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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MEDIATING ROLE OF EMPLOYEE RELATIONSHIP MANAGEMENT BETWEEN PERCEIVED TRAINING AND DEVELOPMENT AND EMPLOYEES PRODUCTIVITY <i>Dr. D.S. CHAUBEY, NAVITA MISHRA & Dr. RAJAT PRAVEEN DIMRI</i>	1
2.	A STUDY ON THE CONSUMER AWARENESS TOWARDS GREEN PRODUCTS WITH SPECIAL REFERENCE TO BANGALORE CITY <i>SUCHETHA HOSAMANE & Dr. P. V. PADMAJA</i>	2
3.	PERCEPTION OF TOURISTS TOWARDS ECOTOURISM - WITH REFERENCE TO SELECT DESTINATIONS IN TAMIL NADU <i>Dr. A. ELANGO VAN & K. SIVAPERUMAL</i>	3
4.	IMPACT OF CELEBRITY ENDORSEMENT ON BUYING DECISION: A STUDY IN BHUBANESWAR <i>SOMABHUSANA JANAKIBALLAV MISHRA, Dr. MUNMUN MOHANTY & Dr. S. C. SAHOO</i>	4
5.	FACTORS INFLUENCING CONSUMER SATISFACTION AND THEIR PREFERENCES TOWARDS ICE CREAMS <i>ANUPAMA SUNDAR D & Dr. D G KANTHARAJ</i>	5
6.	GROWTH TRENDS, COMPOSITION AND CHANGING BEHAVIOR OF MPCE IN MADHYA PRADESH: WITH REFERENCE OF INDIA <i>PRABHA BHATT & TRISHA SINGH TOMAR</i>	6
7.	IMPORTANCE OF CROSS CULTURE SKILLS IN MANAGEMENT <i>Dr. SUBASH SINGH & Dr. MANJU KHOSLA</i>	7
8.	THE EFFECT OF DEMONETISATION ON THE INDIAN ECONOMY AT DIFFERENT TIME INTERVAL <i>AMISH BHARATKUMAR SONI & KOMAL BHAGWANDAS SIDHNANI</i>	8
9.	DEMONETISATION IMPACT ON ELECTRONIC FUND TRANSFER <i>JITIN SHARMA & SANDEEP SEHGAL</i>	9
10.	PERFORMANCE MEASUREMENT: A CASE STUDY FOR INDIAN MUNICIPALITIES <i>DEBASIS BANDYOPADHYAY & Dr. BISHWAMBHAR MANDAL</i>	10
11.	AN INQUIRY INTO IMPACT OF TQM IMPLEMENTATION ON CUSTOMER ORIENTED PERFORMANCE AT WORKING IRON AND STEEL FIRMS OF HYDERABAD-KARNATAKA REGION <i>K C PRASHANTH</i>	11
12.	A STUDY ON SOCIO ECONOMIC CONDITION OF WOMEN WORKERS IN UNORGANISED SECTOR WITH REFERENCES TO CHENNAI CITY <i>Dr. R. SURESH BABU</i>	12
13.	A COMPARATIVE STUDY ON STOCHASTIC ANALYSIS OF MANPOWER LEVELS FOR BUSINESS USING FOUR AND SIX POINT STATE SPACE <i>Dr. R. ARUMUGAM</i>	13
14.	IFRS: A PATHWAY TO IMPROVE HUMAN RESOURCE ACCOUNTING PRACTICES <i>Dr. P. SUCHITRA</i>	14
15.	CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF SOUTH INDIAN BANK <i>CAMILLO JOSEPH</i>	15
16.	TREND AND PATTERN OF FOREIGN DIRECT INVESTMENT INFLOW IN INDIA <i>Dr. SANJAY NANDAL & SEEMA RANI</i>	16
17.	A STUDY ON BEHAVIOURAL BIASES <i>HIMANSHI KALRA & Dr. NEHA BANKOTI</i>	17
18.	SPIN TRANSPORT IN BN DOPED CrO₂-GRAPHENE-CrO₂ MAGNETIC TUNNEL JUNCTION <i>DILPREET KAUR DHILLON & RUCHIKA CHHABRA</i>	18
19.	UNDERGRADUATE STUDENT'S PERCEPTION TOWARDS ENTREPRENEURSHIP - A STUDY WITH SPECIAL REFERENCE TO UNDERGRADUATE STUDENTS OF UDUPI DISTRICT <i>MALLIKA A SHETTY</i>	19
20.	FACTORS INFLUENCING COMPLETION RATE OF ROAD CONSTRUCTION PROJECTS IN KISII COUNTY KENYA <i>NYABAGA MOUNDE PETER & Dr. MOSES OTIENO</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

