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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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THE RELATIONSHIP BETWEEN CAPITAL AND OWNERSHIP STRUCTURES WITH THE CREATED SHAREHOLDER VALUE IN TEHRAN STOCK EXCHANGE

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ABSTRACT

In the present study, we have proceeded to examine the separate and simultaneous role and effects of the focus and type of ownership as well as the capital structure on the created shareholder value of the companies registered in Tehran Stock Exchange (TSE). The statistical population under study consists of 95 corporations among the companies registered in Iran-Tehran Stock Exchange during the period 2006-2009, other than investment and financial intermediation companies. To test the research hypothesis, simple and multivariate methods were applied. To examine the effect and significance of the most independent variables, Stepwise modeling has been applied. The research findings showed a direct and significant linear relationship between the variables including capital structure and ownership type and also an inverse and significant relationship between the ownership concentration and the CSV. Furthermore, the examination of the ownership structure including two variables of ownership concentration and type on the CSV has led to some results similar to what has been mentioned in respect of the variables including the ownership concentration and type. On the other hand, the results achieved by examining the effects of two variables of ownership structure and capital structure on the CSV indicate that the effect of ownership structure has been rather than the capital structure on the created shareholder value.

IMPACT OF GOOD GOVERNANCE ON THE CORPORATE GOVERNANCE IN BANGLADESH

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ABSTRACT

The purpose of this study is to explore and analyze the impact of good governance on the corporate governance in Bangladesh and to find out the corresponding strengths or weaknesses of financial market of Bangladesh. The study is exploratory in nature and the article is prepared based on secondary data and information that have been collected and analyzed from different published reports, research articles, daily newspaper and websites. The study finds out that good governance in Bangladesh is rare in real practice because both the public and private officials are not accountable and their decision-making processes are not transparent in most of the cases. Corruption is a big obstacle in the pave of good governance in Bangladesh. To ensure good governance, the first and foremost prerequisite is to minimization of corruption. Therefore, Bangladeshi corporate sectors should follow the model of good governance to improve their present practices with transparency.

DETERMINANTS OF JOB PERFORMANCE OF ADMINISTRATIVE STAFF IN LADOKE AKINTOLA UNIVERSITY OF TECHNOLOGY, OGBOMOSO, NIGERIA

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ABSTRACT

The study examined the determinants of job performance of administrative staff in Ladoke Akintola University of Technology, Ogbomoso, Nigeria. The primary data was sourced from 127 respondents with the aid of structured questionnaire and key informant interview (KII) while secondary data was sourced from records of the Training and Development (T & D) section of the Registry. The result of data analysis showed that qualification, marital status, nature of job and number of training attended are the most important determinants of performance of administrative staff in LAUTECH, Ogbomoso. Nigeria.

THE NEXUS BETWEEN ORGANIZATIONAL CULTURE AND TOP MANAGEMENT SUPPORT AS AN INFLUENCE TO THE ADOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN THE RWANDAN COMMERCIAL BANKS

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ABSTRACT

Although Information and Communication Technology (ICT) provides enormous opportunities such as storing, processing, retrieving, disseminating and sharing of information, its use within the banks in developing countries is still plagued with many problems that hinder effective and efficient management (Apulu & Latham, 2009). The researchers suggest that organizational culture and top management support play a key role in achieving a useful implementation of new technologies. Data was collected through a self-constructed and statistically validated questionnaire, thus five commercial banks were used for the research. A sample size of 274 employees of different managerial positions was used for the study. Of the 274 respondents 25 held managerial positions while 249 were regular employees. Stratified sampling technique was adopted to sample the employees in each department from the various banks headquarters, and the random sampling technique was used to administer the questionnaires to the respondents. A total of 353 questionnaires were distributed and 274 usable questionnaires were retrieved and utilized for the statistical analysis. The statistical results indicate that management support and organizational culture had perceived and significant influence on ICT adoption/usage among the surveyed commercial banks in Rwanda.

THE ROLE OF CORPORATE REPUTATION ON TRAVEL AND LEISURE COMPANIES PERFORMANCE IN MALAYSIA

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ABSTRACT

Recently in Malaysia studying a relationship between corporate reputation as a category of corporate social responsibility (CSR) and financial performance has become an important topic, despite the fact that Malaysia is still in its infancy. Presence of few literatures about interaction between corporate reputation and firm performance caused encouragement to develop a model to investigate existence of any relationship between corporate reputation and firm value. The moderating role of age and size of companies leading towards firm performance will also be considered. 30 travel and leisure public listed companies in Bursa Malaysia will be selected to test a model from 2000 to 2005. This model will be implemented through structured equation model (SEM). The developed model can then be recommended to other companies.

