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MEETING TODAY'S LEADERSHIP CHALLENGES IN A COMPLEX WORLD

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ABSTRACT

Today leading in a complex world is one of the hot topics being discussed across organization and conferences. Every one faces complexity both in a small or large scale industry. This complexity is driven by uncertainty and accelerating change. For organizations to thrive in this rapid challenging business environment, leaders must learn to adapt and embrace the complexity, to see it as opportunity to achieve uncommon result. The part 1 present valuable insights about KPMG study confronting complexity. It identifies factors that cause complexity. It also suggests ways through which a leader can address complexity and turn it into competitive advantage. Part 2 and 3 focuses on leading to essence and leading learning. In this context making mistakes is only good if leaders create the potentials to learn and adapt.



DO FINANCIAL AND NON-FINANCIAL VARIABLES EXPLAIN THE DIFFERENCE BETWEEN THE COMPANIES' BOOK VALUE AND MARKET VALUE?

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ABSTRACT

This study intends to describe the influence of financial and non-financial factors on the difference between the companies' book value and market value. Also, we survey the explanatory power of these factors. For this purpose, 101 companies were selected and studied. These companies were selected randomly and we used statistical regression method. This study was carried out from 2008 - 2011. The obtained results confirm that residual income as well as administrative and sales expense ratio and individual administrative and sales expenses affect the difference between historical costs based values and market value. Also, in the reliability level of 90% it was confirmed that economic added value affect this parameter. Leverage ratio could not explain the difference between book value and market value. Besides, the obtained results showed that among non-financial components, executive board ratio, auditor opinion and employees' education level affect this difference. Independent auditor opinion factor had the maximum influence. Stock market trusts Certified Public Accountants (CPAs) and involves auditor opinions in investigating companies.

THE IMPACT OF EDUCATION ON CONSUMER ACTIVISM IN NIGERIA**DR. ANTHONY .A. IJEWERE****SR. LECTURER****DEPARTMENT OF BUSINESS ADMINISTRATION UNIVERSITY OF BENIN****BENIN CITY****ABSTRACT**

This paper set out to investigate if there is a relationship between education and consumer activism in Nigeria. To achieve this objective, some related literatures were examined while sampling, hypothesis testing and frequency distribution were adopted for analyzing data. The results of the study revealed that education has an important role to play in consumer activism in terms of willingness to join, finance, and serve consumer associations. It also had an impact on their willingness to attend meetings and uphold and solicit for members for consumer associations. Consequent on these findings, it is therefore recommended that government should encourage the teaching of consumer education in schools, production of quality goods by companies should be enforced by government, consumer associations should embark on aggressive public enlightenment campaigns, while manufacturers should ensure that they label their products with sufficient information for consumers to be in a better position to make choice.

FAMILY PLANNING PRACTICES IN ETHIOPIA WITH SPECIAL REFERENCE TO MEKELLE CITY

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ABSTRACT

The world population is increasing from time to time with rapid growth rate. Most of this rapid population growth rate is seen in the less developed countries, especially in Sub Sahara Africa. According to the world population reference bureau (PRB) 1997, report the world population is currently growing by 100 million per year. This rapid population growth is predicted by high fertility rates, low mortality rates and net migrations. Hence, when fertility rate increases the population growth rate becomes high. When the fertility rate will less the population growth rate will be less, while, fertility and mortality rates equal the population rate is stagnate. Presently the world population is 7 billion. The unintended population growth has a great impact on the society's living standard as well as on natural and environment. This intended population growth rate is now one of the major worldwide problems, especially for the developing countries like Ethiopia. The problem includes lack of infrastructure, high maternal mortality, infant mortality, depletion of natural resources and so-on. According to world population Reference bureau report (1997), every minute of every day it is estimated that at least one woman dies per day due to health problem. This shows that rapid population growth has great impact on the society in general and the mothers and children's in particular. In developing countries high population growth is not compatible with their economic is one of the long range development problems.

