

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR  
CM



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 Infibnet 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 2980 Cities in 165 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.	HUMAN RESOURCE MANAGEMENT PRACTICES IN HOSPITALS THOTA AMRUTHA VALLI & T. SUBBARAYUDU	1
2.	INVENTORY MODELS FOR DETERIORATING ITEMS WITH STOCK DEPENDENT PRODUCTION AND DEMAND RATES HAVING WEIBULL DECAY ESSEY KEBEDE MULUNEH & K. SRINIVASA RAO	4
3.	CHALLENGES BEFORE BUSINESS EDUCATION IN INDIA DR. SONAL SHARMA & DR. M. K. SINGH	18
4.	MULTI-CORE PROGRAMMING PERFORMANCE AND ANALYZES AJITKUMAR M. PUNDGE, DR. PRAPTI DESHMUKH, SANJAY AZADE & SATISH SANKAYE	22
5.	STUDY ON STREET LIGHTS EXECUTION USING SIMULATION MODEL WITH EXCLUSIVE FOCUS ON ARTIFICIAL INTELLIGENCE AND NEURAL NETWORKS ROOPSINGH TAKUR & KARUPPASAMY PANDIAN SP	25
6.	EFFICIENT VIDEO TRANSMISSION FOR WIRELESS COMMUNICATION NETWORKS USING ZIGBEE PROTOCOL MEENAKSHI.S, RAJKUMAR.S & S.MUTHUKUMARASAMY	29
7.	WIRELESS COMMUNICATION K. KRISHNAVENI	33
8.	SPIRAL SECURITY MODEL TO COUNTER THE THREATS DUE TO HUMAN FACTORS IN WEB APPLICATIONS BISWAJIT TRIPATHY & JIBITESH MISHRA	36
9.	AN EFFICIENT METHOD FOR IMAGE RESTORATION FROM MOTION BLUR AND ADDITIVE WHITE GAUSSIAN DENOISING USING FUZZY DE-NOISING AND RICHARDSON LUCY DECONVOLUTION N. UMADEVI & R. SUDHAMATHI	40
10.	STUDY OF LITERATURE FOR EFFECTIVE BUSINESS COMMUNICATION DR. PAWAN KUMAR SHARMA	43
11.	A PROCEDURAL APPROACH TO BRANDING HR DR. KALPANA KONERU & HYMAVATHI CHUNDURI	46
12.	BUYING BEHAVIOUR OF CONSUMERS WITH REGARD TO SOFT DRINKS WITH REFERENCE TO COIMBATORE CITY DR. A. KUMUDHA & THILAGA. S	52
13.	IMPACT OF GLOBAL FINANCIAL CRISIS ON THE FINANCIAL PERFORMANCE OF SELECTED PUBLIC SECTOR BANKS IN INDIA DR. V. MOHANRAJ & S.GOMATHI	57
14.	ELLIPTIC CURVE CRYPTOGRAPHY SANJEEV & DR. NAVEEN VERMA	62
15.	IMPACT OF STRESS ON ACADEMIC PERFORMANCE AMONG POST GRADUATE STUDENTS NEELUFER ASLAM, DR. SRILEKHA GOVEAS & SUMI THOMAS	66
16.	THE NEXT BIG THING IN COMPUTING IS CLOUD COMPUTING: AN INTRODUCTION, CONCEPT AND ISSUES C.VENISH RAJA & A.PAPPU RAJAN	71
17.	ADOPTION OF CONTEMPORARY COST MANAGEMENT TECHNIQUES FOR BETTER MANAGEMENT OF COSTS MANMEET KAUR & RAVINDER KAUR	74
18.	JOB SATISFACTION AMONG THE EMPLOYEES OF INSURANCE SECTOR: A STUDY OF SELECTED PRIVATE INSURANCE COMPANIES IN RAJASTHAN SHUBHASHREE SHARMA	79
19.	CORPORATE FUNDING OF POLITICAL PARTIES UNDER NEW COMPANY LAW MINNY NARANG	84
20.	SIGFREE WITH EXTENDED INSTRUCTION SEQUENCE GRAPH FOR DATA FLOW ANOMALY AND PROXY SHAIK SHAFIA	91
21.	A STUDY ON CHALLENGES OF INDIAN HOSPITALITY INDUSTRY AND REMEDIES FOR SUSTAINABILITY IN THE EVER CHANGING MARKET SCENARIO USHA DINAKARAN	101
22.	A STUDY ON PERFORMANCE EVALUATION OF PUBLIC & PRIVATE SECTOR MUTUAL FUNDS IN INDIA DR. BHUPENDRA SINGH HADA	106
23.	DETERMINANTS OF RURAL HOUSEHOLDS LOAN REPAYMENT PERFORMANCE, IN OROMIA NATIONAL REGIONAL STATE: THE CASE OF DODOTA WOLEDA SOLOLOMON ALEMU & ADDISU BAJIRA	112
24.	AN ANALYSIS OF CELEBRITY ENDORSEMENT IN INDIA REGIONAL VS. NATIONAL CELEBRITIES CHARUL CHATURVEDI & DR. SUMAN PATHAK	119
25.	TERRITORIAL ACCOMMODATION OF ETHNIC CONFLICT AND ITS NEXUS WITH POST CONFLICT STATE BUILDING AND PEACE BEDASA TECHAN TEFERA	124
26.	GREEN BANKING SERVICES FOR SUSTAINABILITY VIJAY PULICHERI & SANGEPU RAJASHEKHAR	132
27.	IMPLEMENTATION OF DIRECT TAX CODE (DTC): PROBLEMS AND PROSPECTS AKSHATHA B.G.	136
28.	SERVICE QUALITY AND CUSTOMER SATISFACTION OF PEOPLE'S BANK IN JAFFNA DISTRICT K.THARMILA	142
29.	STAFF DEVELOPMENT FOR AUSTRALIAN HEALTHCARE PROFESSIONALS DR. DAVID JOSEPH PEREIRA	150
30.	HYBRID SCHEDULING ALGORITHM FOR WIMAX- PBDRR UMESH SINGH VISEN	153
	REQUEST FOR FEEDBACK & DISCLAIMER	156