HR AUDIT: AN EVALUATION OF HR PRACTICES

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ABSTRACT

The main purpose of this paper is to evaluate the performance of HR department by appraising its practices through HR audit and to find out the role of HR department in achieving the overall objectives of business. Descon Engineering and Construction Company is chosen as case study. In this HR Audit, the primary data has been gathered from the employees of the company by using interview technique and interview questions have been adopted from the developed Department Organization Questionnaire especially designed for HR audit. The secondary data has been collected by analyzing the documents of the company regarding policies and procedures. The sample size is consisted of twelve employees of different departments from middle and front-line level through purposive sampling. The Comparative approach has been used for data analysis. The data analysis shows that Descon has formal and well-established HR department and practices. These practices are well-aligned with the needs of the organization and very supportive in achieving the goals of the organization which is shown by the company's growth trend in terms of profit and the company as a whole. The turn over rate of the HR, finance and marketing departments is very low and equal to 1% whereas other departments have high turn-over which is 10-20% due to the project based nature of the company. The company is on the way of achieving its business strategy with the help of HR practices and policies.

BENEFITS AND CHALLENGES OF CONVERGENCE TO INTERNATIONAL FINANCIAL REPORTING STANDARDS BY PUBLIC ACCOUNTABILITY COMPANIES IN NIGERIA

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ABSTRACT

Preparation of accounts in line with Generally Accepted Accounting Principles is a pre-requisite for successful audit. This paper examines the challenges and benefits of convergence to International Financial Reporting standards by public accountability companies in Nigeria. Questionnaires were administered to public audit staff who serves as auditors of the public accountability companies in Kano, Kaduna and Abuja in order to get the data which was analyzed using descriptive and chi square. It is discovered that comparativeness, disclosure, access to international capital market and better quality of financial reporting are the benefits to be derived from convergence to IFRS while regulatory overlap, cost, sanctions for non-compliance and time are the major challenges facing the convergence to IFRS. It is recommended that much emphasis should be placed on training of accountant by the public accountability companies for them to master the standard, adherence to ethical standard in the preparation of accounts, consideration of Nigeria been emerging economy in the convergence process, stiff penalties for non-compliance and proper enlightenment by stakeholders will go a long way not only in overcoming the challenges but will enhance the quality of financial reports in Nigeria. This will consequently increase the level of confidence users have on the financial statement.

FACTORS INFLUENCING EMPLOYEE ENGAGEMENT IN AN ENTERTAINMENT INDUSTRY

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COIMBATORE

ABSTRACT

An organization's productivity is not only measured in terms of profit, new products, customer satisfaction and employee satisfaction but also in terms of employee engagement. The study was undertaken with the overall objective of analyzing the factors that influenced employee engagement in MGM Corporate, Chennai. A random sample of 100 employees from the MGM Corporate was drawn as sample for the study. The primary data were collected from the employees by personal interview method. Factor analysis was used to identify the important factors responsible for employee engagement. The employees opinions towards employee engagement were asked to rank among the nine factors, the ranks are calculated with Garrett ranking technique. The key drivers responsible for employee engagement were found to be job satisfaction, organizational behavior, motivation and employee welfare. Suggestions for engaging the employees effectively in the accomplishment of the organizational objectives were drawn.

AN INSIGHT INTO XBRL: INDIAN PERSPECTIVE

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ABSTRACT

Globalisation of business has increased diversity and complexity of reporting of financial information and its efficient management among business stakeholders. However technological revolution and development of new software has given new hope for its competent management. XBRL has emerged as a new technological innovation for integrating the flow of financial information within communities of diverse organizations, thereby significantly enhancing the business information supply chain and addressing existing efficiency, accuracy and transparency problems and delivering significant benefit and value to stakeholder. Thus, company information that typically takes days to create could be available in real-time, anywhere in the world. XBRL has evolved in response to the need for a standardized computer representation of financial and business data, which can be used globally. The author explains its benefits to its various users. After study of various research papers it is found that diffusion of network innovations, such as XBRL has proved to be very challenging. To date, academic interest in XBRL has been limited and largely confined to the accounting field. There is a paucity of research in the area of the diffusion of network innovations. This work constitutes, therefore, an extension to the existing body of knowledge.