VALUE RELEVANCE OF ACCOUNTING INFORMATION AND STOCK MARKET VULNERABILITY - A STUDY ON LISTED COMPANIES IN DHAKA STOCK EXCHANGE

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ABSTRACT

Recent empirical work has suggested that Accounting Information (AI) have lost their relevance to investors significantly over the past few decades. Accounting Information contained in financial statements to be accurate and transparent enough to provide an indication of a business performance and financial condition to decision makers primarily investors and creditors. Therefore, this study investigates the extent of association between stock price and two influential accounting variables (i.e. earnings-per-share and net asset value per share) to measure the relevance of accounting information. This study is based on accounting information which are available in DSE data base and published annual reports of 105 companies from 2000 to 2010. It is found that only 6.5% of changes in share price can be explained by changes in defined accounting variables. Through Multiple correlation analysis with the help of user friendly statistical software it is found only 25.4% correlation between share price and the defined two independent variables. On the other hand considering individually there is a negative correlation between share price and NAVPS of the sample company. It is also found that there is only 1.9% relationship between EPS and NAVPS. According to the present empirical evidence, investors tend to focus on information other than the published accounting information such as non financial information, short term capital gains and tend to be speculative or irrational for unusual events.

**EFFECT OF AUDITOR QUALITY ON EARNINGS MANAGEMENT IN COMPANIES LISTED ON TEHRAN
SECURITIES EXCHANGE**

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ABSTRACT

Purpose of this research is to examine effect of auditor quality on earnings quality. Kasznik Model was used for estimating earnings management (abnormal accruals). Auditor quality is a two-valued dummy variable. In this variable, audit organization has value one and other firms have value zero. Time period of this research was 4 years during 2005-2008. Research hypothesis was tested using cross-sectional regression approach in each year and using panel data. Results of research indicated that there was a negative significant relationship between auditor quality and earnings management. Hence, it can be concluded that existence of high-quality auditors results in decreasing earnings management opportunities.



HOW SAFE IS THE NIGERIAN CONSUMER

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ABSTRACT

The greedy and exploitative tendency of the manufacturers, dealers and retailers in the market place against the Nigerian consumers has been a source of major concern over the years. This is why this paper set out to examine the safety of the Nigerian consumers in the market place. To achieve this objective, some related literature which include: who is a consumer?, what is consumer protection? Forms of injustice suffered by the Nigerian consumer, sincerity of government to protect the Nigerian consumers and the need for consumer protection in Nigeria were all reviewed and analysed. The result of the study revealed that the Nigerian consumers suffer from all sorts of injustice in the market place and that the Nigerian government has been very insincere in protecting the interest of the Nigerian consumers. Based on these findings, it is therefore recommended that the manufacturers, government, consumer associations and the consumers themselves should be actively involved in promoting the interest of the Nigerian consumers in the marketplace since it is the only way their safety can be insured.

AN IMPERIAL STUDY ON THE RELATIVE IMPACT OF FACTORS AFFECTING THE IMAGE OF A BANK

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ABSTRACT

The customer is the kingpin in growth organizations like commercial banks. Only those institutions which work according to his dictates will flourish. Quality, Consistency and Durability at low price are the final expectations of a customer. Quality will have to be unambiguous, of world class quality. Quality cannot be of minimum acceptable standards. Customer responsiveness must be quick and also competent. Speed, performance and cost will be the new values "mantra" for success. Satisfied customers are the best guarantee for the stability and growth. Customers will be satisfied only when the banks provide the customized and innovative products and services at responsible cost. Many innovative services are currently available from Indian banks like E-Banking, ATMs, Anywhere Banking etc., but there is a waste scope of improvement. But to keep the customers satisfied banks need to study the factors that affect the image of the image in the mind of customers. These factors may be age, years of holding account, annual income etc. The study is an attempt to evaluate and compare the relative impact of the factors effecting image of banks, SBI being the biggest public sector bank in India & ICICI Bank that represents private sector banks, being the biggest private sector bank in India.

