

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.

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

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 1771 Cities in 148 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.	ECONOMIC ANALYSIS OF SAFFRON PRODUCTION IN IRAN <i>DR. MASSOUD KHEIRANDISH, M. V. SRINIVASA GOWDA & DR. SAJAD ABDULLAH SARAF</i>	1
2.	WHY CONSISTENCY OF ACCOUNTING STANDARDS MATTERS: A CONTRIBUTION TO THE PRINCIPLES –VERSUS - RULES DEBATE IN FINANCIAL REPORTING <i>DR. FISSEHA GIRMAY TESSEMA</i>	2
3.	EVALUATING THE FINANCIAL SOUNDNESS OF SELECTED COMMERCIAL BANKS IN SRI LANKA: AN APPLICATION OF BANKOMETER MODEL <i>NIMALATHASAN, B., BALAPUTHIRAN, S & PRIYA, K</i>	3
4.	A STUDY ON FDI IN SULTANATE OF OMAN <i>DR. R. DHANUSKODI</i>	4
5.	BOARD SIZE, CHIEF COMPLIANCE OFFICER AND FINANCIAL PERFORMANCE OF BANKS IN NIGERIA <i>AHMAD BAWA ABDUL-QADIR & MANSUR LUBABAH KWANBO</i>	5
6.	A STUDY ON EMPLOYEE JOB SATISFACTION IN CONSTRUCTION COMPANIES IN VIETNAM <i>NGUYEN PHI TAN</i>	6
7.	FACTORS INFLUENCE FINANCIAL DECISIONS UNDER THE PYRAMID OF NATURAL CONSTRAINTS <i>MEHTAB ARSHAD BUTT & ROZEENA SADDAR</i>	7
8.	A STUDY ON UNPRINCIPLED SELLING PRACTICES TOWARDS THE PHARMACEUTICAL INDUSTRY IN INDIA <i>DHANUNJAY GONUGUNTLA, M. MURUGAN & DR. K. P. V. RAMANA KUMAR</i>	8
9.	JOB STRESS & EMPLOYEE BURNOUT: AN OVERVIEW <i>DEEPIKA SHARMA & DR. M. L. GUPTA</i>	9
10.	THE CONSUMER BEHAVIOR TOWARDS PACKAGE OF COSMETICS <i>HEMAPATIL & DR. B BAKKAPA</i>	10
11.	NPA MANAGEMENT IN PUBLIC SECTOR BANKS: A STUDY OF CANARA BANK AND STATE BANK OF INDIA <i>K. V. RAMESH & A. SUDHAKAR</i>	11
12.	A STUDY ON CONSUMERS PERCEPTION TOWARDS GREEN PACKAGING INITIATIVES WITH REFERENCE TO CONSUMERS IN PUDUKKOTTAI DISTRICT <i>DR. S. SOLAIAPPAN & S. PALANIAPPAN</i>	12
13.	THE EMPIRICAL EVIDENCES OF SLOWDOWN OF FDI INFLOW IN INDIA SINCE 2009 <i>PEARLY JERRY</i>	13
14.	CORPORATE REPORTING - ITS IMPACT ON INDIVIDUAL INVESTORS <i>DR. P. SAIRANI & ANNIE KAVITA</i>	14
15.	KNOWLEDGE MANAGEMENT STRATEGY AND ACTION PLAN FOR SUCCESSFUL IMPLEMENTATION <i>C. RAMANIGOPAL</i>	15
16.	HUMAN RESOURCE ACCOUNTING IN INDIA – QUANTIFICATION OF QUALITATIVE FACTORS OF EMPLOYEES <i>DR. A. CHANDRA MOHAN, S C RAJAN DANIEL & DR. N. KISHOREBABU</i>	16
17.	THE IMPACT OF ADVERTISING APPEALS ON CUSTOMER BUYING BEHAVIOR <i>GUNJAN BAHETI, DR. RAJENDRA KUMAR JAIN & NIDHI JAIN</i>	17
18.	ASSESSMENT OF LIQUIDITY IN INDIAN PHARMACEUTICAL INDUSTRY – A STUDY <i>K. PADMINI & C. SIVARAMI REDDY</i>	18
19.	LIQUIDITY MANAGEMENT: AN EMPIRICAL STUDY OF CUDDAPAH SPINNING MILLS LIMITED, KADAPA (AP) <i>N.VENKATA RAMANA</i>	19
20.	INTRAPRENEURSHIP AND ORGANIZATIONAL KNOWLEDGE IN THE CORPORATE ENVIRONMENT: A THEORETICAL FRAMEWORK <i>DR. LEENA JAMES</i>	20
21.	SUGAR INDUSTRY IN INDIA – AN OVERVIEW <i>V. RAMESH BABU & DR. M. MADHUSUDHANA VARMA</i>	21
22.	PEPPER PRODUCTION TREND IN INDIA: AN OVERVIEW <i>DR. P. CHENNAKRISHNAN</i>	22
23.	FINANCING STRATEGIES FOR SMES IN INDIA – A WAY OUT <i>AMITESH KAPOOR</i>	23
24.	BRAND LOYALTY- A MEASURE <i>DR. Y. JAHANGIR</i>	24
25.	ANALYSIS OF LIQUIDITY, PROFITABILITY AND WORKING CAPITAL MANAGEMENT - AN EMPIRICAL STUDY ON BSE LISTED COMPANIES <i>HUMA KHAN</i>	25
26.	COMPLAINTS MANAGEMENT IN BANKS: AN AID TO CUSTOMER SATISFACTION <i>DR. HARPREET KAUR KOHLI</i>	26
27.	PERFORMANCE MANAGEMENT: A HOLISTIC REQUIREMENT FOR ORGANIZATIONS <i>DR. RAJNI SINGH</i>	27
28.	WORK EFFICIENCY ACQUISITION: AN IMPERATIVE NEED FOR HUMAN RESOURCE PROFESSIONAL <i>DR. L. N. ARYA & SATYAM PINCHA</i>	28
29.	RETENTION AND SATISFACTION OF CONSUMERS: A STUDY OF UNIVERSITY OF JAMMU <i>ANJU THAPA</i>	29
30.	CUSTOMER SATISFACTION TOWARDS VARIOUS FACILITIES PROVIDED BY PUBLIC BANKS (A COMPARATIVE STUDY OF PNB AND SBP IN JIND DISTRICT, HARYANA) <i>ANJU BALA</i>	30
	REQUEST FOR FEEDBACK	31