EMPLOYEES' SATISFACTION AND INDUSTRIAL RELATIONS – A STUDY OF SELECTED INDUSTRIAL UNITS OF AHMEDABAD AND ANAND DISTRICTS

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ABSTRACT

The conditions of the work place can be improved by Human Resource Management. Conditions of work, earning of workers, health and safety and working environment can improve by tactful handling of human resources. This leads to satisfaction of employees. The present paper is an attempt to study the relationship between employees' satisfaction and industrial relations in selected industrial units of Ahmedabad and Anand districts. It is hypothesized for the study that there is a significant relationship between state of Industrial Relation and Level of Employees Satisfaction. The study confirms that high employee satisfaction level can reduce industrial disputes and ultimately it leads to cordial industrial relations. Research indicates that there is a strong positive correlation between employees' satisfaction and industrial relations among the selected units. The study also focuses that employee satisfaction is important because the committed and engaged employees create satisfied work group which leads to harmonious industrial relations.

AN EMPIRICAL STUDY ON TALENT MANAGEMENT – AN OUTMOST OPPORTUNITY FOR ORGANIZATION’S SUCCESS

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ABSTRACT

In a competitive- driven labor market landscape, talent management is seen as an engine that propels organization towards success. Talent management is not a cocktail of mere topics per se. It is a mindset. It is a mindset that should be imbedded in the DNA architecture of an organization. Talent management is a perspective which presupposes that talented people play a crucial role in making or unmaking an organization. As organizations continue to pursue high performance and improved results through TM practices, they are taking a holistic approach to talent management – from attracting and selecting wisely, to retaining and developing leaders, to placing employees in positions of greatest impact. The mandate is clear: for organizations to succeed in today’s rapidly changing and increasingly competitive marketplace, intense focus must be applied to retaining talented people and continues by sustaining the knowledge and competencies across the entire workforce. With rapidly changing skill sets and job requirements, this becomes an increasingly difficult challenge for organizations. Meeting this organizational supply and demand requires the right Talent DNA” and supporting technology solutions. By implementing an effective talent management strategy, including integrated data, processes, and analytics, organizations can help ensure that the right people are n the right place at the right time, as well as organizational readiness for the future.

A STUDY OF HUMAN RESOURCES RELATED CONFLICTS IN SOFTWARE INDUSTRIES IN HYDERABAD

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ABSTRACT

The Key to Software Project's success lies in the team cohesiveness and motivating work environment. During implementation of software projects, many conflicts are arising between managers and team members because of various reasons, conflicting priorities and human perceptions. Project Managers constantly having conflicts with the senior management while providing human resources on time to complete their projects within time. Managers also having intra individual Role conflicts while playing several roles simultaneously on different project's tasks. Team members have conflicts with their managers because of work allocations within the project, lack of recognition and appreciation for their achievements, creation of opportunities to enhance career prospects in the organization, not resolving personal complaints to their satisfactory levels, providing comfort working environment and flexible working hours in the project. Project Managers trying to resolve these conflicts by supporting team members in balancing their personal and work life by creating motivating working environment and flexible working hours, rewarding high performers through rationalized recognition mechanisms and creating opportunities to enhance career prospects for high performers. The present study has been conducted to understand the perception of human resource conflicts in various software industries located in Hyderabad and why they are arising during software project management and their resolution methodologies and how these are interrelated with each other. After getting the data through a simple questionnaire, interpretation was done using relevant statistical tools to check the efficiency of the results.

CAPITAL STRUCTURE (DEBT-EQUITY) OF INDIAN PHARMACEUTICAL INDUSTRY – A STUDY

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ABSTRACT

In this paper, an attempt has been made to study the “Capital Structure (Debt-Equity) of Indian Pharmaceutical Industry”. 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). An analysis of long-term solvency, impact of financial leverage on the shareholders’ earnings and justification for the use of debt by the Indian pharma industry through the application of ratio analysis, trend analysis and statistical test has been undertaken. From the study, it is found that BPCs and MPCs of IPI depended on equity financing, whereas, LPCs were on debt financing. The debt-equity mix of IPI tended to be pro-equity. The degree of financial leverage did not alter the earnings of the shareholders favourably in IPI. The interest coverage has been sufficient in BPCs and MPCs and therefore, justification for the use of debt is valid. But a reverse situation is observed in LPCs.