STUDY OF FACTORS PROPELLING THE GROWTH OF PRIVATE LABELS IN INDIA

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ABSTRACT

The views of shoppers toward the brands have changed over the last few years. Private labels are no longer a feature primarily of retailers in the developed countries, as was the case for decades. Private labels have emerged as a key weapon for retailers and have started to play a vital role in the battle for control of the distribution channel and customer loyalty. This paper seeks to investigate the factors driving the growth of private label brands in the India. There are a number of factors explaining the substantial development of private labels in the Indian market. It is no longer enough for retailers to produce low cost imitations of national brands, retailers need to generate a strong store identity along with enhanced customer loyalty by offering good quality private label brands.

SIGNIFICANCE OF CUSTOMER VALUE IN PURCHASE INTENTION IN BUILDING CUSTOMER EQUITY IN COMPETITIVE SCENERIO

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ABSTRACT

This paper considers the aspect of Customer value in purchase intention in increasing the customer equity in a competitive scenario. The automobile industry in UAE has been studied for the purpose. Today, Automobile industry comprises a large and growing portion of the world's total business. In UAE, it contributes majorly to the overall economy of the country. The UAE's automotive market was trimmed by the global economic crisis, which had a particularly strong impact on Dubai, where real estate values fell and major government-backed corporations were unable to meet their debt obligation. Almost all companies in this industry, large or small, are affected by global events and competition. Future sustenance of trade partners in this industry is extremely important. UAE's highly competitive automobile industry provides an opportunity to analyze the existing trend of market, understand key aspects from customer point of view, and evolve strategies for strengthening the marketing efforts and building customer equity and address the above issues. In this backdrop, customer value in purchase intention is one of the key aspects in increasing the value and hence the customer equity. Significance of this factor is proved through primary research which is carried out by administering questionnaire to potential automobile customers in UAE. Statistical analysis is then carried out by calculating Karl Pearson coefficient of correlation. Hypothesis testing is carried out and significance of customer relationship focus is established. It is concluded that the firms should focus on increasing the value through focusing on customer value in purchase intention.

EGO-WHAT MAKES EGO OUR GREATEST ASSET

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ABSTRACT

Ego is neither an entity nor a process. It is only a notion of I-amness which exists in the mind. The process of reducing the ego is for the mind and not for the ego itself, although we talk about the ego as separate. It never exists without the mind. If a person is senseless, the person doesn't know about his or her state. I-amness is dormant. It's not our choice to have the ego or not. We are born with it. It is the nature of the mind to experience its individuality. All our desires, attachment, experiences in the world are due to the ego based in the mind. When all worldly experiences appear as pain, then the ego-based mind seeks for liberation. When we say liberation, we mean the experience within us, the ego of individuality, starts seeking for its own liberation from all the memories of past experiences.



IMPACTS OF MICROFINANCE ON POVERTY ALLEVIATION AND THE EMPOWERMENT OF WOMEN WITH SPECIAL REFERENCE TO RURAL WOMEN EMPOWERMENT AND ENTREPRENEURSHIP DEVELOPMENT IN INDIA

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ABSTRACT

Under the trickledown theory in the planning process it was expected that women will equally benefit along with men. This has been belied by actual development. The ninth plan document recognizes that in spite of development measures and constitutional legal guarantees- women have lagged behind in almost all sectors. Empowerment can be viewed as a means of creating a social environment in which one can take decisions and make choice either individually or collectively for social transformation. It strength innate ability by way of acquiring knowledge power and experience. In India, the emergence of liberalization and globalization in early 1990's aggravated the problem of women workers in unorganized sectors from bad to worse as most of the women who were engaged in various self employment activities have lost their livelihood. Despite in tremendous contribution of women to the agriculture sector, their work is considered just an extension of household domain and remains non-monetized. Microfinance is emerging as a powerful instrument for poverty alleviation in the new economy. In India, Microfinance scene is dominated by Self Help Group (SHGs)-Bank Linkage Programme as a cost effective mechanism for providing financial services to the "Unreached Poor" which has been successful not only in meeting financial needs of the rural poor women but also strengthen collective self help capacities of the poor ,leading to their empowerment. Rapid progress in SHG formation has now turned into an empowerment movement among women across the country. Economic empowerment results in women's ability to influence or make decision, increased self confidence, better status and role in household etc. Micro finance is necessary to overcome exploitation, create confidence for economic self reliance of the rural poor, particularly among rural women who are mostly invisible in the social structure. This paper puts forward how micro finance has received extensive recognition as a strategy for economic empowerment of women. This paper seeks to examine the impact of Micro finance with respect to poverty alleviation and socioeconomic empowerment of rural women. An effort is also made to suggest the ways to increase women empowerment.