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

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

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

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., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

CO-EDITOR

DR. BHAVET

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, YanbuIndustrialCollege, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

UniversitySchool 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

DR. 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

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

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

DR. 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; Management 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 and 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 address: infoijrcm@gmail.com.

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/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

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 elsewhere.

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

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of 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 required to be below **500 KB**.
- e) Abstract alone 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 and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **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.

4. **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. Abbreviations must be mentioned in full.

5. **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 stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. 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 every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
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 follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **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.
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. 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 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 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, 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, 19-22 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.

WEBSITES

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

ECONOMIC ANALYSIS OF SAFFRON PRODUCTION IN IRAN

DR. MASSOUD KHEIRANDISH
ASST. PROFESSOR
DEPARTMENT OF ECONOMICS
FACULTY OF HUMANITIES
GONBAD KAVOUS UNIVERSITY
GONBAD, IRAN

M. V. SRINIVASA GOWDA
SBM CHAIR VISITING PROFESSOR
DEPARTMENT OF STUDIES IN ECONOMICS & CO-OPERATION
UNIVERSITY OF MYSORE
MYSORE

DR. SAJAD ABDULLAH SARAF
ASST. PROFESSOR/JR. SCIENTIST
DEPARTMENT OF AGRICULTURE ECONOMICS
FACULTY OF AGRICULTURE
SKUAST-K
WADURA CAMPUS
SOPORE

ABSTRACT

The purpose of this paper is to analyse the economics of saffron production in Iran. It is based on primary data collected from 350 saffron growers - 175 in Torbat Heydarieh and 175 in Ghaen Counties – selected on the basis of multistage random sampling technique. Apart from computing the per-hectare costs, returns and profits in saffron cultivation, the economic viability of saffron cultivation was worked out by working out: (1) pay back period (2) benefit-cost ratio (3) net present value and (4) internal rate of return. The economic analysis indicated that the saffron crop in Iran is economically viable and profitable. The study revealed that saffron cultivation is highly remunerative and it has ample scope for employment generation and income enhancement for Iranian farmers. Saffron cultivation is found to be a lucrative proposition for all the categories of farmers in two counties because of substantially large element of profit in the cultivation of this high value crop. The economic analysis in terms of cost and returns, NPV, BCR, payback period, IRR, indicated that the crop is economically viable and profitable. Another important aspect of this high value crop is its international competitiveness. Iranian saffron is highly competitive in the world market (Kheirandish, 2010). Hence, Iranian saffron also has the potential of becoming an important source of foreign exchange provided the Iranian Government takes effective measures to increase saffron production, productivity and marketing through rigorous research, development and extension education.

WHY CONSISTENCY OF ACCOUNTING STANDARDS MATTERS: A CONTRIBUTION TO THE PRINCIPLES –VERSUS - RULES DEBATE IN FINANCIAL REPORTING

DR. FISSEHA GIRMAY TESSEMA
DEPARTMENT OF ACCOUNTING & FINANCE
COLLEGE OF BUSINESS & ECONOMICS
MEKELLE UNIVERSITY
MEKELLE

ABSTRACT

Currently, the International Accounting Standards Board (IASB) and Financial Accounting Standards Board (FASB) are undertaking a project to develop a common conceptual framework that ...is both complete and internally consistent. Such a framework would provide a sound foundation for developing future accounting standards and is essential to fulfilling the Boards' goal of developing standards that principles-based, internally consistent, internationally converged, and that lead to financial reporting that provides the information needed for investment, credit, and similar decisions. That framework, which will deal with a wide range of issues, will build on the existing IASB and FASB frameworks and consider developments since they issued their original frameworks. An overview of the importance of the Framework, why the existing Framework does not fully meet the needs of the IASB, FASB, and other accounting standard setters, and the need to revisit document are discussed in Bullen and Crook (2005) and Johnson (2004a. b. and 2005).. As explained in these IASB and FASB staff papers, several gaps in the Framework need to be fulfilled and a number of areas need to be updated. A cross-firm consistent application of accounting standards is sought in all major accounting systems. Since many transactions and events are only vaguely or not explicitly addressed in the standards managers must often use judgment when applying accounting standards to particular transactions or events. This analysis concludes that a consistent application of accounting standards can only be ensured if the accounting standards themselves are internally consistent. By contrast, inconsistent standards— in the absence of clear guidance—permit managers to (more or less arbitrarily) choose between different accounting methods. Moreover, it is found that a consistent application presupposes the existence of specific guidance ('rules') in order to frame management's judgment. It is argued that the reliance on principles only—as requested by many in the accounting literature—fails to ensure a consistent application because it allows management to exert judgment differently in identical cases. The assessment includes arguments and propositions from the international discussion in the accounting literature and also refers to other related fields of research, such as legal theory.