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## FOUNDER PATRON

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## CO-ORDINATOR

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

## 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. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

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

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. PARVEEN KUMAR**

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

**PROF. H. R. SHARMA**

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

**PROF. MANOHAR LAL**

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

**PROF. ANIL K. SAINI**

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

**PROF. R. K. CHOUDHARY**

Director, Asia Pacific Institute of Information Technology, Panipat

**DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**DR. BHARAT BHUSHAN**

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

**DR. VIJAYPAL SINGH DHAKA**

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

**DR. SAMBHAVNA**

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

**DR. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. MOHENDER KUMAR GUPTA**

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

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**DR. SHIVAKUMAR DEENE**

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

**DR. BHAVET**

Faculty, Shree Ram Institute of Business & Management, Urjani

**ASSOCIATE EDITORS****PROF. ABHAY BANSAL**

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

**PROF. NAWAB ALI KHAN**

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

**ASHISH CHOPRA**

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

**TECHNICAL ADVISOR****AMITA**

Faculty, Government M. S., Mohali

**FINANCIAL ADVISORS****DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

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

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT****SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

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

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

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF**

(e.g. Finance/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>



**HUMAN RESOURCE MANAGEMENT PRACTICES IN HOSPITALS****THOTA AMRUTHA VALLI****RESEARCH SCHOLAR****DEPARTMENT OF HUMAN RESOURCE MANAGEMENT****ANDHRA UNIVERSITY****VISAKHAPATNAM****T. SUBBARAYUDU****CHAIRMAN****BOARD OF STUDIES****DEPARTMENT OF HUMAN RESOURCE MANAGEMENT****ANDHRA UNIVERSITY****VISAKHAPATNAM****ABSTRACT**