GENDER DIFFERENCE IN OCCUPATIONAL STRESS AND COPING STRATEGIES AMONG MIDDLE LEVEL MANAGERS IN PRIVATE SECTOR ORGANIZATIONS

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ABSTRACT

This study examines gender difference in occupational stress and coping strategies among Middle level managers in private sector organizations and data were collected through five point Likert scale questionnaire. Result of the survey analyzed by using independent t-test. Female middle level managers reported sources of stress as mistakes at the job, less recognition from superior, lack of career and achievement and lack of personal level development at the job than male middle level managers. Male middle level managers reported higher stress for personality clashes with others. With respect to coping strategies, female middle level managers tend social support when they experience stress, while men tend to suppress their emotions and deal with problems in a logical and unemotional manner, and they cope stress with organizing works than females.

**CUSTOMER VALUE OF HAIR CARE PRODUCT (WITH SPECIAL REFERENCE TO SHAMPOO) IN
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SRIMAD ANDAVAN ARTS & SCIENCE COLLEGE
TIRUCHIRAPPALLI****DR. N SUBRAMANI****HEAD****P G & RESEARCH DEPARTMENT OF COMMERCE
URUMU DHANALAKSHMI COLLEGE
TIRUCHIRAPALLI****ABSTRACT**

In today's highly competitive markets, business is more challenged to increase, or even maintain market share. With the globalization and continual technology innovations, consumers have greater access and more purchase alternatives, and opportunities to be less store and product loyal. As a result, customer value becomes paramount to being competitive in the market place. Customer Value is a topic of growing interest to managers and researchers in business marketing. Traditionally, research on Value in business markets have been oriented towards the assessment of how suppliers create value for their customers and how customers perceive superior value in a suppliers offering compared to competition (the buyers perspective). In recent years both academics and managers have increasingly emphasized the need to consider customers as a key asset of the firm. Only very few studies are focused on products. The purpose of this article is to introduce the reader on Customer value of shampoo. This issue takes a look at Value from Customers perspectives taking into account benefits perceived and sacrifices perceived.

**INVESTING IN GOLD: A FUTURE PERSPECTIVE
(WHY AND HOW TO INVEST IN 'GOLD' WITH SPECIAL REFERENCE TO COMMON INVESTOR)**

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ABSTRACT

With the range of options that an investor can choose from at the present moment, making an investment decision can be truly overwhelming. From the entire gamut of investments, ranging from stocks, bonds, real estate, Govt. securities to rare metals like gold and silver, an investor must create a portfolio that can effectively help him meet his or her short, medium and long term financial goals. With gold prices at an all time high right now, many investors are diverting their attention continuously towards "GOLD" as an investment avenue. This paper presents the advantages, features, benefits, pros and cons, common myths and ways for investing in gold which acts as a positive catalyst for them to take fast investment decision.

CELEBRITY ENDORSEMENT: DOES IT MAKE ANY IMPACT ON CONSUMER BUYING BEHAVIOR?