EVALUATING THE FINANCIAL SOUNDNESS OF SELECTED COMMERCIAL BANKS IN SRI LANKA: AN APPLICATION OF BANKOMETER MODEL

NIMALATHASAN, B.
SR. LECTURER
DEPARTMENT OF ACCOUNTING
FACULTY OF MANAGEMENT STUDIES & COMMERCE
UNIVERSITY OF JAFFNA
THIRUNELVELY

BALAPUTHIRAN, S
SR. LECTURER
DEPARTMENT OF ACCOUNTING
FACULTY OF MANAGEMENT STUDIES & COMMERCE
UNIVERSITY OF JAFFNA
THIRUNELVELY

PRIYA, K
ASST. LECTURER
DEPARTMENT OF ACCOUNTING
FACULTY OF MANAGEMENT STUDIES & COMMERCE
UNIVERSITY OF JAFFNA
THIRUNELVELY

ABSTRACT

Financial system of a country is broadly the mechanism in the financial market which deals with the business or transactions in money. The banking sector is moving towards the goal of integrated financial services because of the strong competition and quick changes of technology. In developing countries like Sri Lanka, banking sector provides fund for other organizational developments. Economic development of the economy is reflected through the soundness of the banking system. Therefore, the present study is initiated for evaluating financial soundness of selected commercial banks in Sri Lanka during from 2006 to 2010 (05years). The study concluded that state banks are in sound position in comparison to private banks. Bankometer will help the banks internal management to avoid insolvency issues with a proper control over their operations. For improving financial position, therefore, the necessity of qualified trained and experienced management personnel; Government realistic measure, following participative management, supply of adequate working capital, setting realistic goals, fixation of accountability and motivation for achievement of performance and penalisation for non-achievement of the same etc must be ensured in the sample selected listed companies

A STUDY ON FDI IN SULTANATE OF OMAN

DR. R. DHANUSKODI
SR. LECTURER
DEPARTMENT OF ACCOUNTING
SCHOOL OF BUSINESS
CURTIN UNIVERSITY
SARAWAK

ABSTRACT

Foreign direct investment (FDI) plays an extraordinary and growing role in global business. FDI in Sultanate of Oman has played an important role in the development of the Omani economy. One of the main objectives of the seventh Five year Development plan of Sultanate of Oman (2006-2010) is to encourage the domestic and foreign private sectors' investments in the economic growth. The research work is to study the general look of FDI in Sultanate of Oman. Further the study to analyze FDI by country of origin and elucidate FDI by industry wise contribution in Oman. For all data interpretation were made by tabulation, growth rate and trend analysis through Linear trend, growth percentage and relative share percentage. On the basis of the data and analysis of the study conclude that the general performance of FDI in Oman is highly commendable.

BOARD SIZE, CHIEF COMPLIANCE OFFICER AND FINANCIAL PERFORMANCE OF BANKS IN NIGERIA

AHMAD BAWA ABDUL-QADIR

LECTURER

DEPARTMENT OF BUSINESS ADMINISTRATION

KADUNA STATE UNIVERSITY

KADUNA

MANSUR LUBABAH KWANBO

LECTURER

DEPARTMENT OF ACCOUNTING

KADUNA STATE UNIVERSITY

KADUNA

ABSTRACT

In Nigeria, the need for the practice of good corporate governance, especially in banks has been recognized. Codes were issued by the security and exchange commission in 2003 before the banking consolidation and another code was also issued after the consolidation, in 2006 by the Central Bank of Nigeria(CBN) . A recent evaluation of the implementation of these codes by the Central Bank revealed that many banks were in breach of the provisions of the codes. As a result many banks were found to be unhealthy. The major objective of this study is to determine the relationship and impact of board size on the performance of banks considered healthy by the central bank of Nigeria. Furthermore, the study had also as an objective to establish whether such an impact was attributable to the existence of a corporate governance compliance officer. The 12 banks that emerged as healthy banks, made the sample of the study. Data covering the period 2006-2010 were extracted from their financial statements. The study employed two techniques (t-test and anova) to test for the three hypotheses formulated from the mathematical models outlined for the study; the multiple regression, was employed to establish the relationship between the variables. The independent samples t-test was used to concur with the impact revealed by the anova. Findings reveal, a large board size of 20 relates to profitability but does not significantly impact on financial performance.

A STUDY ON EMPLOYEE JOB SATISFACTION IN CONSTRUCTION COMPANIES IN VIETNAM

NGUYEN PHI TAN
RESEARCH SCHOLAR
HONG KONG INTERNATIONAL PROGRAM
TARLAC STATE UNIVERSITY
HONG KONG

ABSTRACT

Employee job satisfaction has not been extensively explored yet in Vietnamese companies and therefore, there has been still a big gap in academic research on this area in Vietnam. For this reason, this study attempted to investigate whether significant differences in the demographic characteristics of employees could have different impact on the level of job satisfaction. The sample was a total of 348 participants, who work for the construction companies in Vietnam. The Job Satisfaction Survey was used to measure the level of job satisfaction. The one-way Analysis of Variance indicated that the only significant difference in job satisfaction mean scores was found when age group was the independent variable.