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MEDIATING ROLE OF EMPLOYEE RELATIONSHIP MANAGEMENT BETWEEN PERCEIVED TRAINING AND DEVELOPMENT AND EMPLOYEES PRODUCTIVITY

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ABSTRACT

In today's fast changing business environment, sustaining employee's performance is becoming increasingly important for organizational growth and performance. Employees training become vital for maintaining their performance and future challenges. A positive employee relations climate creates a social atmosphere, which improve training outcome and encourages high employee involvement and an employee-centered culture for better productivity. In response, employees feel comfortable and contribute positively to organizational performance. Present research work tries to explore the mediating effect of employee relationship management practice on employees training and their perceived outcome. In a survey of 217 employees engaged in some selected organization in Dehradun, it was observed that ERM practices mediates between employees training and their perceived outcome. Some of the suggestions based on the study is also presented in the study.

**A STUDY ON THE CONSUMER AWARENESS TOWARDS GREEN PRODUCTS WITH
SPECIAL REFERENCE TO BANGALORE CITY**

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ABSTRACT

For the last few decades, concerns over the different environmental issues are gaining attention of various groups of the society. Consumers are becoming more aware about the environmental problems and have started realizing that majority of issues are because of increasing population, our consumption habits and are the consequences of technological advancements. These awakened consumers are now ready to change their preferences from mainstream products to greener products which have least impact on the environment. Changing consumption habits and rising preferences of consumers for green products are proving to have greater influence on the corporate world also. This paper tries to investigate the awareness of consumer about green products and practices grouping green products as Agricultural green product, green electrical equipment, green services, green consumer durables and environmental issues and activism.

PERCEPTION OF TOURISTS TOWARDS ECOTOURISM - WITH REFERENCE TO SELECT DESTINATIONS IN TAMIL NADU

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ABSTRACT

Ecotourism supports the objectives of sustainable development. Ecotourism refers to sustainable development of environment, local community and visitor of within the tourism destination. This study is useful to the government to generate the income and it also helps to create employment opportunities. Nowadays, ecotourism management has provided insufficient infrastructure facilities in the destination which has encounter many challenges such as lack of quality of air, water and food facilities, inadequate entertainment facilities, improper disposal recyclable wastage, lack of transportation, misconceptions of natural resources, technological advancement, pollution problems, etc. The objective of the study was to identify the factor influencing of infrastructure facilities in ecotourism destination among the tourist and to measure the expectation and satisfaction of tourists towards infrastructure facilities in ecotourism destination. The analysis of the study was reveals that tourist is satisfied at all the variable of the ecotourism destination with infrastructure facilities. This study finally concluded that ecotourism management provided good facilities to tourists who have visited in the destination. Infrastructure facilities of ecotourism has maintained properly.

IMPACT OF CELEBRITY ENDORSEMENT ON BUYING DECISION: A STUDY IN BHUBANESWAR

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ABSTRACT

Celebrity endorsement has been established as one of the most popular tools of advertising in recent time. It has become a trend and perceived as a winning formula for product marketing and brand building. It is easy to choose a celebrity but it is tough to establish a link between the brand and the endorser. The topic of celebrity endorsements and its elements are heavily documented in academic literature, but what makes this research interesting is that it enables us to understand the celebrity endorsement process from a consumers' point of view. Not much work has been seen in the Indian light despite the fact of it being perceived as a potential market for celebrity endorsed brands. Indian consumer attitudes are changing at a rapid pace and they are becoming more aware of the brands that they use to define themselves. The research is carried out to obtain a view amongst consumers on buying decision in Bhubaneswar, the capital of state Odisha, about celebrity endorsement. The study is mainly based on primary data which is collected through a structured questionnaire (the question are closed ended with multiple choices). A sample of 170 respondents was taken on the basis of convenience. Impact of celebrity endorsement is studied in respect of different attributes of consumers such as age, occupation, income, domicile and qualification using chi-square analysis. It was found that celebrity endorsement has a significant impact on consumers buying decision in response to their age, occupation, income, domicile and qualification. But the impact is not the same through various demographics such as age, occupation, income, domicile and qualification.