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ABSTRACT

The world is fascinated for the celebrity and in country like India celebrity is treated as god the best example of influence of celebrity in India is Rajanikant. To adore Rajnikant temples have been built in southern area. This fascination of celebrity the marketers have started using them in endorsement of their products. The celebrity endorsement is "use of celebrity status in society to promote a product or communicate message or charity". The basic purpose of the study was to find out the impact of celebrity endorsement on the consumer buying behavior with special reference to the motor bike. The data was collected with the help of self-designed questionnaire (likert scale) the data was collected from Gwalior region. The data was then analyzed with the help of reliability analysis, item to total correlation, exploratory factor analysis, regression analysis and anova. The test shows that the celebrity is making impact on the behavior of the consumer. One of the major limitations of the study is that the data is collected from Gwalior region and hence results cannot be generalized for whole of India, to generalize the result the data should be collected from larger area and larger sample.

CREDIT ANALYSIS IN INDIAN BANKS: AN EMPIRICAL STUDY

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ABSTRACT

The banks not only accept the deposits of the people but also provide them credit facility for their development. Indian banking sector has contributed immensely in developing the business and service sectors. Commonly banks are facing the problem of credit risk in an acute manner around the world. It is found that many general people and business people borrow due to some genuine or non genuine reasons are not able to repay in time the amount owed to the banks. The amount not returned/ repaid to the banks is known as bad debts or the non performing assets. In present study we have analyzed the positive impact of effective analysis of income & repayment history of applicants in accessing credit worthiness of applicant borrower. This analysis is done through questionnaires and that is tested with the help of statistical tool F test.

**ROLE OF SELF HELP GROUPS ON THE DEVELOPMENT OF WOMEN ENTREPRENEURS - A STUDY OF
MYSORE DISTRICT, KARNATAKA STATE**

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ABSTRACT

Self Help Groups have emerged as an alternative development strategy to promote the common interest of the weak particularly the rural poor. This research study has been undertaken to study the role of self help groups on the development of women entrepreneurs in Mysore District. The present study is an attempt to analyse the role of SHGs in promoting women entrepreneurs in Mysore District of Karnataka. The main objective of the study is to evaluate the role and working of self Help Groups in women entrepreneurship and also to assess the perception of beneficiaries about the role of SHGs. This study is based on both primary and secondary data. Primary data have been collected by conducting a survey among 160 sample respondents from 20 Self Help Groups in different areas of Mysore District. Eight respondents were selected from each Self Help Group. Random sampling technique was used to select the respondents. Percentage method was used to analyse the data. Secondary data have been collected from books, journals, newspapers, internet and periodicals. While selecting self help groups the criteria adopted here is that the SHG should have a linkage with banks. The structured questionnaire was personally administered by direct contacts with members. Special care has been taken to avoid bias in their answers to various questions and encouraging them to answer queries. Thus, SHGs have served the cause of women empowerment through their own enterprises by getting support.

A STUDY ON CUSTOMERS SATISFACTION OF SELECTED NATIONALISED BANKS WITH SPECIAL REFERENCE TO COIMBATORE CITY**M. PRAKASH****HEAD****DEPARTMENT OF COMMERCE CA
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COIMBATORE****A. PRABHU****ASST. PROFESSOR****DEPARTMENT OF COMMERCE CA
KONGUNADU ARTS & SCIENCE COLLEGE
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Satisfaction of the customers is invaluable asset for the modern organizations, providing unmatched competitive edge. It helps in building long-term relationship as well as brand equity. The best approach to customer retention is to deliver high level of customer satisfaction that result in, strong customer loyalty. Satisfaction being a judgment, that a product or service feature or the product or service itself, provides a pleasurable level of consumption related fulfillment, is dynamic in nature. It is the result of interplay of a number of factors, which vary from one product/service category to another. In this study we focused on the customer's satisfaction of selected nationalized banks in Coimbatore city. Overall findings are not reinforced universe.