FACTORS INFLUENCE FINANCIAL DECISIONS UNDER THE PYRAMID OF NATURAL CONSTRAINTS

MEHTAB ARSHAD BUTT
MS SCHOLAR
IQRA UNIVERSITY
ISLAMABAD CAMPUS
PAKISTAN

ROZEENA SADDAR
MS SCHOLAR
IQRA UNIVERSITY
ISLAMABAD CAMPUS
PAKISTAN

ABSTRACT

In the present world decision is most important phenomena. Decision is sacrifice of one thing for the other for the best future benefits, So while making decisions we have to keep different things in mind. Decisions are influenced by different type of factors (i.e. Imitation, trust, Cognitive dissonance, time preference, Emotions) under the pyramid of natural constraints (i.e. duality, Perception, inter-determinacy). Keeping this in view, this paper shows how different type of factors (i.e. Imitation, trust, Cognitive dissonance, time preference, Emotions) influencing the decision making under the pyramid of natural constraints(i.e. duality, Perception, inter-determinacy). By considering this study a decision maker can take a good and successful decision for the best future outcomes and benefits.

A STUDY ON UNPRINCIPLED SELLING PRACTICES TOWARDS THE PHARMACEUTICAL INDUSTRY IN INDIA

DHANUNJAY GONUGUNTLA
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT STUDIES
SCSVMV UNIVERSITY
KANCHIPURAM

M. MURUGAN
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
SCSVMV UNIVERSITY
KANCHIPURAM

DR. K. P. V. RAMANA KUMAR
PROFESSOR & DEAN
DEPARTMENT OF MANAGEMENT STUDIES
SCSVMV UNIVERSITY
KANCHIPURAM

ABSTRACT

One side of the coin Indian pharmaceutical industry is well performing. The other side of the coin there are lot of conflicts related to violating the medical council of India guidelines from top management to medical representatives. Pharmaceutical companies are practicing unprincipled marketing tactics to get a new customers (Doctors) or for retaining the existing one. There is strong unethical alliance between doctors and pharmaceutical companies. In this article how pharmaceutical companies are influencing doctors to prescribe their brands. If this is controlled by the MCI how this is benefited to industry, patients and society are covered.

JOB STRESS & EMPLOYEE BURNOUT: AN OVERVIEW

DEEPIKA SHARMA
ASST. PROFESSOR
RELIABLE INSTITUTE OF MANAGEMENT & TECHNOLOGY
GHAZIABAD

DR. M. L. GUPTA
CHAIRMAN, RESEARCH ADVISORY BOARD; &
DEAN
FACULTY OF COMMERCE & BUSINESS ADMINISTRATION
CHAUDHARY CHARAN SINGH UNIVERSITY
MEERUT

ABSTRACT

Stress is a state of tension experienced by individuals facing extraordinary demands, constraints or opportunities. Job stress can lead to poor performance on the job, excessive use of alcohol or drugs, poor attendance or overall poor health. This paper focuses on the current strategies adopted by the companies to overcome stress and what should company do to make the workplace stress-free. The paper also looks at the issue of employee burnout and the techniques to tackle the same.

THE CONSUMER BEHAVIOR TOWARDS PACKAGE OF COSMETICS

**HEMAPATIL
ASST. PROFESSOR
BIET-MBA PROGRAMME
DAVANGERE**

**DR. B BAKKAPA
REGISTRAR (EVALUATION)
DAVANGERE UNIVERSITY
DAVANGERE**

ABSTRACT

Package is the most important element or important attribute of a product. In the shelves of outlet the packages are one which distinguishes brand. Packages have lot many functions to do than mere protection but, the inference of consumer behavior towards the cosmetics package can provide a hint for cosmetic marketers to include package as an integral feature of product. This article provides the focus on the meaning of package to cosmetic consumers where, the factor analysis technique has been used to locate the exact opinion of consumers.

NPA MANAGEMENT IN PUBLIC SECTOR BANKS: A STUDY OF CANARA BANK AND STATE BANK OF INDIA

K. V. RAMESH
ASST. PROFESSOR
INSTITUTE OF PUBLIC ENTERPRISE
OSMANIA UNIVERSITY CAMPUS
HYDERABAD

A. SUDHAKAR
DIRECTOR
STUDENT SERVICES
DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD

ABSTRACT

Non performing assets (NPA) pose major challenge for banking sector which affect adversely the financial performance of banks. The accumulation of huge non-performing assets in banks has assumed great importance and now NPAs is a matter of concern to the entire banking industry to focus on non performing assets management. It has been found that Non performing assets do result as a failure on the part of monitoring and effective control measures. The banks and financial institutions have to take the initiative to reduce NPAs in a time bound strategic approach. Management of NPAs has become central performance area for all banks both public sector and private sector. Public sector banks figure prominently in the debate not only because they dominate the banking industry, but also since they have much larger NPAs compared with the private sector banks. Gross NPA reflects the quality of the loans made by banks while Net NPA shows the actual burden to banks. In order to help the management of NPA, non performing assets are classified based on the period for which the asset has remained nonperforming and the realisability of the dues as standard assets, sub-standard assets, doubtful assets and loss assets. The passing of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act 2002; Debt Recovery Tribunals (DRTs); Lok Adalats (public courts); Corporate Debt Restructuring mechanism have been suggested to address the problem of NPA recovery.