GAINING LEVERAGE FROM SUPPLY CHAIN TO MAXIMIZE PROFITS

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ABSTRACT

A supply chain is a network of facilities and distribution options that performs the functions of procurement of materials, transformation of these materials into intermediate and finished products, and the distribution of these finished products to customers. Supply chains exist in both service and manufacturing organizations, although the complexity of the chain may vary greatly from industry to industry and firm to firm. Many firms are using supply chain management to get an edge over the other to maximize profits.

BUSINESS CYCLE STAGES AND HUMAN CAPITAL COST – AN EMPIRICAL STUDY OF SERVICE SECTOR COMPANIES IN INDIA

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ABSTRACT

Service Sector in India today accounts for more than half of India's GDP. The share of services, industry in India's GDP is approximately is 55.1 per cent. Service industry has gained a great momentum lately in the decade after 1990's. Service sector covers a wide gamut of activities like trading, banking & finance, entertainment, real estate, transportation, security, management & technical consultancy among several others. India is one country that provides a wide array of professionals and talent pool to most of the global and national service based companies. The fuel for this sector is human capital and a country like India provides an extremely efficient and cheap fuel to this industry and hence a study of how human capital contributes in growth and development and in turn attainment of high profit level becomes essential. On the other hand co-integrating this study by studying the business cycle stage of the companies makes it more analytical. Business cycle is the economy wide fluctuation in production or revenues over several months or years and has three phases- growth, maturity and decline. Business cycle is important but difficult to study. A lot has been researched about it in the past about applicability and analysis of business cycle, but only for capital intensive industries. This concept has not been very keenly applied to non-capital intensive industries or one may say industries those comes under services sector. This research attempts to study companies from service sector under various industries type for their 'realized revenue' which is calculated on basis of 'human capital, bad debt and accounted revenue'. The basic kolder model used for calculating realized revenue in capital intensive industries is modified in this paper to make it appropriate for service sector. Further, a business cycle model is developed and applied to these companies on basis of realized and accounted revenue. The data is analyzed on the basis of Regression analysis, Pearson's' correlation test and paired samples t- test. The findings of this paper give deeper insight into business cycle fluctuations of service sector and impact of human capital investment on growth of this sector. The proposed model can be used as generalized measure to evaluate true value of companies across service sector.

A COMPARATIVE STUDY ON CUSTOMER PREFERENCE ON MOBILE COMMUNICATION WITH REFERENCE TO THE SERVICE PROVIDED BY PRIVATE (AIRTEL) AND PUBLIC (BSNL) SECTOR IN COIMBATORE DISTRICT

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ABSTRACT

The intention of the study is to compare the customer preference on mobile communication with reference to service provided by private and public sector at Coimbatore district. AIRTEL and BSNL are selected due to their high competitive nature in providing 3 generation technologies such as GPRS and MMS. Influence of demographic variables in the level of satisfaction yielded by the mobile users and to know their usage pattern, pre-purchase and post-purchase behavior and the media of influence behind the customer preference.

THE BRAND IMAGE & SATISFACTION LEVEL OF DEALERS AND SURROGATE BUYERS OF AMBUJA CEMENT LIMITED IN SAURASHTRA REGION

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ABSTRACT

Cement Industry is very competitive one. There is plenty of Brands Available within a same Segment. In this Kind of Competitive market there is a need to check Brand image and Satisfaction Level of Dealers and Surrogate Buyers of Ambuja Cement in Bhavnagar and Rajkot city. This is how we came to our research topic. We started our research by secondary study. In that we collected the literature review and other studies related to our topic and to cement industry. we again started the study of factors and variables which satisfy the Dealers and Surrogate Buyers. While framing the questionnaire for 50 Dealers we divided them according to their monthly Turnover and Surrogate Buyers which includes three parties (1)22 Contractors (2) 20 Builders and (3) 35 Masons. Our main objectives were to know about Brand image & the satisfaction level of Both Dealers and Surrogate Buyers of Ambuja Cement. Major outcomes from the studies are that Ambuja is a very well known brand. It is a qualitative brand, it provides good Transportation Facility, and it is a Highly Recommended Brand. Promotion Tools of Ambuja Cements are Competitive. But Ambuja is a most Costliest Brand. In Overall ambuja's performance and satisfaction level among both Dealers and Surrogate Buyers is very good Ambuja should provide cash discounts as the Dealers, contractor And Builder preferred as the most. They should provide a gift to the mason as they preferred it the most, because the mason doesn't buy in bulk and they want gifts.