FACTORS INFLUENCING CONSUMER SATISFACTION AND THEIR PREFERENCES TOWARDS ICE CREAMS

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ABSTRACT

Consumer behavior research is the scientific study of the processes consumer use to select, secure and dispose of product and service that satisfy their needs. Firm can satisfy those needs only to the extent that they understand their customer. The objective of this paper is to study consumer satisfaction and their preferences towards ice creams and to understand the various factors that influence the customer satisfaction and preference. From the study, it can be inferred that there is a significant relationship between variable such as age, monthly income and frequency of purchase and the amount spent to the customer in single purchase. Also the study revealed the relationship that factors such as quality of ice creams, number of variants and the availability/reach of the showroom have towards customer satisfaction.

GROWTH TRENDS, COMPOSITION AND CHANGING BEHAVIOR OF MPCE IN MADHYA PRADESH: WITH REFERENCE OF INDIA

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ABSTRACT

Present study focused to know the behavior of Madhya Pradesh in marginal propensity to consumption expenditure with reference of India. MPCE has lowered than the national average in Madhya Pradesh in rural as well as in urban areas. The growth rate of consumption expenditure has lower than the nation during 1993-94 to 2004-05. Nevertheless, due to agricultural revelatory growth in Madhya Pradesh has changed the marginal propensity to consumption expenditure and state MPCE has high growth than national average. Cumulative distribution of population according to consumption expenditure has better behavior in urban areas of Madhya Pradesh than national behavior. On the other side its worst in rural areas in the state.

IMPORTANCE OF CROSS CULTURE SKILLS IN MANAGEMENT

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ABSTRACT

In today's globalized era, where businesses are totally dependent on internet, no one can refuse the importance of cross cultural skills. In order to avoid business failure because of cultural misunderstanding, the need for cultural awareness and sensitivity has become increasingly important. Cross culture is the interaction of people of different backgrounds and tries to understand the cultural values of others, so they can easily provide services as per their needs and expectations. This cross culture skill is important not only in marketing of goods and services but also in tourism, hospitality, IT sectors and so many other businesses. In the international business this cross culture is a vital issue because the success of international business depends upon the smooth interaction of employees with different cultures and values. This paper aims at emphasizing the importance of cross-cultural skills in management for successful business.

THE EFFECT OF DEMONETISATION ON THE INDIAN ECONOMY AT DIFFERENT TIME INTERVAL

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ABSTRACT

As per the recent Government decision of demonetisation, we would like to do research on the topic "The effect of demonetisation on the Indian economy at different time interval." because it is the decision which affect not only the Individuals but the Indian economy as a whole. The papers' concentration is on the effect of demonetisation on the Indian economy at different time interval. To understand Indian economy, we selected Indian sectors indices, stock indices and commodity indices and tries to see the fluctuation, correlation and overall effect at different time interval such as a week, month and a quarter. In this paper, the main focus is on the last week, quarter and month effect from the declaration dates on the indices such as small capital market, mid capital market, large capital market, sectors such as bankex, reality, finance, IT and in commodity gold and silver. In the past few months it was observed that at the time of declaration the market shrinks as it starts up with high expectations. With the help of this paper, know the overall effect after the demonetisation and before the demonetisation on the selected sectorial indices, stock indices and currency indices.