A STUDY ON CONSUMERS PERCEPTION TOWARDS GREEN PACKAGING INITIATIVES WITH REFERENCE TO CONSUMERS IN PUDUKKOTTAI DISTRICT

DR. S. SOLAIAPPAN
DIRECTOR & HEAD
DEPARTMENT OF MANAGEMENT STUDIES
J. J. COLLEGE OF ARTS & SCIENCE
SIVAPURAM

S. PALANIAPPAN
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
J. J. COLLEGE OF ARTS & SCIENCE
SIVAPURAM

ABSTRACT

Mass marketing has occupied the centre stage in the era of globalization. Marketing policies, practices and prospects are at a new helm than ever before. On the other side the problems and side effects have also grown up in the same proportion. Today marketers are not only working to achieve a fat bottom line but they are also working towards ensuring the sustainability of the bottom line. This led to the development of new avenue of marketing called "The Green marketing". Among the 4P's of Green Marketing, green packaging assumes great significance. Various steps taken till date to ensure green packaging were very minimal, when compared to the magnitude of environmental threats faced. Also the manners in which people are accepting and reacting to this step are debatable. Paying sufficient attention to green packaging will pay rich dividend in ensuring the sustainability of the environment. The present study is undertaken to gauge the environmental awareness of the respondents, average number of non green packages used by them, the reason attributed for using, and to understand their perceptions about green packaging initiatives. Descriptive study was carried out by using a questionnaire and the collected data were analysed by using percentage analysis and Chi square test. The study reveals that reasons for using non green packages are easy availability, product protection and convenience. And it highlights that those who are having higher environmental awareness are appreciating the green packaging initiatives in the right sense.

THE EMPIRICAL EVIDENCES OF SLOWDOWN OF FDI INFLOW IN INDIA SINCE 2009

PEARLY JERRY

HEAD

DEPARTMENT OF MANAGEMENT STUDIES

ST. ALOYSIUS COLLEGE (AUTONOMOUS)

JABALPUR

ABSTRACT

Foreign Direct Investment inflow in India has played a major role in the recent past. The fall of stock market in the month of May 2012 can be seen as a reason of the portfolio pull out of the FII's from the market. The paper is an attempt to gather the empirical evidences to see the slow down of the FDI investments in India since 2009. The statistics published by the Department of Industrial Policy and Promotion (DIPP) and Reserve bank of India manual reveals that the Foreign Direct Investment has moderated since 2009. The paper attempts to study this fallout in the light of the potential India has for the investment. This paper has tried to analyse the Direct investment and the Portfolio investment from 2009-12 and collect the evidences to prove the moderation in the FDI inflow in India. In 2010-11 the FDI inflow has been US \$ 32,901; which is a warning bell for the nation's economy. But so far 2011-12 is seeing again an increase in the FDI inflow compare to the previous year. By February 2012 the FDI inflow had been US \$ 41,891 million as compared to the US \$ 32,901 million last year till April 2011. This can be seen as a positive sign for the economy's growth. The reforms needed to attract the FDI inflow must be taken strongly and quickly; at a time when the world economy is experiencing the jitters of recession. The Indian economy has strong foundations and thus has the capacity to endure for a longer period any strong effects of external factors.

CORPORATE REPORTING - ITS IMPACT ON INDIVIDUAL INVESTORS

DR. P. SAIRANI
PROFESSOR
ICBM-SBE
MEHIDIPATNAM

ANNIE KAVITA
PROFESSOR
ICBM-SBE
MEHIDIPATNAM

ABSTRACT

'Corporate Reporting' is an important tool of the Management to communicate the Companies' performance and governance to outside investors. The quality of financial disclosure depends significantly on the robustness of the financial reporting standards on the basis of which the financial information is prepared and reported. Over the last few decades, there has been increasing convergence towards a set of non-jurisdiction specific, widely recognized financial reporting-standards. The International Financial Reporting Standards (IFRSs) issued by the International Accounting Standards Board provide a widely recognized benchmark in this respect. The present paper describes to what extent quality of financial disclosure is effecting the individual investors decision making in investment making.

KNOWLEDGE MANAGEMENT STRATEGY AND ACTION PLAN FOR SUCCESSFUL IMPLEMENTATION

C. RAMANIGOPAL
DEAN
FACULTY OF MANAGEMENT STUDIES
VINAYAKA MISSIONS UNIVERSITY
SALEM

ABSTRACT

In the global era, competition and competitive advantage are the two common elements in any organization. Organizations that create their own dynamic capabilities are better able to sustain competitive advantage. Organizational dynamic capabilities are abilities to integrate, build, and reconfigure internal and external competencies to address rapidly changing environments. Knowledge management initiatives can play an important role to help integrate organizational resources. An organization that implements an effective knowledge management (KM) program should see a substantial payoff: Reducing duplicated work increases productivity; leveraging past experience improves quality; and tracking customer behaviors enhances customer service. In practice, this has not always happened. Many companies have invested millions, even billions, of dollars on KM technology and received little in return. After researching and reviewing numerous KM initiatives, comparing those that succeeded with those that failed, the answer becomes clear: KM isn't simply about technology. It's about people. The benefits of knowledge management can be tremendous, but getting the most from a KM initiative is no easy proposition. This article explores required stages of implementation of Knowledge Management and explains the action plan with steps to attain success, and explains them to be followed as essential during knowledge management implementation irrespective of the nature of the business as a strategy and action plan.

HUMAN RESOURCE ACCOUNTING IN INDIA – QUANTIFICATION OF QUALITATIVE FACTORS OF EMPLOYEES

DR. A. CHANDRA MOHAN
PROFESSOR
SRM SCHOOL OF MANAGEMENT
SRM UNIVERSITY
CHENNAI

S C RAJAN DANIEL
ASST. PROFESSOR
SRM SCHOOL OF MANAGEMENT
SRM UNIVERSITY
CHENNAI

DR. N. KISHOREBABU
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES
ANDHRA UNIVERSITY
VISAKHAPATNAM

ABSTRACT

This paper seeks to explain the quantification of qualitative information of employees by adopting Human Resource Accounting approach. The study found that human resources can be calculated by discounting of future earnings of employees as an asset under the economic value approach. The concept of Human Resource Accounting was attracted by academicians during the period of 1966-71, and this approach applied to organization initially by R.G. Barry Corporation in the year 1971 further it achieved more prominent in the year 1980 due to expansion of service sector. There are two methods to measure the human resources are (1) Cost Approach (2) Economic Value Approach. The Lev and Schwartz model was followed by most of the public sector organizations. It is suggested that working employees can be shown as an asset in the Balance Sheet like other fixed assets.