SMALL PACKAGING- MAKING THINGS AFFORDABLE (A STUDY OF RURAL CONSUMERS)

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ABSTRACT

Rural India is home to approximately 70% population of India. Economic reforms in India have brought about several changes in the whole marketing environment especially in rural market. Marketers use innovative packaging to capture the rural market because in modern marketing times packaging has become a very important part of product management. This paper aims to study the attitude of rural consumer towards sachet marketing of FMCG products by using convenience sampling. Mainly eight products washing powder, hair oil, shampoo, tooth paste, fairness cream and biscuits, talcum powder and mobile recharge cards are taken into account to study the behavior of consumers. It is evident from this study that rural consumers are price sensitive as they're daily wage earners. So they consider products in sachet cheaper and easily affordable. So companies should provide more and more products in sachets to tap the Indian rural market and to get success, more sales promotion schemes for sachets should be launched.

A REVIEW OF VIRTUAL LEARNING METHODOLOGY IN THE DEVELOPMENT OF SALES WORKFORCE

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ABSTRACT

This research paper analyzes the application of virtual learning methodology (VLM) in the training and development of the sales workforce in telecom industry. The Indian Telecom market is growing at the rate of 18% p.a. and the fierce competition at the marketplace demands a highly skilled and competent sales workforce. As a part of the study, a survey of 133 sales managers was conducted using a structured and non-standard questionnaire based on likert scale. The data was analyzed using Statistical Package for Social Sciences (SPSS) and the two hypotheses were tested using non parametric tests. The research findings would be beneficial to practicing training managers for imparting training programs for high impact learning for a geographically dispersed sales force.

CLASSIFICATION OF INVESTORS' IN INDIAN SECURITIES MARKET WITH REFERENCE TO TAMILNADU – A DISCRIMINANT ANALYSIS

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ABSTRACT

The needs and the mental make-up of the individuals' changes very often, it is necessary to understand the influence of factors on portfolio management so that individualized portfolios can be planned and developed by the policy makers and corporate after taking the personal characteristics of the individuals into account. This paper tries to identify the classification of investor's in Indian Securities Market with reference to Tamilnadu and it reveals that the investors in Tamilnadu are influenced by two domains of factors. This has been identified on the basis of factor analysis by applying Discriminant analysis.

MARKETING IN ORGANIZED RETAIL ENVIRONMENT: A RETAILERS PERSPECTIVE

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ABSTRACT

The retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Retail is India's largest industry, accounting for over 10 per cent of the country's GDP and around eight per cent of the employment.. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. Western-style malls have begun appearing in metros and second-rung cities alike introducing the Indian consumer to a shopping experience like never before. India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets.

A STUDY ON EFFECT OF CSR INITIATIVES OF AUTOMOTIVE COMPANIES ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

CSR has recently become the focus of companies, governments and NGOs all over the world. This increased attention raises the question to what extent consumers are influenced by socially responsible initiatives. This research article identifies the essence of social responsibility as perceived by consumers of automobile companies and examines empirically the specific dimensions of social responsibility which are most relevant for brand evaluations. This study is based on the responses of the consumers of automobile companies. This research besides studying the awareness of the concept of CSR analyzed the effect of the CSR activities undertaken by various automobile companies on consumer buying behavior. At the same time, it also examined the difference in behavior on account of demographic factors. The effect of CSR activities on consumer buying behavior was analysed through the MEAN method. The awareness about the CSR activities has been studied through the percentage analysis. Cross Tabulation has been applied to find out the difference in the buying behavior according to the demographic factors. From the analysis, it was found that there is an effect of CSR activities on consumer buying behavior of automobile companies. On the other hand, there is no significance difference in the buying behavior of consumers with respect to different demographics. Therefore, it can be concluded that companies following CSR activities are able to build a favorable image in the minds of the consumers. Also the above mentioned dynamics give the reason that CSR activities produce an overall positive impact on society through economic, environmental and social actions.

