEGE OF COMMERCE
SOLAPUR, MAHARASHTRA

ABSTRACT

Retailing is the world's largest private industry with total sales of \$6.6 trillion. In India too, the industry is large, accounting for around 10% of GDP which is the second largest after agriculture. India has one of the highest densities of retail outlets in the entire world. The organized retail space had increased to 16 million sq ft in 2008 from barely 1 million sq ft in 2002. International retail chains, such as Wal-Mart, Tesco etc. are waiting in the wings for Foreign Direct Investment (FDI) being allowed in multi-brand retailing. Even though the Indian market holds a lot of promise, the penetration of organized retail has been comparatively quite low in India. Till now, the primary focus of organized retail has been tier I cities, which are characterized by high purchasing power and increased awareness due to international exposure. As markets in metro cities face saturation, organized retailing is moving to non-metros to make the most of changing behavioral patterns brought about by increased earnings, western influences, increased number of working women and desire for luxury items. Consumers in small cities want to eat shop and get entertained under the same roof like their counterparts in the metros. This paper studies the changes taking place in Tier II and III cities and also the factors that have facilitated this transformation.

**MANAGERIAL CREATIVITY AND WORK MOTIVATION OF SECONDARY SCHOOL TRIBAL TEACHERS IN
RELATION TO THEIR OCCUPATIONAL SELF EFFICACY**

DR PRAKASH CHANDRA JENA
ASSOCIATE PROFESSOR
LOVELY FACULTY OF EDUCATION
LOVELY PROFESSIONAL UNIVERSITY
PHAGWARA

ABSTRACT

The purpose of the study was to find out the difference in managerial creativity and work motivation of secondary school tribal teachers in relation to their occupational self efficacy. The study was descriptive in nature and conducted over a sample of 180 secondary school tribal teachers in Kulgam, Shopian and Anantnag districts of Jammu and Kashmir State. Both male and female tribal teachers were selected as a sample with equal distribution of 90 males and 90 females by using purposive sampling technique. For collection of data, the investigator has used Managerial Creativity scale, Work Motivation Questionnaire and Occupational Self Efficacy scale. For the purpose of analysis and interpretation data, the investigator has also used t-test and correlation. The results of the study were: (a). There exists a significant difference in managerial creativity of secondary school male and female tribal teachers, (b). There exists a significant difference in work motivation of secondary school male and female tribal teachers, (c). There exists no significant difference in occupational self efficacy of secondary school male and female tribal teachers, (d). There exists positive relationship between managerial creativity and occupational self efficacy of secondary school tribal teachers, (e). There exists positive relationship between work motivation and occupational self efficacy of secondary school male tribal teachers, (f). There exists positive relationship between work motivation and occupational self efficacy of secondary school female tribal teachers.

ENHANCING BRAND VALUE THROUGH CSR

DR. SARITA BAHL
ASSOCIATE PROFESSOR
P. G. DEPARTMENT OF COMMERCE & MANAGEMENT
ARYA COLLEGE
LUDHIANA

ABSTRACT

CSR works as a powerful strategic weapon for leading companies when they communicate brand values to consumers. Various studies, surveys and researches conducted at different points of time and in different countries indicate very clearly that the companies that spend more on CSR are preferred by consumers and enjoy good reputation socially also. The present paper aims to highlight the efforts of Indian companies being exerted on CSR and their rating. The voluntary nature of these activities paves the way for brand-building purposes, companies hope that consumers will take these activities at face value and attribute positive characteristics to the company resulting in favourable evaluations, acquisition of new customers, and increased loyalty. An attempt has been made to find out relationship among CSR activities and brand value from consumer's point of view. Finally, some suggestions have been enumerated for companies with low CSR rating to enhance it.