Human beings make a society. Healthy human beings make a healthy society. Every one believes that 'Health is wealth'. They are as much a part of society as the healthiest of individuals. Human resources, pertaining to health care comprise different kinds of clinical and non-clinical staff responsible for public and individual health intervention. The need for significant changes in behavior and attitude of health manpower and favorable Human resource management practices is widely recognized in both developed as well as developing countries. Since Independence India has achieved remarkable progress in social, political and economic fields. After the liberalization this progress has given further fillip, and has been recognized by the advance countries. In the area of Human resources management practice too, commendable progress has been made during this competition period. Hence, the need for better planning, organizing, staffing, coordinating, and controlling hospitals can hardly be over emphasized. Human resource management practices are essential for delivering effective healthcare services in hospitals. To maximize the usage of available Human Resources, an effective and prudent Human Resources management policy is essential. Human resource management practices refer to organizational activities directed at managing the pool of human resources and ensuring that the resources are employed towards the fulfillment of organizational goals. The purpose of this paper is to develop an Understanding of Human resource management Practices and to examine the unique Human resource management Practices implemented by different Hospitals.

**KEYWORDS**

Human resource management, Human resource management practices, Healthcare; Hospitals, Health care administration, Healthy society, Human resources management policy.

**INTRODUCTION**

**H**uman resource management refers to the policies and practices one needs to carry out the people or human resource aspects of management position including recruiting, screening, training, rewarding and appraising.

**Gary Dessler**

Over the year, the important of human factor in the accomplishment of Human resources management practices in hospitals has increase considerably because of increasing competition and globalization of management in hospital side, so there is growing awareness on the part of the academicians and the professional managers to review management as a process concerned basically with the management of people because a tremendous overhaul is under way on the Human management front.

Human resources Management is concerned with the management of people at work .It refers a new philosophy, a new approach and new outlook. The human factor plays such an important role in the field of management and management as one and the same thing.

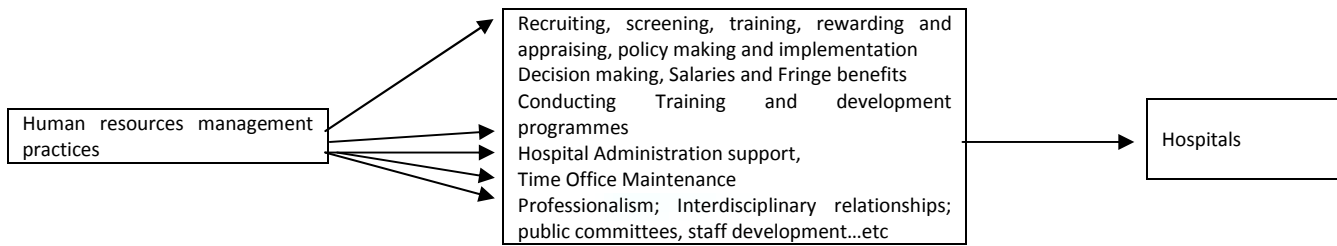
According to G.R. Agrawal:-

**"Human resource management is a process concerned with the management of human energies and competencies for achieving organizational goals through acquisition, development, utilization and maintenance of a competent and committed workforce in a changing environment."**

Human resource management regards people as the most important resource of an organization. It's all policies and practices are oriented towards improving human resources' performance, which directly contribute to the achievement of organizational goals. The study of Human resource management practices and activities gives the extent of success or failures of policies and practices. Research of human resource management provides an understanding of practices, policies that are successful and those which are not, what changes are necessary and in what area of personal management. Management needs information on employee job satisfaction in order to make sound decisions, both in preventing and solving employee problems.

Job satisfaction is a complex and important concept for Human Resource Managers to understand most employees do not believe their work is being properly rewarded. Nor do they believe that their companies are doing enough to attract high quality performers, train them, or manage them effectively. In fact no organization can successfully achieve its goal and mission unless and until those who constitute the organization are satisfied in their jobs. Hospitals are the key element in any health care system. Health care is a service every person needs sooner or later. The health care industry is significantly different from its manufacturing counterparts. For example, the health care industry is not assembly line oriented and as such has many more barriers to the successful implementation of customer delightment. The hospital administration's key challenge is the fact that doctors and nurses are not employee of hospitals; instead, they are customers of the administration process. Being centers of specialized medicine and technology, with large multidisciplinary teams, these institutions deliver a whole range of specialized services. Many hospitals also have a role to play in biomedical research, and in teaching and training of health professionals. Moreover, hospitals have a key role in health promotion, environmental concern, social human resources, and the creation of patient oriented service and management.