EMPLOYEES PERCEPTION ON DAY – SHIFT V/S NIGHT - SHIFT JOBS (WITH SPECIAL REFERENCE TO BPO SECTORS IN HYDERABAD)

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ABSTRACT

In today's modern 24/7 economy, night shifts are becoming more common. Previously, night shift jobs were a relative rarity, confined to particular businesses or skeleton crews that kept a bare minimum of a functions operating until morning. However many businesses now by necessity maintain full operations around the clock. This increasing demand for night shift workers has highlighted many of the social and health negatives that can be associated with working such unsociable hours, and many studies have been devoted to this area. However, there are some real tangible advantages to working the night shift. The impact of shift work on people's daily health habits and adverse health outcomes should be well understood. Night jobs or graveyard shifts are one of the most difficult works available on the job market today. However, they also offer the best pay and incentives because most employers know that working at night is totally different from working a day shift job. Night jobs have been on an increasing trend ever since a few years back. Aside from jobs in which night shifts are really necessary, the trend to work at night has been proven to be paying more as compared to day jobs. Money is the main difference between the two as night shifts usually offer more pay with most industries paying more financial premiums.

AN OVERVIEW OF THE CHALLENGES FACED BY ITES /BPO EMPLOYEES IN INDIA AND THE NEED FOR NATIONAL LEGISLATURE TO PROTECT EMPLOYEE RIGHTS OF THIS SECTOR

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ABSTRACT

Business Process Outsourcing (BPO) is a growing industry that is garnering interest from all other sectors such as government, business, and academicians. India has the most number of BPOs in the world and this sector in India is growing at the rate of 40 - 50 percent since inception. This paper is an attempt to explain the problems faced by the ITES / BPO workers within the legal context in which they work. It also tries to bring to fore, the problems faced while implementing the legislature and the consequences of exemptions granted by state level laws to encourage ITES sector. Flexible timings, counseling services, stress management trainings, job rotations, provisions for child care and creation of opportunities for individual growth are some ways in which the inherent monotony of work in BPOs can be addressed. This will also help in managing the high attrition rate affecting this sector.

INSURANCE BUSINESS IN INDIA - AN OVERVIEW

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ABSTRACT

Insurance has been the back bone of society. For country like India, insurance does serve the need as social security practices that are not present in India compared to some foreign nations. There is no support from the government agencies to the ailing families of India, who have lost their bread winner in past, which resulted in weakening the economic front of the family. The origin of Insurance can be dated in 18th century when for the need of some European sailors the idea of Insurance was discussed and brought in light for the mutual benefit. With emergence of Life Insurance Act in 1912 and provident fund Act, gave the regulation to the business. Many Insurance companies flourished in India and started their operations. Mal Practices became rampant as on every corner new "Insurance Shops" were opened. In 1999, the IRDA was set up under Companies Act., aspiring to carry on insurance and reinsurance business in India. Insurance business in India is growing at the rate of 15.20% annually India's insurance sector is to show an unprecedented progressive growth of more than 200% by the period of 2010-11 the business of insurance is expected to reach at Rs.2000 billions in coming 2 years from the present level of Rs. 500 billion-. With new insurance company coming in India, increase in awareness about Insurance in India and good marketing and advertising campaigns carried out by the marketers will give rise and will grow the Insurance market in future. The tendency and dependency in the product is surely benefitting the industry to achieve its growth targets that they are expecting. With more companies coming up every day and the growing demand of the industry the markets are becoming very Competitive. Until and unless the existing companies makes a mark and create their very own brand name it would be quite tough to sustain their position in the market. There is also a probability of big companies taking over the new emerging companies. With new Distribution channels emerging for the markets, creating and crafting the products for these new intermediaries, surely will cater the Insurance need of the end customer. Fuelled competition, increased awareness will bring the customers on the centre- stage. More Customer awareness, more regulatory frame work and ethical sales practices will be one to look forward in the Insurance Business. This paper discusses the present scenario of Insurance industry, the future developing channels and the perceptions and expectations of end users toward Insurance Industry.

LEADERSHIP STYLES IN DYEING AND PRINTING INDUSTRY (WITH REFERENCE TO JETPUR CITY OF RAJKOT DISTRICT)

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ABSTRACT

Leadership is the factor which is responsible for the success or failure of the business. It is the challenging task for the management because one step can change the future of the organization. That's why companies organize Leadership Development Programmes for developing leaders within the organization so as to achieve their desired goals. Many leadership theories and styles are developed by the researchers. But no one can say that the particular style would be applicable in the particular situation. This paper attempts to analyze different leadership styles in Dyeing and Printing Industry at micro level. An attempt is also made to find out whether leadership styles of owners-managers vary with age, education, experience and family background. An analysis is also made to know whether there is any association between leadership styles of owners-managers and their demographic characteristics. The results shows that the leadership styles of owners-managers vary with the type of decision and the demographic characteristics do not influence the leadership styles.

