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REWARD MANAGEMENT PRACTICES AND ITS IMPACT ON EMPLOYEES MOTIVATION: AN EVIDENCE FROM SOME SERVICE ORGANIZATIONS IN LUCKNOW

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ABSTRACT

In the post-liberalized business environment, every organization be service organization or manufacturing are facing tough competition for enhancing competitiveness, profitability and the wellbeing of employees. The various practices like staffing, retention of people, reward management, performance management, talent management, change management, and taking care of exits from the organization are the key factors are taken care to raise the motivation of the employees and enhance their competitiveness. The present paper aims to analyse the reward management practices and its impact on employee's motivation. It examine the various reward management practices like Compensation Management Practices Job Recognition at Work Career advancement policies and practices Work Autonomy Job security at Work place in motivation employees. Descriptive statistics of various reward management practices indicates that Job Recognition at Work in the organisation has scored highest mean ($m=3.9615$) is the most important dimension of reward management practices influencing employees to performance better. Further regression analysis confirms that linear regression explains 76.4% of the variance in the data. Job security and compensation practices of the organization has significant impact on employee's motivation. Some of the suggestion based on survey are also suggested to improve employee's motivation.

ACTIVITY CATALOG IN CUSTOMER PROSPECT - A PATHWAY TO E-TAILING EXCELLENCE

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ABSTRACT

E-tailing is making a fast headway in India with unrestrained growth rate for underlying reasons of market-enabling conditions, favorable ecosystem creation, young demographic profile and internet penetration. This spectacular growth contributes to the addition of Indian economy and offers enormous advantages to the consumers. While the retailers in the field are putting-forth their innovative methods and novel ideas to expand their business, the customers' participation is not matching up to the mark due to some basic apprehensions and lack of a comprehensive awareness of e-tailing. This paper aims to understand the exact reasons behind this state and analyze various solutions. It is found that a suitable and effective catalog of activities on the part of consumers is one of the viable solutions. In order to substantiate this presumption a study has been conducted with the help of a self-administered questionnaire and the data obtained from 448 respondents has been considered for analysis on the basis of simple random sampling using SPSS V20 with ANOVA method. Based on the results of the study, a catalogue of activities in an orderly manner indicating the right approach for consumers' adoption and implementation, has been prepared, which leads to the customer satisfaction, mutual benefits, and the e-tailing business as a whole towards success.

BUSINESS ETHICS AND INFORMATION SECURITY IN THE DIGITAL WORLD

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ABSTRACT

In recent years, technology development has progressed rapidly. Technology has transformed business activities. The development of technologies has brought with it a great number of benefits to the organization and its customers. Technology makes business highly competitive because of which there is a tendency for an organization to indulge in illegal and unethical practices. There are many ethical implications due to the rapid development of technology and furthermore there is no adequate law or the laws are not comprehensive to deal with misuse of technology. The objective of this research is to explore the issues in business ethics with regard to the security of online information. Ethical issues are likely to increase with the increase in the use smart technologies for business purpose. Every organization using technology must have health security based on ethics, which play an important role in the misuse of technology. The data is collected from published journals, articles, reports and books on business ethics and information security. The researcher's suggestion will assist the business concern to instill strict code of ethics to keep information safe and secured.

DETERMINANTS OF CAPITAL STRUCTURE: A CASE STUDY OF AUROBINDO PHARMA LIMITED

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ABSTRACT

This study aims to explore the various factors that determine the choice of financing sources of Aurobindo Pharma Ltd. The effect of firm's Liquidity, Profitability, Debt Service Capacity, Tangibility, Non Debt Tax Shield and Cost of Debt on firm's Capital Structure have been analysed for the period of sixteen years from 2000 to 2015. Panel data of a company is studied through regression analysis. It is found that Capital Structure is negatively related with Profitability, Debt Service Capacity, Tangibility, Non Debt Tax Shield and Cost of Debt and positively correlated with Liquidity. The econometric analysis shows that the selected variables Liquidity, DSC and COD strongly determine the capital structure.