RETAILING BOOM: A CASE STUDY OF A TYPICAL SHOPPING MALL OF AURANGABAD CITY

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ABSTRACT

Retailing is one of the most important industries in any country employing major share of workforce. Selling whether in store or at doorstep requires many people, in other words retailing is labour intensive. Probably many more people are needed to sale most products than to manufacture them. Retailing accounts for about 15-20% of the organized workforce in any developed economy. It is second largest employer in India after agriculture. There are about 6 Million retail establishment in India of which 4.1 Million (70%) sell food products and related items. In India private final expenditure is taken as a indicator the total retail trade in India. Could be about Rs. 70000-80000 Crores or US \$160 -180 billion in US the annual sales of Wal-mart (worlds largest retailer) K-mart and sears are much greater than the annual sales of proctor and gamble, PepsiCo, and RJR Nabisco the three largest consumer products manufacturer. Investments in the retail sector are estimated at between \$400 million and \$ 500 million over the next 2 to 3 years and over 4 billion dollar by end 2010. With total sales going up to 6.6 trillion in the world the industry today is the world's largest private industry and accounts for 8% of GDP in western countries. Retailing is also important as it is an important tax collection point for government. In last 5 years Aurangabad has seen lot of organized retail outlets like "Subhiksha", Maniyar" More Mega Mart, Sapana, Mega-mart, Spencers, N mart, Vishal Mega mart And many more. A price war has started between these malls and hyper markets, which leads to cost reduction, discounts, shopping festivals, and SALE. In this backdrop, the researcher tried to find out the benefits of shopping mall reaching to people of Aurangabad.

IMPACT OF MEDICAL TOURISM IN INDIA**MAULIK C. PRAJAPATI****ASST. PROFESSOR****V. M. PATEL COLLEGE OF MANAGEMENT STUDIES****GANPAT UNIVERSITY****GANPAT VIDHYANAGAR****VIPUL B. PATEL****ASST. PROFESSOR****V. M. PATEL COLLEGE OF MANAGEMENT STUDIES****GANPAT UNIVERSITY****GANPAT VIDHYANAGAR****ABSTRACT**

The aim of this research paper is to analyze the impact of medical tourism in India. As strange as this may sound, India receives hundreds of thousands of tourists that come in to the country to undergo medical treatments, then leaving the country and going back home. It is called "Medical Tourism" and it is a blooming global industry as India has become a main medical tourism hub. India's healthcare sector has made impressive strides in recent years and the country is increasingly projected as a 'healthcare hub'. Several features have positioned India as an ideal healthcare destination, like cost effective healthcare solutions, availability of skilled healthcare professionals, reputation for successful treatment in advanced healthcare segments, increasing popularity of India's traditional wellness systems and rapid strides made in information technology. Medical tourism is directly and indirectly affected on different areas of Indian economy. The rise of medical tourism emphasizes the privatization of health care, the growing dependence on technology, uneven access to health resources and the accelerated globalization of both health care and tourism. Medical tourism is highly affected to travelers, hospitals, insurance companies, hotels etc. This research study will be helpful to Government for short term and long term strategic planning to resolve some problems like unemployment, currency flow, inflation and some other problems.

A STUDY ON CUSTOMER BUYING BEHAVIOUR OF DTH SERVICES IN PALAYAMKOTTAI

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ABSTRACT

DTH Services are in a nascent stage in our country. However, there is a stiff competition among the present 6 Service providers. Most of the people are confused with which Service connection can be obtained. Moreover, DTH Service providers are also perplexed with what channel should be given free of cost and what channel should be offered at a price. This study aims at with these.