THE IMPACT OF ADVERTISING APPEALS ON CUSTOMER BUYING BEHAVIOR

GUNJAN BAHETI
ASST. PROFESSOR
VIKRANT INSTITUTE OF TECHNOLOGY AND MANAGEMENT
INDORE

DR. RAJENDRA KUMAR JAIN
PROFESSOR
SHRI VAISHNAV INSTITUTE OF MANAGEMENT
INDORE

NIDHI JAIN
ASST. PROFESSOR
VIKRANT INSTITUTE OF TECHNOLOGY AND MANAGEMENT
INDORE

ABSTRACT

*The purpose of this research was to investigate the impact of advertising appeals on Customer Buying Behavior. The second purpose was to compare the effectiveness of the different types of advertising appeals on customer buying behavior. A 2*2 factorial experiment design method was adopted. The FMCG industry was selected as the research object, and electronic advertisements were used in the experimental design. The samples were chosen from Indore and surrounded area. A total of 120 questionnaires were distributed, 96 effective questionnaires were collected, and the effective response rate was 80%. Analysis of variance (ANOVA), t-test, and regression analysis were used to test the hypotheses. The major findings are listed as follows: (1) advertising appeals have a significantly positive influence on advertising attitude. (2) Advertising appeal does not have significantly positive influence on purchase intention (3) Emotional advertising appeals are more significant than rational appeals.*

ASSESSMENT OF LIQUIDITY IN INDIAN PHARMACEUTICAL INDUSTRY – A STUDY

K. PADMINI
RESEARCH SCHOLAR
S. V. UNIVERSITY
TIRUPATI

C. SIVARAMI REDDY
PROFESSOR
DEPARTMENT OF COMMERCE
S. V. UNIVERSITY
TIRUPATI

ABSTRACT

This paper aims at assessment of the liquidity enjoyed by the Indian Pharma Industry through the application of ratio analysis, trend analysis and statistical tests. To this end, 12 pharmaceutical companies have been chosen and categorized into three distinct groups (A) Better Performing Companies (BPCs), (B) Moderately Performing Companies (MPCs) and (C) Low Performing Companies (LPCs). The adequacy of liquidity and solvency is judged both from the point of view of technical and actual sense. Technical liquidity (Current ratio and Liquid Ratio) of BPCs was strong enough, whereas, MPCs was nearer to the industry average. But, LPCs was below the industry average, as well as the other two groups of the IPI, indicating poor technical liquidity. The actual liquidity (net cash flow coverage to current liabilities) in BPCs and MPCs was encouraging, whereas, low in LPCs which leads to lesser degree of liquidity and solvency.

LIQUIDITY MANAGEMENT: AN EMPIRICAL STUDY OF CUDDAPAH SPINNING MILLS LIMITED, KADAPA (AP)

N.VENKATA RAMANA
ASST. PROFESSOR
ANNAMACHARYA P.G.COLLEGE OF MANAGEMENT STUDIES
RAJAMPET

ABSTRACT

This paper mainly focus on liquidity management of Cuddapah Spinning Mills Ltd, Kadapa (AP). This study tries to achieve the objective of finding relationship if any between liquidity and profitability with the help of Spearman's Rank Correlation. In this study the few financial ratios are calculated such as Current Ratio (CR), Quick Ratio (QR), Absolute Liquidity Ratio (ALR), Inventory turnover Ratio (ITR), Age of Inventory, Debtor Turnover Ratio (DTR), Average Collection Period, Working Capital Turnover Ratio (WTR), Current Assets Turnover Ratio (CATR) and Current Assets to Total Assets (CATA). This study utilized the database from 2001-02 to 2009-10 from the annual reports of Cuddapah Spinning Mills Limited, Kadapa (AP). The final results reveals excess current assets were invested, absolute liquidity ratio are not satisfactory and it not met the standard norm of 0.5 : 1, inventory turnover ratio was very high. There is a positive correlation between the liquidity and profitability. A few solutions are have been offered to ameliorate the problems such as optimum utilization of current assets to maintain the cash position properly to meet the liquidity of the firm and investment in inventory should be minimized.

INTRAPRENEURSHIP AND ORGANIZATIONAL KNOWLEDGE IN THE CORPORATE ENVIRONMENT: A THEORETICAL FRAMEWORK

DR. LEENA JAMES
DEPARTMENT OF MANAGEMENT STUDIES
CHRIST UNIVERSITY
BANGALORE

ABSTRACT

Intrapreneurship is closely related to corporate entrepreneurship which is the creation of new products and ideas within the existing organization using the employees. It is often associated with larger companies that have taken notice of the rise in entrepreneurial activity in recent years; these firms endeavor to create an environment wherein creative employees can pursue new ways of doing things and new product ideas within the context of the corporation. When group knowledge from several subunits or groups is combined and used to create new knowledge, the resulting tacit and explicit knowledge can be called organizational knowledge. Since organizational learning is seen as encoding inferences from history into routines that guide behavior, (Schulz 2001) it could be said that organizational knowledge is the product of those routines. In fact, small businesses, which originate as entrepreneurial ventures, are often ideally suited to foster an intrapreneurial environment, since their owners have first-hand knowledge of the opportunities and perils that accompany new business initiatives. However, the challenges today are quite different from previously. The emergence of knowledge-based organizations and increased importance of knowledge as the key to competitive advantage poses new and interesting challenges for managers and researchers alike. This paper attempts to enlighten the understanding of intrapreneurship based on the organizational knowledge as a resource towards organization.

