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LEARNING PREFERENCES OF MILLENNIALS IN R & D WORK ENVIRONMENT IN THE IT INDUSTRY

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ABSTRACT

As collective generation workforce evolves at workplace, the learning formula must be modernised. Organizations need to create ecosystem that offers diverse learning modalities and appeal to contemporaries. By tailor making the training and development strategies, organizations may be successful in attracting and retaining millennial employees. The purpose of this quantitative study was to understand the learning preferences of millennial employees in IT industry R & D work environment. The study was conducted during December 2019 to March 2020 at a major IT organization in Bangalore, India. It is centred on two research questions: What learning practices increase the productivity and performance of millennials; and what organizational training and development programs engage and motivate millennials at the workplace? A survey was conducted and fifty-one millennial employees responded to it over email. Data collected was grouped and analysed using Statistical Package for Social Sciences (SPSS) to test research hypothesis. The findings indicated that the training programs that upskill millennials can significantly improve their job productivity and performance. It revealed that millennials prefer web-based learning, look for opportunities to work on live projects, case studies and appreciate a culture of experimenting and risk taking on the job. It also goes to say that millennials expect to jumpstart their career with the help of a mentor and prefer to engage with colleagues and industry experts at work place and social media platforms. The results of this study would significantly aid team leaders, project managers, R & D heads, HR and training managers in the organization to engage millennial employees more effectively and maximize employee learning and development. The research findings provide various insights to tailor-make the HR strategies in IT R & D organization for better performance and results.

A STUDY ON RISK AND RETURN ANALYSIS OF SELECTED BANKS SHARES IN INDIA

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ABSTRACT

In this study the main objective is to know about the Risk and Return analysis of the equity market of the selected share of the banking sector in NSE has been considered. The study has considered the SBI, KOTAK, ICICI, HDFC and AXIS Bank. The study has used the different statistical tool like Return, Risk, Correlation and Beta. The study finds out that the Return of the HDFC, AXIS bank are high and the Risk of the HDFC, AXIS bank are low and these share are positively correlating with the bank nifty index but the Beta value of the AXIS Bank is more when comparing to the HDFC so, it is suggested to select the HDFC bank scrip for the investment in the equity market.

A STUDY ON IMPACT OF DEMONETIZATION OVER THE BANKING SECTOR IN COIMBATORE CITY

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ABSTRACT

Basically this study is to investigate about the impact of the demonetization over the banking sector. The Study focuses the banking sectors of especially in Coimbatore city. For the study 15 banks were selected which include private and public sector. Further for the study aspect structured questioner is prepared and used, which was filled up by bank employees. To grab the knowledge, related questions were collected, which are related the black money, online banking, accounts of banks, digitalisation, and mobile banking, which highly affected, Government's preparation for post demonetization situation as well as customer preference to keep money either at home or bank.

A STUDY ON STRATEGIES FOR REVIVING STRUGGLING SMALL AND MEDIUM START-UPS AFTER COVID-19

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ABSTRACT

The COVID-19 pandemic is spreading quickly, with new updates flying in consistently. Given the economic distress around the world, the small and medium scale start-ups have been hit hard. This is a difficult time for the battling small and medium start-ups. The effect of the coronavirus (COVID-19) is being felt by all the organizations around the globe. As the circumstance advances, numerous entrepreneurs are uncertain of what steps to take to get rid of this risk and protect employees and support customers. Social isolation and announced national crisis have immediately affected assembling and administration businesses. The Covid-19 effect has been wrecking on Indian small and medium ventures, with a huge number of such undertakings, which were viewed as the foundation of the Indian economy, presently seeking the government for help. India is dealing with the impacts of the worldwide Covid-19 pandemic. Numerous pieces of the economy that require prompt consideration after pandemic are the small and medium ventures. Moreover, COVID-19 pandemic is making new difficulties for social orders and economies on a practically uncommon scale. All little and medium new businesses have come out to be one of the most powerless gatherings that have legitimately influenced by this pestilence. Consequently, a portion of the preventive methodologies ought to be taken by the administration just as people worldwide to elevate the small and medium start-ups. The paper tries to introduce the strategies for reviving small and medium ventures after COVID-19.

IMPACT OF MARKETING MIX STRATEGY ON PERFORMANCE OF MICRO AND SMALL ENTERPRISE IN DEBRE MARKOS TOWN

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ABSTRACT

This study investigates impact of marketing mix strategy on performance of micro and small enterprise in Debre Markos town, Ethiopia. The researcher employed descriptive research design. The study population comprised owners of micro and small enterprise (MSEs) in Debre Markos town and sample of 341 owners of MSEs were selected through proportional stratified random sampling technique. Data collected through closed ended questionnaires was analyzed using descriptive and inferential analysis with the help of statistical package for social science (SPSS). The finding of study indicates that product, price, place and promotion positively and significantly influence the performance of Debre Markos town MSEs. Product mix is the most influential on performance of enterprises; based on the results of the regression coefficient which shows a high and positive beta value 0.446 and a probability of $p < 0.05$. Based on the coefficient of determination (R^2), it can be seen that 87.2% of performance of MSEs can be explained by product, price, place, and promotion strategies. The study suggests that the owner of MSEs should develop appropriate marketing mix strategies to be competitive and increase sales volume, profit, market share, and customer satisfaction.

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