TARGET AND ACQUIRER'S FEATURES ANALYSIS IN VOLUNTARY AND FIAT DRIVEN MERGERS IN INDIAN BANKING SECTOR

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ABSTRACT

Merger studies in Indian Banking sector mainly focus on the financial performance or the event studies focusing on shareholders' return. The present aims at comparing the features of target firms and acquiring banks in Indian banking sector, considering the two unique type of merger experienced by the sector. The fiat driven mergers are initiated following the moratorium issued by the Reserve Bank of India, voluntary mergers are few strategy driven acquisitions. Based on the data availability of both target and acquirers 4 fiat driven mergers and 5 voluntary targets and acquirers were considered for comparison. The data of acquirers in both the mergers was drawn from the financial statements at the time of merger and compared with their respective target group. The key factors considered for comparison are profitability, size and regulatory indicators. The acquirer's values were divided by the target values and are expressed in terms of times of the target. It is found that in Fiat driven acquisitions the targets were too small compared to their acquirers and had less profitability and non compliance to regulatory measures. In case of business driven mergers the mergers and acquisitions happened between comparatively equal size firms and there existed no difference between the features of the acquirers and targets. It is an indication that the business driven acquisitions can consider their targets based on their acquisition motive and suitability of the target to the same.

A STUDY OF STRATEGIC HUMAN RESOURCE MANAGEMENT IN MANUGRAPH

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PETH

ABSTRACT

The research paper highlights "A Study of Strategic Human Resource Management in Manugraph". The field of HR is continually changing and expanding, and an HR professional must be able not only to manage change but also, to some extent, forecast it. A comprehensive HR strategy should be supported by HR system extending right down to the lowest cadres of employees. Absence of an HR strategy for the organization leads to a mixed bag of individual motivation or alienation, growth or regression. Effective implementation of strategy is possible only with motivated people. Two primary reasons for an efficient HR strategy are the certainty that change will occur, and the need for it to be directed in an or An organization has to identify appropriate ways to deal with these trends so that it can remain as competitive in the current and future situations. These trends reflect some significant concerns to be dealt by an organization through their HR strategy. In India, MANUGRAPH ranks as no.1 in the manufacturing and supply of web offset presses. With a whopping 70% market share, our presses are present in nearly all-major publication houses. With presses having speeds ranging from 35000 - 55000 copies per hour, we can meet their production needs efficiently. Customers count on us to give them a product of superior quality at the lowest cost of ownership. Technical expertise and unrelenting thrust towards continuous quality improvement are the principal strengths of MANUGRAPH. This research study covers the manufacturing area of Kolhapur district of Maharashtra state.

REAL TIME OBSTACLES IN SUCCESSION PLANNING

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ABSTRACT

Since long, it has been a widely accepted truth across the business organizations that absence of succession plan can seriously hamper the growth prospects of an organization. Despite its far reaching importance, many organizations are not really able to implement succession planning in its real spirit. Most companies fail to think about succession planning until disaster strikes – suddenly a vacuum at the top, and no one has been pre-selected or prepared, considering such eventuality. Is it only because of lethargy, negligence or something beyond that? This empirical research paper, by adopting the Communication Approach of Descriptive Research Design, attempts to find out major reasons – the real time obstacles – for failure of succession planning in the organizations. Based on the analysis of the data collected from 100 experienced HR professionals from various sectors; the obstacles – reasons of failure have been found out. The awareness of these obstacles and suggested remedial measures can be of great help to HR heads trying to equip the organization with the ability to fill a void at any time, by removing the succession taboo of people from CEO on down, and that too without affecting the morale and motivation of those presently working well.

CONTEMPORARY ISSUES IN STRATEGIC MANAGEMENT FOR BUSINESS

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ABSTRACT

The study shows that the success of business is based on decide goals and objectives. And also determine the correct status of the further business projects, provide the correct focus for the attention and action of the management, evolve, decide and determine the mix of the strategies and generate the standard norms, the ratio and yardsticks for measurement and control. The Integrated resource management is improving the business strategy. Supply chain management reducing the cost of business and its operations. Customer Relation Management gaining loyalty and repeat business. The Product Life Cycle of management enabling the product improvement and maintenance.