FACTORS EFFECTING PURCHASE DECISION OF BRANDED SPORTS ACCESSORIES WITH SPECIAL REFERENCE TO REEBOK

DR. PREETI MK. SHARMA
ASSOCIATE PROFESSOR
INDORE INSTITUTE OF SCIENCE & TECHNOLOGY
INDORE

RUBINA PATHAN
SR. LECTURER
DEPARTMENT OF MANAGEMENT STUDIES
MALWA INSTITUTE OF TECHNOLOGY
INDORE

ABSTRACT

A brand should move beyond its physical character to acquire a perceptual character hence representing itself as a means to achieve what is sought by a customer. A Brand to some may be a simple name, logo or symbol whereas to others it may be a promise, guarantee, reputation or identification. Reebok is an American-inspired, global brand that creates and markets sports and lifestyle products built upon a strong heritage and authenticity in sports, fitness and women's categories. The brand is committed to designing products and marketing programs that reflect creativity and the desire to constantly challenge the status quo. This paper is empirical and explains the main factors which effect the purchase decision of branded sports accessories.

ADVERTISING AND CONSUMER BUYING BEHAVIOUR: A STUDY WITH SPECIAL REFERENCE TO NESTLE LTD.

**DR. NAVEEN KUMAR
ASST. PROFESSOR
SCHOOL OF MANAGEMENT
GAUTAM BUDDHA UNIVERSITY
GREATER NOIDA**

**DR. VIJAY KUMAR GANGAL
READER
FACULTY OF COMMERCE
DAYALBAGH EDUCATIONAL INSTITUTE
(DEEMED TO BE UNIVERSITY)
DAYALBAGH**

**KIRTI SINGH
RESEARCH SCHOLAR
DAYALBAGH EDUCATIONAL INSTITUTE
(DEEMED TO BE UNIVERSITY)
DAYALBAGH**

ABSTRACT

The study attempts to analyze the impact of advertising on consumer buying behavior. Market provides a key to gain actual success only to those brands which match best to the current environment i.e. "imperative" which can be delivered what are the people needs and they are ready to buy at the right time without any delay. The study, based on an analytical approach on a survey of 200 randomly selected consumers in Agra city, examined the role played by advertising in influencing consumers buying behavior for Nestle, which is one of the leading nutrition, health and wellness company. Results reveal that consumers are highly influenced by advertising in their preference for the brand. The mean value of the consumers' preference for Nestle is 4.36 which is the highest in comparison to the various brands. The major reasons for this preference are its attractive advertising policy and rich quality. In this reference, the survey reveals that TV advertisements of Nestle influence the buying of consumers the most. The creative presentation and language of TV advertisements of Nestle are successful to convey Message, Emotion, Value system regarding the product. The study clearly reveals that the advertisement has its impact on buying behavior of consumers. Therefore, it is advisable to companies to emphasize their advertisement campaign not only to retain their market but to height it also.

FACTORS INFLUENCING CAREER CHOICE AMONG ADOLESCENTS

ZARINE IMMANUEL
RESEARCH SCHOLAR
MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL, TAMIL NADU

DR. KALYANI KENNETH
READER
SCHOOL OF CAREER COUNSELLING
RAJIV GANDHI NATIONAL INSTITUTE OF YOUTH DEVELOPMENT
SRIPERUMBUDUR – 602 105

ABSTRACT

Adolescents are no longer adolescents now days. Their thinking is more of an adult. Right from the time the child is in junior school, his/her thoughts are revolving around the choice of career. Undecided students often need more knowledge to make a decision in general and intervention with them need to focus less on information giving and more on helping them reduce barriers to decision making. The magnitude and stability of individual and socio cultural influence on adolescents' career interests require further investigation. Thus; the present study will examine the stability of career interests of middle and high school students. The current study aims to analyze, "The influence of certain factors such as the ordinal position, socio-economic status, and the urban, rural area as factors affecting the adolescents choice in career". "Stratified Random Sampling" method was adopted for selecting the sample. The investigator randomly selected 100 adolescents. From the 100 students, 50 were boys and 50 were girls. The investigator with the help of the class teacher gave them the questionnaire to be filled in & returned. Since, the objective of the study is to find out if there is any significant difference in career choice among adolescents, t – test as a statistical tool is used. The research results acquired indicate that there is no difference in career choice between the first-born and the second born adolescents. It also shows that there is significant difference in the career choice among the lower income group and middle-income group adolescents. There also exists an observable difference in career choice among adolescents coming from the rural and urban areas. It can also be seen that there is a significant difference in career choice among adolescents from middle and higher secondary schools. Hence, it can be concluded that factors, such as ordinal position, economic status (income category) rural & urban areas, and the standard of class does influence the career choice of adolescents.