Human resource management practice directly or indirectly affects several other variables in the organization. The following some of practices have been mostly identified in the Hospitals:



Today human resources occupy, more than ever, the center stage of all economic activities. It is alarming time for all those organizations that wish to be successful in global markets to gear up and implement desired shift in their prevailing human resource management practices and leverage their human resources along with the other resources. Also to become more flexible and innovative organizations need to adopt new ways of attracting, retaining and motivating employees who are keen to learn and can contribute to the growth and development of the organization. If we Observed profile of Managers in general and Indian Managers in particular make an interesting topic for studies have been conducted on personality biosocial makeup, hopes and aspirations, attitudes and effectiveness of managers. These studies have covered a wide range of managerial personnel.

The term manager is a wide one. Most people are managers in a general sense. Anyone trying to achieve a goal through the efforts of others is a manager. In this sense, parents, teachers, preachers and politicians could be called managers. We are however concerned with those whose primary task it is to ensure the smooth and efficient functioning of organizations designed to provide services or goods. They have a variety of designations such as executives, managers is defined as one holding a management position in the organization.

### MANAGER'S JOB IN HOSPITAL SIDE

It is difficult to list the functions of a manager. From the planning of a particular activity to its execution, there are innumerable functions and the manager is involved with each of them in varying degrees. In general, the major function of manager is to make viable decisions. Decisions are heartbeats of an organization. Since the common purpose of all management decision is to bring about the integration of organization membership, organizationally defined missions should be the starting point of organization –related decisions.

### MANAGERS EFFECTIVENESS

The effective manager is one who is properly developed in terms of basic intellectual abilities and the predisposition necessary for carrying out the task smoothly. Several attempts have been made to identify the characteristics of effective managers. Such attempts have usually looked at the specific biosocial variables, personality predispositions and skills of successful and unsuccessful managers, and identified areas that make him successful or otherwise. Most studies have identified the following skills and characteristics among effective managers:

### EMPLOYEE CENTEREDNESS

Several researches on the attitude of managers towards employees have shown that open understanding, responsive and considerate behaviors on the part of the manager have contributed to his success. After all, the implementation of management's decision depends on its subordinates and if proper attention is not paid to their feelings, like and dislike and hopes and aspirations, it might be reflected in the output as well as in the dissatisfaction of the employees. It should be pointed out here that over consideration of their feelings might be equally bad. The major task of the organization is to fulfill its goals of production and profit. This cannot be overemphasized. However, the goals could be achieved much more meaningfully if the employees are treated as human beings and not as shift workers.

### ADAPTABILITY

A manager can be totally resistant to change or he can be flexible enough to learn to live with almost any kind of change thrust at him. Though to some degree, maintaining the status quo might be useful, it pays to be adaptable to the changing environment of business. In India where the success of an enterprise depends so much on the sociopolitical climate and economic factors, flexibility is of great importance. A successful manager makes extra attempts not to have rigid attitudes and point of views. He tries to retain his sense of balance when faced with a flexible changing environment.

### PARITY IN TREATMENT

It is extremely necessary for a manager to be uniform in his attitude, behavior and sanctions to his subordinates and others. Parity in treatment reflects his objectivity and concern for social justice. Differential distribution of rewards and penalties with insufficient reason has been found to be a major cause in creating problems of morale, motivation, absenteeism and turnover.

### CONCEPTUAL SKILLS

A manager's job is also one of planning and forecasting. It requires conceptual skills, an ability to visualize, assimilate and evaluate information and take in to account the repercussion of the decisions on the larger issues. With insufficient conceptual skill he may not be able to discern problems; devise solutions, analyze data and exercise judgment. Recruitment of conceptual skill must vary according to the level of management. Competence in conceptual skills leads to excellence in decision making.

### COMMUNICATION ABILITY

The ability to communicate is also very important for a successful manager. Regardless of their positioning in the organizational structure, managers must be able to define an idea or issue clearly, translate it in to usable language, and disseminate it to his subordinates and peers in a language understandable to them. Since a manager's job depends on how well his plans are implemented on the shop floor, his ability to communicate them clearly becomes very critical.