INTEGRATION OF INDIAN STOCK MARKET WITH ASIAN AND WESTERN MARKETS

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ABSTRACT

This study investigates the integration in Indian stock market with the Asian and the western markets by using correlation, cointegration and causality techniques during January, 2006 to March, 2012. Mean returns in the Asian markets are higher than the western markets during the study period. However, Asian markets are more volatile than the western markets. Cointegration level is low among the selected markets, there is weak long period relationship among such markets and markets are more affected by their domestic fundamentals. The American and Hong Kong markets have differential risk associated with such markets relative to Indian market. There is strong long period positive relationship between Indian and UK markets. Hong Kong and American markets are competitive for Indian market. Besides, Asian markets bear significant short period relationship with Indian market; however such relationship is insignificant in the case of western markets. Indian Market is relatively closed and more influenced by the fundamentals of the economy itself in general and industrial sector in particular. Only 8 per cent variation is contributed by other markets dominated by the London market. London, US and Hong Kong markets are able to affect the Indian market but immune from the impact of Indian market. Indian and Korean markets bear two ways causation. However, Indian market is effective enough to influence the Chinese market but unaffected from the changes in the Chinese market.

EFFECT OF SALES PROMOTION ACTIVITIES ADOPTED BY MAHINDRA AUTOMOBILES ON RURAL MARKET OF PUNJAB

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ABSTRACT

Indian four wheeler industry is facing stiff competition, as overseas players and domestic participants are queuing up to launch new models/ variants. Indian rural market which contributes around 60% of total national demand has also fuelled the demands of four wheelers in India. After acquiring SangYong Motor Company, Mahindra has emerged as an important market player in Indian passenger car segment. Different companies in the Automobile sector are coming up with very attractive sales promotion plan to woo customers. The present study has made an attempt to identify the factors which affect the purchasing behavior of customers towards Mahindra passenger vehicles and also to understand the effect of sales promotion activities carried out by Mahindra automobiles on customers. A research framework was designed and factor analysis method of data reduction was incorporated. Four factors were derived from the analysis of the research data. The four factors are named as Utility, Technology, and Price & after sales service and Sales Promotion activities. Analysis of paired t-test was also performed to test the significant difference in purchasing behavior of customers due to sales promotion activities carried out by Mahindra Automobiles. Further analysis of the data revealed that sales & promotion activities have an impact on consumer buying behaviour.

IDENTIFICATION OF KEY STRATEGIC FACTORS IN APPAREL SOURCING DECISIONS BY INDIAN RETAILERS; A CASE BASED STUDY

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ABSTRACT

This research paper tries to understand key strategic factors in apparel sourcing decisions. To achieve this objective, case study of three prominent Indian retailers having different apparel sourcing practices have been developed. The companies involved in this study are either sourcing through complete in-house manufacturing or combination of partial sourcing from outside and partial in-house, or complete outsourcing with outright purchasing of garments. These case studies are exploratory in nature and are based on combination of interviews and discussions with company staff involved in sourcing and supply chain management. Semi-structured interviews were carried out with senior and middle management employees from various departments like design, production, procurement, quality and commercial. At the end of the study, after considering secondary as well as primary data, an exhaustive chart has been created showing important parameters considered by Indian retailers while taking sourcing decisions. This paper aims to contribute to the theory and knowledge of supply chain management practitioners and industry analysts.

GROWTH AND PROSPECTS OF INDIAN MUTUAL FUND INDUSTRY - A REVIEW

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ABSTRACT

This paper attempts to review the growth and prospects of Indian Mutual Fund Industry in view of number of schemes in operation, folios existing, Fund houses, Assets under Management and factors contributing and inhibiting its growth and future prospects of Mutual fund Industry. The researcher emphasized only on secondary data sources. The data has been collected from Textbooks, reports, journals, newspapers and internet sources. The period of study is kept limited for 11 years. In order to attain sustained profitable growth, the Industry should concentrate on developing distribution networks, increasing retail participation and expanding the reach of mutual funds into rural areas by conducting awareness programs and extending financial literacy.

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With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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