ANALYSING THE SIGNALING EFFECTS ON ICICI BANK'S SHARE PRICE – EMPIRICAL STUDY

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ABSTRACT

The purpose of this study is to analyze the signaling effect (stock dividends, Revision of Bank Rate & SLR Rate by RBI) on ICICI's share price and to study whether this information is interpreted independently of other simultaneously published new information. The study analyzed the changes happened in share price and trading volume between pre & post dividend announcement periods (130 working days) and between pre and post revision of bank rate & SLR rate by RBI (60 working days) were considered and analyzed. For this analysis statistical tools are used to find the significant difference between pre and post event announcement. The study found the statistical difference in share price and traded volume in some event.

A PRAGMATIC EXPLORATION OF HRD CLIMATE PRACTICES IN STATE AND CENTRAL UNIVERSITIES

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ABSTRACT

The reforms in education sector is imposing rapid pressures on the employees of education sector as a whole and in particular the employees of the Universities. To perform and excel in the present competitive world, demands posed on the employees of the universities is colossal. The present study is carried in the prestigious State and Central Universities of north India to analyze the prevailing HRD climate to which the employees are exposed to. The study attempts to identify the perception of employees towards the existing setup of the HRD facilitators and mechanisms operational in these universities. The sample is based on 300 employees who include teaching and non-teaching officers from two state and two central universities of north India. Further based on the responses of the employees of these universities the present study comes out with a set of policies and procedures in the form of suggestion so as to improve HRD climate in these Universities. Further in the study it is seen the HRD climate existing in these universities differs significantly.

**EVALUATION OF THE COMPATIBILITY OF THE BANK GUARANTEES ISSUED BY THE JK BANK LTD. WITH
LAW AND POLICY - A CASE STUDY OF THE JK BANK LTD. IN SRINAGAR**

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ABSTRACT

The study examines the evaluation and compatibility of the bank guarantee issued by the Jammu and Kashmir Bank Ltd. with the law and policies. It makes the systematic evaluation of the law and the judicial approach relating to the bank guarantee system. The present study also evaluates the bank guarantees issued by the Jammu and Kashmir Bank Ltd. with the guidelines and the norms of Reserve Bank of India. The area of the study is confined to the Srinagar district of the State of Jammu and Kashmir. In order to gather information with respect to bank guarantees issued by the Jammu and Kashmir Bank Ltd. various bank officials at different branches had been interviewed. The sampling technique utilized in this study is random sampling. The analysis of the data reveals that the Jammu and Kashmir Bank Ltd. is following the law, rules and the policies while issuing the bank guarantees.

WAYS TO HIRE AND RETAIN GENERATION Y EMPLOYEES

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ABSTRACT

Generation Y's characteristics put them in high demand in today's job market, but managers and employers are having an extremely difficult time understanding how to incorporate them in the work environment. Following are some of their most unique characteristics, which are proving to be beneficial on one hand, yet extremely challenging on the other. Y'ers want fair and direct managers who are highly engaged in their professional development. Generation Y'ers are known for their ability to multitask. They seek out creative challenges and view colleagues as vast resources from whom to gain knowledge. It is important for employers to continue giving them challenging projects in order to prevent boredom and attrition. Y'ers are not eager to bury themselves in a cubicle and take orders from others in the workforce. They want ownership and control of their own fate. Y'ers want small goals with tight deadlines so that they can build ownership of tasks. They should be challenged to find technological solutions to everyday issues. They want to make an important impact immediately on projects they are involved with. They are looking for immediate gratification and an opportunity to excel. The more psychologists and social scientists study this generation, the more they realize that Generation Y members are most drawn to flexibility and balance in their day-to-day life, so it's important for employers to understand how to incorporate flexibility and work life balance into their recruiting strategies. Even in this time of lean staffing, Generation Y workers like to have a life outside work. Generation Y'ers don't want to repeat what they perceive to be the mistakes their parents made. Unlike the boomers, they don't want to work long hours at the expense of family, friends, and personal pursuits. Whereas the boomers put a high priority on career, today's youngest workers are more interested in making their jobs accommodate their family and personal lives. Money is important to them but maintaining work-life balance outranks money. In most cases, it's not the corner office or a large paycheck that drives.

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Co-ordinator

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