SUGAR INDUSTRY IN INDIA – AN OVERVIEW

V. RAMESH BABU
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
S. V. UNIVERSITY
TIRUPATI

DR. M. MADHUSUDHANA VARMA
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
GOVERNMENT DEGREE COLLEGE
KARVETINAGARAM

ABSTRACT

India was the world's largest producer of sugar cane occupies a very pride place in the world. In India, the cultivation of sugar cane is 10,000 miles tones. Sugar cane is one of the important crops for the Indian farmer. The area under sugar cane varies from 1,176 hectares in 1930-31 to 5,151 in 2007-08. The yield of cane per hectare varies from 39 tonnes in 1930-31 to 71.1 tonnes in 1998-99. The number of factories ranges between 29 in 1930-31 to 527 in 2010-11 and shows an ever increasing trend. The average duration days ranges between 87 in 2008-09 and 181 in 1995-96. But it shows up and down trend in the study period. The capacity ranges between 644 in 1935-36 to 527 in 2010-11 and shows an ever increasing trend. Cane Crushed varies from 1,339 tonnes in 1930-31 to 279,295 in 2006-07 and shows lot of variations in the crushed crane. The total sugar production varies from 120 in 1930-31 to 98,338 in 1993-94 and shows lot of variation in the sugar production. The Molasses Production varies from 336 in 1931-32 to 131,111 in 2006-07. Recovery Performance varies from 8.96 in 1930-31 to 10.55 in 2007-08 and shows variations. The molasses in percentage to cane varies from 3.33 in 1935-40 to 4.69 in 2006-07 with lot of variations. The results show that the sugar industry is growing in area, number and duration but showing ups and downs.

PEPPER PRODUCTION TREND IN INDIA: AN OVERVIEW

DR. P. CHENNAKRISHNAN
ASST. PROFESSOR
THIRUVALLUVAR UNIVERSITY
SERKKADU

ABSTRACT

Pepper known as black gold, is an important commodity traded globally since ancient times. A native of the Western Ghats, the fame of pepper brought traders from all over the world to the shores of the southern Indian state of Kerala. Pepper, one of the hottest agricultural commodities traded on the Indian commodity exchange, is on a bull run, at present.

FINANCING STRATEGIES FOR SMEs IN INDIA – A WAY OUT

AMITESH KAPOOR
ASST. PROFESSOR
LOVELY PROFESSIONAL UNIVERSITY
PHAGWARA

ABSTRACT

In this paper, a random sampling of 200 SMEs including hotels, retail shops, retail stores, trading agencies, small to medium manufacturing industries, factories, and hydro power projects are included. I found that there are various financing options for SMEs but access to these funds has been difficult inspite of government initiatives. I also found that most of the SMEs raise funds from the informal sources as it is easy and flexible option. In case of hotels the revenue comes during peak season that makes them pay monthly installments during off season, but using informal source they may avoid pay monthly installments. I also found that most of the SMEs raise funds from both informal and formal sources and try to strike a balance between the two. SMEs rather should consider all financing options that maximize the value of the business enterprise.

BRAND LOYALTY- A MEASURE

DR. Y. JAHANGIR
ASST. PROFESSOR
DEPARTMENT OF BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD

ABSTRACT

Branding is a strategic tool; it creates a favourable word of mouth and great publicity. An attempt is made in this paper to understand brand loyalty levels, customer association with the particular brand. Loyal customers are treated as good as brand ambassadors. Most of the international marketing scientist believe that Indian customer are greater loyal than their foreign counterparts. It is vital to companies to know the customer grievances as well as loyalty levels. The loyal customers bring Laura of new customers to the company. Brand loyalty measure gives a panoramic picture of repeat customers.

ANALYSIS OF LIQUIDITY, PROFITABILITY AND WORKING CAPITAL MANAGEMENT - AN EMPIRICAL STUDY ON BSE LISTED COMPANIES

HUMA KHAN
ASST. PROFESSOR
LAKSHMI NARAIN ACADEMY OF MANAGEMENT
LNCT GROUP OF COLLEGE
GWALIOR

ABSTRACT

Businesses are responsible for the growth of the country in the same way the three main important components are more responsible to the success of the organizations which is profits, liquidity and working capital. "Cash is the lifeblood of business" In business, cash is king, particularly during tough economic times or when the markets are turbulent. Without cash, company cannot survive and to take advantage of business opportunities, it's necessary to maintain liquidity position to overcome the difficulties. Working capital may be regarded as the back bone of business. Many organizations that are profitable on paper are forced to cease trading due to an inability to meet short-term debts when they fall due. In order to remain in business it is essential that an organization successfully manages its working capital. The working capital management plays an important role for success or failure of firm in business because of its effect on firm's profitability as well on liquidity. And in same way Profits are useful to judge the strength of the business and it is earn with the help of contribution of liquidity and working capital management. This study is based on secondary data collected from listed companies in Bombay stock exchange. This paper is going to find out the impact of liquidity, profitability and working capital on the firm's financial aspects. And relationship between liquidity, profitability and working capital. This paper going to use regression and correlation to find out the impact and relationship between the variables.