DIVERGENCES BETWEEN INDIAN ACCOUNTING STANDARDS (ASs) AND INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRSs)**DR. ATUL VORA****ASST. PROFESSOR****CHAMELI DEVI SCHOOL OF MANAGEMENT****CHAMELI DEVI GROUP OF INSTITUTIONS****GRAM UMRIKHEDA, NEAR TOLL NAKA, KHANDWA ROAD, INDORE - 452 020****AJEET KUMAR SAHOO****ASST. PROFESSOR****CHAMELI DEVI SCHOOL OF MANAGEMENT****CHAMELI DEVI GROUP OF INSTITUTIONS****GRAM UMRIKHEDA, NEAR TOLL NAKA, KHANDWA ROAD, INDORE - 452 020****ABSTRACT**

The forces of globalization prompt more and more countries to open their doors to foreign investment; and as businesses expand across borders the need arises to recognise the benefits of having commonly accepted and understood financial reporting standards. The sound financial reporting standards underline the trust that investors place in financial reporting information; and thus play an important role in contributing to the economic development of a country. The International Financial Reporting Standards (IFRSs) issued by the International Accounting Standards Board (IASB) are increasingly being recognized as Global Reporting Standards. More than 100 countries such as countries of European Union, Australia, New Zealand, and Russia currently require or permit the use of IFRSs in their countries. Now, as the world globalises, it has become imperative for India also to make a formal strategy for convergence with IFRSs with the objective to harmonise with globally accepted accounting standards. Such converged accounting standards also aim at bringing more transparency in financial matters, thus seek to protect the interests of investors and improve standards of good corporate governance. They would also enhance the global competitiveness of Indian Industry. This conceptual paper examines various divergences between Indian Accounting Standards (ASs) and International Financial Reporting Standards (IFRSs) and discusses the relevance of convergence of Indian Accounting Standards (ASs) with International Financial Reporting Standards (IFRSs).

A CRITICAL STUDY OF CONSUMER PREFERENCES TOWARDS ORGANIZED RETAIL IN JAIPUR

**DR. SUSMIT JAIN
ASST. PROFESSOR**

**INDIAN INSTITUTE OF HEALTH MANAGEMENT RESEARCH (SOCIETY)
1, PRABHU DAYAL MARG, SANGANER AIRPORT, JAIPUR – 302 011**

ABSTRACT

After years of unorganized retailing and fragmented 'kirana' stores, the Indian retail industry has finally begun to move towards modernization. New marketing formats like departmental stores, hypermarkets, supermarkets and specialty stores are spearheading the modernization drive. In Jaipur, Rajasthan, Retailing concept is fast catching up the minds of the consumers and organized retail sector is expected to rise in the next five years. But the consumer retailing needs differ from region to region and across different cities. The consumer decision processes depend on the consumer behavior. Consumers are often studied because certain decisions are significantly affected by their behavior or expected actions. The research focuses on three sectors of organized retail in Jaipur viz. Grocery, Fast-food Chains and Apparel and Foot wear sector and an attempt has been made to find out whether the retailers like Big Bazaar, Reliance, More etc. will be able to get accomplishment in Jaipur. The research focuses on examining the impact of Jaipur consumers' demographic variables in various types of organized food and grocery retail formats (convenient, supermarket and hypermarket) and exploring the drivers of customer satisfaction and Loyalty in Jaipur Retail Supermarkets. The study also identifies the consumer's recommendations so as attract more customers to a shopping area. The study was exploratory and descriptive using both secondary and primary data sources. Statistical analysis was done including hypothesis testing, Chi-Square test, Factor analysis and regression analysis. Through factor analysis two models were generated on Food & Grocery Retail Segment and Fast Food Chains in Jaipur.