A STUDY ON RISK PERCEPTION OF COMMERCIAL BANK TOWARDS AGRICULTURAL FINANCE WITH SPECIAL REFERENCE TO ALAPPUZHA DISTRICT

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ABSTRACT

Agriculture is the foundation of a country like India where Kerala especially Kuttanad in Alappuzha district is called the rice bowl of Indian economy. Most of the agricultural land in Kerala is dying due to the non-availability of finance to support farming activities and due to lack of interest of local community towards agrarian activities. Only 30% of local community approaches commercial banks and organised financial institutions to avail credit facilities, rest are still under the clutches of local moneylenders. It is mainly because of lack of awareness of farmers towards various schemes of finance offered through banks or due to poor service of commercial banks. Banks always classify agricultural loans and credit under high-risk category or Non-performing category from their experience of default in payment of interest and principal from the part of farmers. The present study is an attempt to study the risk perception of commercial banks towards agricultural finance and perception of farmers towards various finance related matters in connection with agriculture.

A STUDY ROLE OF SIDBI's IN GROWTH AND DEVELOPMENT OF SSI & MSME IN INDIA

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ABSTRACT

The SIDBI Banks being an important Nerve of Modern organized society can play an important role in the SSI transformation. They provide the infrastructure on which agriculture industries and trade of nation depend. They can allocate available resources by Mobilizing Deposits and advancing credit into the best possible uses according to national priorities. The small – scale sector today has to face competition not only from multinationals but also from large domestic producers. The WTO regulation and removal of quantitative Restriction have further mitigated the problems of small – scale industries. They need of the hour in Technology up-gradation. This paper is an attempt to explain the rule of the SIDBI in development SSI. It also includes an overview of New Scheme of SIDBI.

IMPACT OF TRAINING, RISK PERCEPTION AND EXPECTED INCOME TOWARDS STUDENTS' INTENTION TO INVEST IN CAPITAL MARKET

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ABSTRACT

This research aimed to explain about impact of training, perception of risk and expected return to students' intention to invest in capital market. Research involved 100 economics and business students in various university in Palembang. The result show that training, perception of risk and expected return are influenced to intention on the capital market. The dominant variable that influenced intention to capital market is dominant variable is expected return. Students interested in capital market that provide a high profit gain. Evaluation of educational materials and approaches to capital market training workshops can be done to develop more interesting and interactive educational materials.

**EFFECT OF TECHNOLOGY ACCEPTANCE OF TRUST AND CONSUMER IN ONLINE
PURCHASE INTENTIONS THROUGH SOCIAL MEDIA
(CASE STUDY ON APPLICATION BLACKBERRY MESSENGER AND INSTAGRAM)**

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ABSTRACT

The objective of this research is to examine the effects of trust, perceived usefulness, perceived ease of use, and perceived risk to consumer intentions to purchase online via social media (The case study on Blackberry Messenger and Instagram). The research used quantitative method. Sampling method that used is purposive sampling and obtaining a sample of 200 samples. Types of the data used are primary Data Obtained from questionnaires. The method of analysis used is multiple regression with using SPSS 16 software. The results of this research with the t test (partial) show that trust, perception of usefulness, perceived ease of use have positive and significant effect to consumer intentions to purchase online via social media. While perception of risk has not effect to consumer intentions to purchase online via social media.

ROLE OF STRATEGIC HUMAN RESOURCE MANAGEMENT IN AN ORGANISATION

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ABSTRACT

The Strategic Human resource Management is the key to all organizational problems as it opens the doors to a new type of organization where employees love to work and where there is an open organizational culture. The strategic management is a form of process, which is needed at all levels of an organization. This paper discusses the concept of strategic management and it gives a literature review on the Strategic Human Resource Management. The paper concentrates on the employee module of the strategic framework and it gives a solution to the huge employee turnover problem of many organizations through the case study of Google. Further, the paper uses Google's People Operations HR strategy and it uses the qualitative research methodology for conducting a research on this strategy of Strategic Human Resource Management of Google. The SWOT analysis of Google will tell us about the effectiveness of the strategies which Google is following right now. In strategic management, there is a definite framework for all organization modules, which include employers, employees and organizational culture. Google is the best example of creative and open organizational culture with transformational leadership and the best company practices like People Operations. The paper also discusses the various forms of leadership styles and analysis Google on the basis of those styles.

A STUDY ON ECONOMIC PERFORMANCE OF A SELECT BASIC CHEMICAL INDUSTRY IN TAMILNADU

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ABSTRACT

The aim of the current study is to study the productivity and profit. To find out the growth rates, magnitude of variability in certain important variables such as output, net income and profits. The Cobb – Douglas Production function, a popular form of production function was employed to find out the returns to scale of the Industries. In order to analyze the data based on the objectives, the investigator applied several statistical tools to find out the relationship between productivity, capital and labour.

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With sincere regards

Thanking you profoundly

Academically yours

Sd/-

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