COMPLAINTS MANAGEMENT IN BANKS: AN AID TO CUSTOMER SATISFACTION

DR. HARPREET KAUR KOHLI
ASST. PROFESSOR
DEPARTMENT OF DISTANCE EDUCATION
PUNJABI UNIVERSITY
PATIALA

ABSTRACT

Customer satisfaction today is the pre-requisite for the success of any organization providing services to customers. It has become one of the biggest challenges in the service sector today as customers' awareness has increased tremendously. Information technology revolution, coupled with rapid urbanization has created net-savvy customers who demand various products at the press of a button. Banks are no exception to this as they are leveraging on technology and have entered greatly into para-banking activities which have provided them higher fee-based incomes, thereby augmenting their profitability. Public sector banks in India in the last decade have metamorphosised themselves through a phase of technology up-gradation and have migrated to core banking solution (CBS) platform. Complaints management has become a vital issue for banks as proper grievance handling can enhance customer satisfaction and help in retaining customers. Thus, an attempt is made to study the nature of customers' complaints, analyse their causes and suggest remedial measures for the same so that they can be redressed at the earliest, without losing the customers.

PERFORMANCE MANAGEMENT: A HOLISTIC REQUIREMENT FOR ORGANIZATIONS

DR. RAJNI SINGH
ASST. PROFESSOR
HIERANK BUSINESS SCHOOL
NOIDA

ABSTRACT

The companies these days are on the edge of the cliff due to cut throat competition, technological changes & innovation. Faced with economic uncertainties, risky strategies, competing priorities, limited resources, and managerial complexities, organizations are realising the value of human resource management. The role of HR is changing fast to adopt and adapt to new organizational structure and culture. Today, if an organization is to survive, it needs to adapt and continually seek to reduce costs, increase quality, create new products, and increase performance. Performance management has become a major element of HRM. Through performance management strategies, HR helps in identifying the skills that employees need and then providing employees with the training and structures needed to develop and deploy those competencies. This paper analyses the importance of different strategies of performance management like reward, career, team, culture, measurement, competency and leadership. By implementing all the performance management strategies organizations can face the market competition and can achieve all the heights of success. This paper also analyses the successful implementation of performance management at various organizations in order to have a practical experience. Performance management is the backbone of human resource management for any organization intending to produce a high performance and leverage its human capital.

WORK EFFICIENCY ACQUISITION: AN IMPERATIVE NEED FOR HUMAN RESOURCE PROFESSIONAL

DR. L. N. ARYA
SR. LECTURER
GOVERNMENT LOHIA P.G. COLLEGE
CHURU

SATYAM PINCHA
RESEARCH SCHOLAR
GOVERNMENT LOHIA P.G. COLLEGE
CHURU

ABSTRACT

Work-efficiency means doing right work at the right time. It is one of the important modern management thoughts. There is not much difference between efficiency and effectiveness. Both the terms are used quite closely and sometimes, interchangeably. Work efficiency is a 'human capital' for the organisation. In this age of technology and industrialisation, the demand for efficient people will far exceed the availability of inefficient workers – at all levels and in all industries. Getting the efficient people and keeping the effectiveness is becoming intensely competitive. Most corporate sectors say that the biggest constraint to pursuing growth opportunities is efficiency and effectiveness. Therefore, the human resources professionals are adopting work-efficiency acquisition approach. The core concept of work-efficiency acquisition is to reach a given goal through contemplated action. Efficiency requisition is similar to the acquisition of competency and awareness. It requires emotional health, mental health and physical health. By getting self-confidence, decisiveness, emotional balance and creativity, Human Resource Professionals can acquire efficiency. Hence, the key to work-efficiency acquisition is not only finding efficiency but also developing it.

RETENTION AND SATISFACTION OF CONSUMERS: A STUDY OF UNIVERSITY OF JAMMU

ANJU THAPA
RESEARCH SCHOLAR
THE BUSINESS SCHOOL
UNIVERSITY OF JAMMU
JAMMU

ABSTRACT

Consumer retention, loyalty and satisfaction are important ingredients for the sustainability of any organisation. Customer switching is opposite to the customer loyalty, and being loyal means satisfaction for a particular product or services. The consumers may switch to other brands if they are not satisfied with the present one. Thus, for the long term sustainability of the organisations, consumer retention has become challenge for them and hence, satisfaction plays an important role. The satisfied consumers have less probability to switch to other brands. For satisfying the consumers, one has to know about what consumer buy, why they buy it, when they buy it, how and how often they buy it and what made them to switch to other brands. The present paper is an attempt to study the toothpaste buying patterns among the individuals. The study also examines the various factors which influence the consumers to buy toothpaste of particular brand and reasons for their switching to other brands.

**CUSTOMER SATISFACTION TOWARDS VARIOUS FACILITIES PROVIDED BY
PUBLIC BANKS
(A COMPARATIVE STUDY OF PNB AND SBP IN JIND DISTRICT, HARYANA)**

**ANJU BALA
RESEARCH SCHOLAR
AMITY COLLEGE OF COMMERCE & FINANCE
AMITY UNIVERSITY
NOIDA**

ABSTRACT

In the context of Indian market, where we are moving towards market economy with customers as the central focus, achieving total customer satisfaction, delighting the customer is a key element in setting and achieving the business goals and objectives of an organization. Satisfaction assists consumers in formulating a revised opinion about their service quality perception. In banking, it is necessary to maintain the best quality of its service to satisfy and attract more customers. Service quality of a bank also includes various facilities provided by banks to its customers to make feel them more comfortable. In this research paper, we studied the customer satisfaction towards various facilities (ATM services, E-Banking, Basic Facilities and Extra facilities to old customers) provided by Public Banks. State Bank of Patiala (SBP) and Punjab National Bank (PNB) have taken for present study. Primary data has been used for this study. Data was collected from customers of SBP & PNB, Jind District (Haryana) by using questionnaire. "A questionnaire is a formalized set of questions for eliciting information". Customer satisfaction was measured by applying one way ANOVA test.

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-mail i.e. **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 an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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