A STUDY ON ATTITUDE OF WOMEN TOWARDS FITNESS CENTRE IN RAMANATHAPURAM, TAMILNADU

DR. A. MARTIN DAVID
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
THE AMERICAN COLLEGE
MADURAI - 625 002

R. KALYAN KUMAR
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
CAUSSANEL COLLEGE OF ARTS AND SCIENCE
RAMANATHAPURAM – 623 523

G. DHARAKESWARI
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
CAUSSANEL COLLEGE OF ARTS AND SCIENCE
RAMANATHAPURAM – 623 523

ABSTRACT

This article is an outline of the study conducted on the topic "A Study on Attitude of Women towards Fitness Centre in Ramanathapuram, Tamil Nadu". The main objectives of the study are to find out the level of awareness of the women towards fitness centre, to analyze the purpose of going to fitness centre and to examine the attitude of the women towards fitness centre. The present study has been confined to Study the level of awareness and attitude of women towards fitness centre. The present study is an empirical research based on survey method. The researchers have collected primary data by comprehensive interview schedule and Secondary data have been collected from websites, books and journals with regard to the fitness centre. The study will cover only from the point of women who are going to the fitness centre. This study was carried out for a period of two months. The data which were collected from the respondents were analysed by using percentage analysis. Five point scales that are Likert's scale analysis, weighted average ranking and chi-square test. In Ramanathapuram Town Women have low level of awareness and low level of attitude towards fitness centre.

FACTORS AFFECTING EQUITY INVESTORS' BEHAVIOR

DIVYANG J JOSHI
ASST. PROFESSOR

LATE. SHRIMATI SHARDABEN GHANSHYAMBHAI PATEL INSTITUTE OF MANAGEMENT STUDIES
DHARMAJ

AGA KHUSHBOO
RESEARCH ASSISTANT & MBA STUDENT

LATE. SHRIMATI SHARDABEN GHANSHYAMBHAI PATEL INSTITUTE OF MANAGEMENT STUDIES
DHARMAJ

RAHI DESAI
RESEARCH ASSISTANT & MBA STUDENT

LATE. SHRIMATI SHARDABEN GHANSHYAMBHAI PATEL INSTITUTE OF MANAGEMENT STUDIES
DHARMAJ

ABSTRACT

The growth of financial market attracts attention towards investors and their behavior. The researchers, academicians and industrialists realize the importance of behavior finance. The behavior finance is nothing but psychological and sociological issues that impact the decision-making process of individuals, groups, and organizations⁷. For the study, the equity investors were selected from city of Ahmedabad and Khambhat (Gujarat). The data is collected through questionnaire. The statistical tool like Likert scale and Chi Square has been applied. The study found that the most influencing factors in investment decisions are "financial performance of Company, long Term Performance of Stock, sentiment for the stock market, expected Results of the company (Cash dividend, Bonus Share, Buyback of Shares), reputation of Firm. FII Movement in Stock Market, Affordability of Share Price". And less influencing factors are "coverage in Print media, company's Ratio analysis, CSR of the company, traded in multiple stock exchanges."

CELEBRITY ENDORSEMENT: A STUDY OF INDIAN FMCG SECTOR

SUNILDRO L.S. AKOIJAM
ASST. PROFESSOR
INSTITUTE OF MANAGEMENT STUDIES
KURUKSHETRA UNIVERSITY
KURUKSHETRA – 136 119

ABSTRACT

Today 'Celebrity Endorsement' has attracted immense debate on whether it really contributes to the brand building process or whether it is just another lazy tool to make the brand more visible in the minds of the consumers. Although it has been observed that the presence of a well-known personality helps in solving the problem of over-communication that is becoming more prominent these days, there are few undesirable impacts of this practice on the brand. The theories like 'Source Credibility Theory, Source Attractiveness Theory and Meaning Transfer Theory' provide a basis on which the methodology of celebrity endorsement works and also explains how the process of the celebrity endorsement influences the minds of the consumers. The basic objective of this study is to analyse the impact of celebrity endorsement on Fast moving consumer goods, both a quantitative and qualitative approach were utilized. Quantitative research examines numerical relations between two or more measurable qualities. Such an approach is usually associated with large-scale studies and is related to the objectivity of the researcher. Qualitative research on the other hand relies on transforming the observed phenomena to written words instead of numbers. A combination of a holistic perspective and specific perspective is ideal in this study in order to measure the respondents purchasing behaviour and understanding their attitudes.