### TECHNICAL SKILLS

Although the degree of technical skill required might vary according to the level, some amount of it is necessary for all managers. Although some claim that the job of a manager is to manage, and mere technical skill may not constitute the ability to manage, it is still necessary for a manager to have some technical knowledge of finance, marketing, production, personnel and other functional areas.



### TYPES OF HUMAN RESOURCES MANAGEMENT PRACTICES

Over the years, researchers have suggested many Human resource management practices that have the potential to improve and sustain organizational performance. These practices include emphasis on employee selection based on fit with the company's culture, emphasis on behavior, attitude, and necessary technical skills required by the job, compensation contingent on performance, and employee empowerment to foster team work, among others. Pfeffer (1998) has proposed seven Human resource management practices that are expected to enhance organizational performance. The practices proposed by Pfeffer (1998, p. 96) are:

1. Employment security.
2. Selective hiring of new personnel.
3. Self-managed teams and decentralization of decision-making as the basic principles of organizational design.
4. Comparatively high compensation contingent on organizational performance.
5. Extensive training.
6. Reduced status distinctions and barriers, including dress, language, office arrangements, and wage differences across levels.
7. Extensive sharing of financial and performance information throughout the organization.

### CONCLUSION

Proper management of human resources is critical in providing a high quality of health care. A refocus on human resources management in health care and more research are needed to develop new policies. Effective human resources management strategies are greatly needed to achieve better outcomes from and access to health care around the world. Without human resources, no organization can achieve its goals. Among all the resources in organization, human resource is the most important. It regards to the management of human resource in organizations. It consists of different processes and policies which make the human resource satisfied and motivated to their works. It is Human resource management that brings great success to the organization.

Since its primitive beginnings, human resource management has been successful to attract the managers. Interest in HRM is continuously rising, due to the various reasons. In conclusion, causes of the rising interest in HRM can be listed as:-

1. Managing human resources is one of the key elements in the co-ordination and management of work.
2. HRM is different from the traditional practice of personnel management.
3. HRM represents a wider conception of the employment relationship to incorporate an enabling and developmental role for individual employee.
4. HRM can be viewed as the part of strategic managerial function in the development of business policy.

### REFERENCES

1. Armstrong, Michael. (2000) Human resources management practice. 7th Edition, Kogan page limited, London, U.K, p.3.
2. Chakravati, B.M. "Managers of Yesterday, Today and tomorrow. Need for Professional Techniques" capital, supplement to 9<sup>th</sup> july, pp.17-21
3. Chandra kumara, A. and Sparrow, P. (2004), " Work Orientation as an Element of National Culture and Its Impact on HRM Policy – Practice Design Choices", International Journal of Manpower, Vol.25, No.6, pp.564-589
4. Dr.C.B. Gupta "Human Resources Management.
5. Dwivedi, R.S. "The Relative Importance of Personality Traits among Indian Managers." Indian Management 1970,9(4), pp.30-35
6. Ganesh Shermon: Competitive positioning of Human Resources in the 21st Century
7. Lwanga SK, Lemeshow S. (1990). Sample size determination in health studies: A practical manual. WHO: Geneva
8. Mamoria C.B and S.V. Gankar (2001) Personnel management text and cases. Himalaya Publishing house, Mumbai, p.832
9. Newstrom John W. and Keith Davis, (1999) Organizational Behavior at work .Tenth Edition , Tata Mc GrawHill ,New Delhi, Pp. 265-266
10. Pinnington, Ashly and Edwards, Tony (2000) Introduction to Human Resource Management. First published, Oxford University press. U.K
11. Suri R.K. and T.N. Chhabra (2001) Managing Human Resource: Techniques and Practices, Vanity Books international. New Delhi, Pp.1-5., p.4.
12. Tiwari: HRM Practices
13. Yasin, Mahmoud M. and et al (1998). The Status of TQM in Healthcare, Health Marketing Quarterly, Vol.15 (3), Pp.61-68.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

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

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail [infoijrcm@gmail.com](mailto: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](mailto: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**

## **DISCLAIMER**

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

## ABOUT THE JOURNAL

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

### *Our Other Journals*