DEMONETISATION IMPACT ON ELECTRONIC FUND TRANSFER

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ABSTRACT

Demonetisation is a very big initiative taken by the government of India. Under this step a government of India banned the 500 and 1000 Rs note to control over the black money. Demonetisation can be said as a „Surgical Strike“ against the Black Money, Terrorism, Fake Currency, Unorganized trading, Share market and real estate etc. on the other hand if we talk about the Indian industry on a broader way it can be categories in three parts Manufacturing sector, Service sector and Agriculture sector. After demonetization only Agriculture sector shows some positive growth while if we talk about the other hand manufacturing and service sector both were crashed down and these will affect the whole Indian market in 2017 also. Demonetizing is growing step towards the cashless economy with a greater focus on electronic transactions is being envisaged. Rising use of credit/debit cards, net banking and other online payment mechanisms will be another positive effect of demonetization, as these would not only lower transaction costs but some of these could help earn some fee income as well. The present paper on “Impact of Demonetisation on Electronic Fund Transfer” has carried out the knowledge about the impact of demonetisation. This paper carried out the data of last nine months. The paper has been done by analyzing the impact of demonetisation on different electronic fund transfer methods available in India.

PERFORMANCE MEASUREMENT: A CASE STUDY FOR INDIAN MUNICIPALITIES

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ABSTRACT

This paper attempts to assess the performances of the Municipalities in the state of West Bengal, India, in service delivery and resource utilization in an integrated manner. They have used a nonparametric frontier (Data Envelopment Analysis-DEA) as the tool to measure technical efficiencies of the said municipalities applying the familiar Banker, Charnes & Cooper model to derive the efficiency level of the municipalities. The result shows that the municipalities on an average can reduce 27 to 30 percent of their expenditure to maintain present level of services. The paper finds that the problem of unproductive spending and under-provision of services is more pronounced in small size class municipalities. The input-output combination shows that the larger municipalities have a greater flexibility of using different efficiency combination than the smaller municipality. Thus, the chance of the larger inefficient municipalities to become efficient is higher than the smaller municipalities in future even with the same input-output combination. The only requirement is to change the proportion.

AN INQUIRY INTO IMPACT OF TQM IMPLEMENTATION ON CUSTOMER ORIENTED PERFORMANCE AT WORKING IRON AND STEEL FIRMS OF HYDERABAD-KARNATAKA REGION

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ABSTRACT

Steel production is considered as the forefront indicator of the economy in the contemporary world. India has been fetching an impressive share in the steel market. However, techno-economic efficiency has been somewhere pro-castigating competitive advantage of Indian iron and steel sector over competitors like China. As proved by Japanese, the left option for enhancing competitive advantage is quality management through Total Quality Management. The present study focussed on extent of TQM practices and their impact on customer oriented performance at iron and steel firms in Karnataka region. The general objective of this research is to portray the picture of TQM at Iron and steel firms of India and it also intends to address the quality issues of the firms at the backward region like Hyderabad-Karnataka. In this regard, study emphasizes relationship between widely used TQM practices and customer oriented performance indicators using correlation and regression analysis.

**A STUDY ON SOCIO ECONOMIC CONDITION OF WOMEN WORKERS IN
UNORGANISED SECTOR WITH REFERENCES TO CHENNAI CITY**

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ABSTRACT

When Women move forward, a family moves, the village moves and the nation moves. Employment gives economic status to women. Economic status gives way to social status and thereby empowerment. Women workers engaged in the unorganized sector do not come under the benefits of several laws such as the Minimum Wages Act or the Factories Act. They were also not covered by statutory welfare measures such as maternity benefits, provident fund, gratuity, leaves etc., like workers in the organized sector.

A COMPARATIVE STUDY ON STOCHASTIC ANALYSIS OF MANPOWER LEVELS FOR BUSINESS USING FOUR AND SIX POINT STATE SPACE

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ABSTRACT

The present study aim is to compare the steady rate of crisis and steady state of probabilities under varying conditions which are manpower, under irregular conditions of full availability and nil availability in the case of business and manpower. Four and six point state space has been compared under the different assumption that the transition from one state to another in both business and manpower occur in exponential time with different parameters.

IFRS: A PATHWAY TO IMPROVE HUMAN RESOURCE ACCOUNTING PRACTICES

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ABSTRACT

The importance of accounting for human resource in any business entity cannot be over-looked. During the 1990s the term “intellectual capital” became a popular fad among knowledge-based companies as well as accounting practitioners. Despite the significant contribution of human resource to the achievement of organizational objectives, little attention is given to it due to lack of visible and general regulatory framework in reporting on human resource in financial statement or other media through which accountability is rendered. In addition, there has been increased interest in accounting for intangible assets in financial reporting by International Accounting Standards Boards (IASB). This is an indication towards gradual willingness to allow for valuation of non-traditional assets like human resources. One of the gaps in researches on human resource accounting is the need to investigate the contribution of newly adopted International Financial Reporting Standards (IFRS) to HRA practices in organizations. Since IFRS requires extensive disclosure, this conceptual paper aims at critically examining the probable effects of IFRS adoption on the human resource accounting. Research on human resource accounting disclosure is often assumed to be problematic due to limited data available in this field. Though the concept of accounting for human resources started many years back, this concept still lacks general acceptability, and there is little recognition given to human resource as an asset in financial reports. The reason is obvious- there are difficulties not only in measuring, but also in analysing human resource in monetary terms in financial reports to determine whether the contents provide adequate Human Resource Accounting Disclosure (HRAD). We conclude that though HRA is an old concept in corporate and academic research while new in economics, in the current era businesses should consider IFRS and can enhance the efficiency of HR through HRA disclosure practices.

CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF SOUTH INDIAN BANK

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ABSTRACT

The Government of India liberalization and globalization of financial reforms strongly recommended operational flexibility and functional autonomy to bank to enhance efficiency and productivity along with deregulation in interest rates, substantial reduction in statutory reserves and entry of new banks in the private sector to engineer and encourage competition. In the deregulated, competitive and ever demanding customer's market retaining the existing customer and attracting new customer is very important. Customer acceptance and customer preference to banks play an important role in the success of their functioning. It is necessary and very much essential to study the customer satisfaction towards the services provided by banks especially private banks. So this study is to understand the satisfaction of the customers of South Indian Bank, a renowned private sector bank towards the quality of various services that they offer and to identify the various factors that contribute to the customer satisfaction.

TREND AND PATTERN OF FOREIGN DIRECT INVESTMENT INFLOW IN INDIA

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ABSTRACT

Foreign Investment is considered to be the life blood and an important vehicle of for economic development as far as the developing nations are concerned. Its global popularity and positive output in augmenting the domestic capital, productivity and employment; has made it an indispensable tool for initiating economic growth in countries. But there are some controversies and challenges regarding FDI in India and there is a need to reflect upon the question that will high growth and inflows of FDI be able to solve structural imbalances of Indian economy and whether it will succeed in improving the lot of bottom section of the Indian economy, which are living in abysmally poor socio-economic conditions. The employment elasticity in the agriculture and industrial sector has gone down in the post-reform period, therefore, the creation of employment opportunities will be a gigantic task for the policy makers. FDI has come in the most capital-intensive sectors; therefore, the required employment opportunities could not be created especially for the manual and the semi-skilled labor while high skilled workforce gained substantially. That is why high growth is called urban centric and thus has developed a wedge between the urban and rural economy.

A STUDY ON BEHAVIOURAL BIASES

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ABSTRACT

The idea of the paper is to appreciate the paradigm shift from standard finance to sentimental finance and understand the nuances of behavioural biases. The paper being a descriptive one finds out if a relationship exists between the behavioural biases (cognitive and emotional) and investment decisions in Indian stock markets and how demographics impact such behavioural factors through a method of literature review.

SPIN TRANSPORT IN BN DOPED CrO₂-GRAPHENE-CrO₂ MAGNETIC TUNNEL JUNCTION

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ABSTRACT

We investigate the spin-dependent electronic transport properties of Magnetic tunnel junction (MTJ) consisting of Boron (B) and Nitrogen (N) doped graphene nanosheet sandwiched between two CrO₂ half-metallic-ferromagnet (HMF) electrodes. A large value of tunnel magnetoresistance (TMR) and perfect spin filtration was obtained as compared to un-doped graphene MTJ structures reported in past. The use of HMF electrodes further raises the TMR and improves the spin filtration in comparison to MTJs with metallic and ferromagnetic (FM) electrodes, which suggest HMF electrodes as a suitable candidate over metallic and FM electrodes for implementing graphene sheet based MTJs. A high value of TMR~100% is obtained at zero bias voltage, which remains constantly high at higher bias voltages in the range of 0V to 1V. The higher value of TMR and better (near perfect) spin filtration abilities suggests its usefulness in spin-valves and other spintronics based applications. The spin-dependent non-equilibrium transport is also investigated by analysing the bias dependent transmission coefficients.

UNDERGRADUATE STUDENT'S PERCEPTION TOWARDS ENTREPRENEURSHIP - A STUDY WITH SPECIAL REFERENCE TO UNDERGRADUATE STUDENTS OF UDUPI DISTRICT

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ABSTRACT

Entrepreneurship is 'at the heart of national advantage' (Porter, 1990, p. 125). Concerning the Role of entrepreneurship in stimulating economic growth, many links have been discussed. It is of eminent importance for carrying out innovations and for enhancing rivalry. This directs our attention to two related phenomena of the 1980s and 1990s: the resurgence of small business and the Revival of entrepreneurship. There is ample evidence that economic activity moved away from Large firms to small firms in the 1970s and 1980s. In the last ten years, governments in the transition countries have introduced a number of policies aiming to promote entrepreneurship through SME development. The main impetus for this 'intervention' is the specific constraints encountered by SMEs. It is argued that though the SME sector can be much more responsive and flexible to changes in the Marketplace, it is also much less able to influence such developments. Limited access to finance, a low degree of professionalism, and difficulties in recruiting qualified personnel, Dependency on clients and suppliers and the absence of economies of scale are identified as The core SME sector weaknesses and the main areas where SMEs may require special Attention (Burns, 2001). In this respect, understanding the problems faced by SMEs in the Specific context of transition could provide the necessary background to develop policies for SME support. The present study focus on why people resist entrepreneurship. This paper looks for ways to convince people to use their abilities in an entrepreneurial career, by studying non-entrepreneurs and the reasons why they don't want to go that way. The study is conducted by taking undergraduate students as sample with sample size of 200.

FACTORS INFLUENCING COMPLETION RATE OF ROAD CONSTRUCTION PROJECTS IN KISII COUNTY KENYA

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ABSTRACT

The majority of road construction projects in Kenya do not get completed within the initially set targets of time. Project delays frustrate the process of development, have an immeasurable cost implication to the society, and also lead to loss of reputation of the parties involved in the projects' execution. This study aims to find out factors that influence completion of road construction projects in Kisii County, Kenya. The research was guided by the following research objectives; to establish the extent to which availability of resources influences completion of road construction projects, to determine the influence of competency of staff toward completion of roads construction project, to establish the extent to which stakeholder participation influences completion of road construction projects and finally to determine the influence of procurement procedures on completion of road construction projects. The study focused on how resources, competency of staff, stakeholder participation and procurement procedures influence completion of road construction projects. The research design to be used was descriptive research design. The target of this study was 106 respondents which comprised of road contractors in Kisii County while study population was government officials' representatives from Ministry of Roads, Contractors (supervisors in the projects), technical consultants by contractors, Engineer from Kisii County and technical auditors participating in road construction projects in Kisii County Kenya. The study employed stratified sampling technique in coming up with a sample size of 42 from a total population of 106. The study relied mostly on primary data sources where self-administered questionnaires were utilized as source of data. Quantitative data was coded and entered into Statistical Package for Social Scientist (SPSS) and analyzed using descriptive statistics. Presentation of analyzed data was in form of frequency tables which facilitated easy understanding and interpretation of the results. The findings of this study will help policy makers on key issues related to project development and management with particular reference to road and other infrastructure development and construction. Project managers can also benefit immensely from understanding some of the underlying causes of project construction delays as will be documented by this study. The study concluded that availability of resources influenced completion of road construction projects and one of the resources that is mostly not enough is financial resource. The study also concluded that competency of staff also influences completion of road construction projects since if the staff have the required skills, experience and knowledge in the area this would help them undertake the task placed on them. Lastly the study concluded that stakeholder participation also influences completion of road construction projects and that stakeholders should be encouraged to participate in projects. The study recommended that there should be stakeholder engagements to ensure that ideas and perspectives are represented, members of stakeholder group should be invited to participate in project scope identification and planning.

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With sincere regards

Thanking you profoundly

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