STOCK MARKET BEHAVIOUR: EVIDENCE FROM ASIAN STOCK MARKETS

DR. SANJEET SHARMA
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
GOVERNMENT COLLEGE
HARIPUR (GULER), KANGRA, HIMACHAL PRADESH

ABSTRACT

The present study has been undertaken to examine the stock return behavior of selected Asian stock markets. The study is based on daily data for stock indices of the Hong-Kong, Japan, India, Singapore and Taiwan for the period of 2nd January 2001 to 30th June 2011. The stock return behavior of selected Asian stock markets has been examined using Jarque-Bera, Run test, Kolmogorov-Smirnov (K-S) test and GARCH model. The analysis of the share price behavior indicated that all test used in present study reject the hypothesis of random walk for all selected Asian stock markets except the Run test which supports the hypothesis of random walk for Hong- Kong and Taiwan. The results seem to go against the recent efforts towards improving the functioning and transparency of the stock markets. The reform process and opening up of Stock Markets as a result of liberalization measures taken by Governments in the past decade have not been able to bring more discipline in these stock markets. It seems that certain anomalies still exist in these stock markets which may be making these stock markets inefficient. It provides market players the opportunity to predict future prices and bring the possibility of earning higher than expected returns and investors can earn excess profits using past stock prices as their source of information.

FINANCIAL INCLUSION - THE QUESTION UNANSWERED

**SMITA RAO
LECTURER**

**DATTA MEGHE INSTITUTE OF MANAGEMENT STUDIES
NAGPUR - 440 022**

**VAISHALI RAHATE
ASST. PROFESSOR**

**DATTA MEGHE INSTITUTE OF MANAGEMENT STUDIES
NAGPUR - 440 022**

ABSTRACT

For the total economic development of India it is important to develop rural India. Government and RBI being aware of the fact has always been keen to spread formal financing system through opening number of branches in under banked in unbanked areas. The government is also coming up with number of schemes in every five year plans, but still there are number of villages unbanked. As Reserve Bank of India data shows that as many as 139 districts suffer from massive financial exclusion, with the adult population per branch in these districts being above 20,000 and only 3 percent with borrowings from banks. This paper is to bring forward the various factors related to banks and rural population which at micro and macro level hindering the financial inclusion. This paper also proposed the recommendation to minimize the lacunas to accelerate financial inclusion.

SIGNIFICANCE OF FLEXIBLE WORK TIMING IN WORK-LIFE BALANCE

PREETHI VIJAIMADHAVAN
RESEARCH SCHOLAR
VELS UNIVERSITY
CHENNAI

DR. D. VENKATRAMA RAJU
ASSOCIATE PROFESSOR
POST GRADUATE AND RESEARCH DEPARTMENT OF COMMERCE
PACHAIYAPPA'S COLLEGE
CHENNAI – 600 030

ABSTRACT

The concept of work-life balance is based on the notion that paid work and personal life should be seen less as competing priorities than as complementary elements of a full life. This initiative was aimed at encouraging employers to adopt flexible working arrangements such as job sharing, flexi-time, compressed hours and others, to help their employees to achieve a better balance between the demands of paid employment and those arising from there. The way to achieve this is to adopt an approach that is "conceptualized" as a two way process involving a consideration of the needs of employees as well as those of employers. In order to engage employers in this process it is important to demonstrate the benefits that can be derived from employment policies and practices that support work-life balance, and the scope that exists for mitigating their negative effects on the management of the business. This article discusses the significance of flexible work timing in work life balances

QUALITY OF LIFE OF FEMALE PROFESSIONALS: A COMPARATIVE STUDY OF MALE VS. FEMALE

PRATIBHA BARIK
RESEARCH SCHOLAR
PT. RAVI SHANKARSHUKLA UNIVERSITY
RAIPUR (CG)

ABSTRACT

At present the Indian women's are changing constantly. Women of today are no more confined to kitchen and four walls of the house. The unfolding changes in the composition of the workforce together with the growing proportion of workers in non-traditional family forms have focused discriminating attention on the conflicts faced by employed men and women in balancing the competing demands and responsibilities of work and family roles. The females are coming out and earning equivalent to men. The aim of the study is to find the quality of life among female professionals in comparison to the male employees. The study is conducted with 50 male and 50 female professionals working in government and private sector organizations. The research reveals that there is no difference in the quality of work life of male and female employees, but still the women professionals are less satisfied in their general life than the men.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and 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-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** 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 an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator