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EMPLOYER BRANDING: A NEW STRATEGIC ASPECT OF HUMAN RESOURCE

DR. RUCHI JAIN
HEAD
DEPARTMENT OF BUSINESS STUDIES
THE IIS UNIVERSITY
JAIPUR

SURINDER KAUR
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT
THE IIS UNIVERSITY
JAIPUR

ABSTRACT

Employer Branding, in today's organizations has not only converted extreme multifaceted and diverse but has become a significant issue for global organisation operative & achievement. Employer brand is approximately the spirit of an organization in a way to involve existing and potential talent. It articulates an organization's 'value proposition'- the entity of its philosophy, coordination, approach and employee relationships, as long as a new pivotal opinion for the company. Meanwhile overview their first Global employer brand strategy in 2006, shall have not only developed their association table position from 45th to 15th in the world prominent 'employers of choice' position but also decline in their complete recruitment cost. The objective of this paper is to provide an assessment and review on Employer Branding field and Employer Branding development in Indian organisation and its overall impact in employee retention. This paper emphasis on the value of employer branding in India, an effective employer brand is vital for competitive benefit. Progressively, Indian corporation are attractive deliberately planned to exploit the employer brand to fascinate and retain talent and, eventually, to enlarge and develop. To improvement a sympathetic of how the conception of employer brand is existence leveraged by Multinational Corporation with procedures in India, strategic assistance & reference for building an Employer Branding. This paper is also focus on an opportunity of HR. This paper deliberates the consequence of Employer Branding- A novel planned aspect of HR and also elucidates how this perception can be used as long as best involvement to the employees with the organisation.

EMPLOYEE ENGAGEMENT AND COMMITMENT: A STUDY CONDUCTED IN DELHI AND NCR WITH SPECIAL REFERENCE TO TELECOM INDUSTRY

DR. ANIL CHANDHOK
PROFESSOR
M M INSTITUTE OF MANAGEMENT
M M UNIVERSITY
MULLANA

DR. BHAVET
FACULTY
SHREE RAM INSTITUTE OF BUSINESS & MANAGEMENT
URJANI

ABSTRACT

An effort has been made to find out as to what extent, the employers are concerned with enhancing the engagement and commitment of their employees. It is a general opinion that employer is more concerned with increasing the profits of the company and in keeping their customers satisfied while the employees are normally not given their due importance which they actually deserve. This study will highlight the issues which need to be focused by the employers so that employees are more committed and engaged to their organization for longer period.

CORPORATE GOVERNANCE ATTRIBUTES AND THE LEVEL OF CORPORATE VOLUNTARY DISCLOSURES IN ANNUAL REPORTS: THE CASE OF ETHIOPIA

HABTAMU BERHANU ABERA
RESEARCH SCHOLAR
DEPARTMENT OF BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD

MOHD. AKBAR ALI KHAN
VICE-CHANCELLOR
TELANGANA UNIVERSITY
NIZAMABAD

ABSTRACT

Ethiopia is one of the least developed countries located in the Sub-Saharan region. The financial sector in Ethiopia is not open to foreign ownership and operation which make the country unique compared with other countries in the region. The paper investigates the extent of relationship between corporate governance attributes and voluntary disclosure made by corporate firms in the financial sector of Ethiopia. In this study a sample of nine banks and insurance companies were selected from those financial corporate entities operating in Ethiopia. The period of study is from 2004-05 to 2011-12. For this study we have used standard instrument for measuring the level of corporate disclosure. The corporate governance attributes included in this study were board size, board independence and the ratio of audit committee members. Control variables include, profitability (measured by ROE ratio), leverage (measured by D-E ratio), natural logarithm of total assets, and natural logarithm of age of the corporate firms. To examine the extent of relationship between these corporate governance attributes and the level of voluntary disclosure, we have used multiple regression model. The findings indicate that there is a positive relationship between board size and ratio of board audit committee with the level of voluntary disclosure but not statistically significant. However, board independence did appear to have a significant negative influence on the level of voluntary disclosure by companies.

WORK-LIFE BALANCE IN DUAL WORKING COUPLES IN MEDICAL SECTOR

DR. SNIGDHARANI MISHRA
HEAD OF THE DEPARTMENT & ASSOCIATE PROFESSOR- HR
ITM BUSINESS SCHOOL
NAVI MUMBAI

RACHNA NIGAM
ASSISTANT PROFESSOR- HR
ITM BUSINESS SCHOOL
NAVI MUMBAI

ABSTRACT

Work-Life Balance is one of the most important aspect in the life of a working professional. In todays competitive and ever demanding workplace striking a cord between reponsibilities at work and home becomes a extremely difficult task. The nature of job in medical sector is highly service and humanity oriented which make these professionals face work life balance dilemma of much higher degree. Further the factors such as gender, marital status adpartetal status add more strain on the life of these professionals. With this backdrop the researchers tried to find out the impact of aforesaid factors on the work- life balance inl the dual career couple from medical sector.

M-COMMERCE AS A PROMISING DESCENDENT OF E-COMMERCE: A LITERATURE REVIEW

RAVINDER PANT
SR. ASSOCIATE
CVENT INC.
GURGAON

ANTRIKSHA NEGI
ASST. PROFESSOR
INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT
NEW DELHI

ABSTRACT

In today's Technologically advanced world, everything is fast paced and everything happens online. Information Technology (IT) has promoted E-Commerce worldwide which means a big part of e-businesses, where enterprises are completely dependent on conducting business online or electronically using a computer-mediated network. E-Commerce's history is short but fascinating. Using something called Electronic Data Interchange (EDI), a company's computer system could share business documents; invoices, order form, shipping confirmation etc. with another company's computer. But in last two decades, technology has given a new successor of E-Commerce; that is m-commerce which refers to any transaction with monetary value that is conducted via a mobile network. The need for mobility seems to be a primary driving force behind m-commerce applications such as Mobile Banking, Mobile Entertainment and Mobile Marketing etc. Using various secondary sources of data collection the study attempts to highlight the gradual shift in technical medium of commerce and evolution of m-commerce globally which can help the businesses to define what benefits they could derive from mobile commerce and strengthening the need for an advance legal framework for continuously evolving m-commerce. Further topics for further researchers are also suggested.

DEVELOPING A MODEL TO ENSURE SWIFT JUSTICE IN DEVELOPING COUNTRIES: A STUDY ON SUIT JAMS IN BANGLADESH

SARUAR AHMED
SR. LECTURER
DEPARTMENT OF LAW
SYLHET INTERNATIONAL UNIVERSITY
BANGLADESH

ABDUL LATIF
ASSOCIATE PROFESSOR
DEPARTMENT OF BUSINESS ADMINISTRATION
SYLHET INTERNATIONAL UNIVERSITY
BANGLADESH

ABSTRACT

It is evident from different statistics that, an ever increasing suit jam is prevailing in the courts of Bangladesh. The researchers attempted to develop a model to reduce the suit jam by analyzing the present scenario and the causes of the problem. The research is primary and secondary data based along with a semi-structured questionnaire to collect data from 100 lawyers, 100 victims, 100 academicians and 100 judges and magistrates by stratified sampling. It is proved from huge number of pending suits that thousands of people are suffering from long lasting verdict process due to provision of long duration to be equipped to provide the justice to the sufferers. The information collection, analyzing and transferring process of different parties with others, intentional and institutional procedures are worsening the situation. The researchers developed a model of providing the verdicts at four different stages; department level, lawyers level, specialized judge/magistrate level and higher court level on the basis of standardized laws to provide verdict at lower levels and forwarded the cases of exceptional nature on the basis of Management of Exceptions to the higher level with reports to provide necessary information to provide rapid verdict.

AN ANALYSIS OF GROWTH PATTERN OF CHINA

DR. ASHOK KUMAR CHAUHAN
ASSOCIATE PROFESSOR
DEPARTMENT OF ECONOMICS
KURUKSHETRA UNIVERSITY
KURUKSHETRA

MANOJ KUMAR
RESEARCH SCHOLAR
DEPARTMENT OF ECONOMICS
KURUKSHETRA UNIVERSITY
KURUKSHETRA

ABSTRACT

China passed through the uneven way during its long journey of more than 60 years. Since the starting of its economic reforms in 1978, it has been touching the sky. In the present paper, an attempt has been made to understand the growth pattern and strategy of China in last four decades using the time series data on macro-economic variables like GDP, Capital Formation, House Hold Consumption Expenditure, Exports and Imports since 1970 to 2012. It has been found that from 1970 to 1989, China's growth was consumption and investment led. From 1990 to 2012, growth was mainly investment driven although, role of export also increased during this period. It can be said in nutshell that China is in a position now to expand its GDP by increasing any of its components.

BUYING PATTERNS OF CONSUMER DURABLES GOODS WITH REFERENCE TO SELECTED ORGANIZED AND UNORGANIZED RETAIL OUTLETS IN CHENNAI CITY

P. ARIVAZHAGAN
RESEARCH SCHOLAR
AVC COLLEGE (AUTONOMOUS) MANNAMPANDAL
MAYILADUTHURAI

DR. MATHIVANAN
ASSOCIATE PROFESSOR,
DEPARTMENT OF COMMERCE
AVC COLLEGE (AUTONOMOUS) MANNAMPANDAL
MAYILADUTHURAI

ABSTRACT

Present paper is a part of the doctoral research study entitled “ buying patterns of consumer durables goods with reference to selected organized and unorganized retail outlets in Chennai city “. The paper discusses various studies undertaken with respect to buying patterns of organized and unorganized retail stores in Chennai . Aspects like buying patterns of consumer durable goods , stores attributes, consumer behaviour, service quality, customer satisfaction, Indian retail market etc. are included in the paper. Various studies done by other researchers and experts are analyzed to include common aspects of organized Vs unorganized retailing. It is basically aimed at to prepare a summarized report on the study of related literature regarding the topic. undertaken with the common aspects of retail sectors in Chennai city. It is hoped that the paper may act as a reference source for the researchers and the professionals. The study shows customers buying pattern of consumer durables goods with reference to selected organized and unorganized retail outlets in Chennai city.

DISCRIMINATION OF MEMBERS ON THE DIFFERENT REASONS TO JOIN SELF HELP GROUPS: A STUDY IN SALEM DISTRICT, TAMILNADU

**DR. P. UMA MAHESWARI
ASST. PROFESSOR
DEPARTMENT OF MBA
PAAVAI COLLEGE OF ENGINEERING
PACHAL**

ABSTRACT

The Self Help Groups played a vital role in empowering women in India. A silent revolution has been made by the Self Help Groups to uplift the socio-economic condition of women in Tamilnadu. Therefore, the researcher has made an attempt to analyse the reasons to join Self Help Groups by the members in Salem District of Tamil Nadu. Thus, the aim of this study is to find out how members are being discriminated by the different reasons to join Self Help Groups. The researcher has taken three independent variables like 'Marital Status', 'Family Type' and 'Educational Qualification' for the study. Five reasons to join Self Help Groups were focused in this study. The research conducted was descriptive in nature and the findings of this study would be beneficial to the policy makers and strategy formulators to improve the performance of Self Help Groups in the district.

RESPONSIVE WEB DESIGN: A FORWARD-THINKING APPROACH TO WEBSITE CREATION

SWATI BHAT

ASST. PROFESSOR

SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & COMPUTER APPLICATION

LONAVALA

ABSTRACT

Almost every new client these days wants a mobile version of their website. It's practically essential after all. One design for the BlackBerry, another for the iPhone, i-pad, netbook, Kindle — and all screen resolutions must be compatible, too. In the next five years, we'll likely need to design for a number of additional inventions. In the field of Web design and development, we're quickly getting to the point of being unable to keep up with the endless new resolutions and devices. For many websites, creating a website version for each resolution and new device would be impossible, or at least impractical. Should we just suffer the consequences of losing visitors from one device, for the benefit of gaining visitors from another? Or is there another option? Responsive Web Design (RWD) is the approach that suggests that design and development should respond to the user's behaviour and environment based on screen size, platform and orientation.

A STUDY ON CUSTOMER ATTITUDE TOWARDS SELECTED DURABLE GOODS WITH SPECIAL REFERENCE TO COIMBATORE CITY

J. UDHAYAKUMAR

ASST. PROFESSOR

**DR. SNS RAJALAKSHMI COLLEGE OF ARTS & SCIENCE
COIMBATORE**

PRIYADHARSHINI

RESEARCH SCHOLAR

**DR. SNS RAJALAKSHMI COLLEGE OF ARTS & SCIENCE
COIMBATORE**

ABSTRACT

Marketing is considered the most important function of business organizations worldwide, it has changed the nature of business in recent years, this is due to the opening of the economy and the presence of large number of products varying with one another for market share, rural market which were found unattractive so far have become the new target to corporate enterprise mainly for two reasons, Durable goods have become congested with too many competitors and market has reached the saturation level for most of the products & Durable goods have become strong with increase in potential for consumption of variety of products and services, for many products the rural market provides a promising field. Durable goods is a huge market, but dispersed. In terms of size, it can aptly be described as village, or small hamlets which have poor infrastructure whose economy is driven by agriculture and is dependent on many of the amenities on the feeder market. The study was undertaken by the researcher as a result of interest in a study on customer attitude towards selected durable goods in Coimbatore city. The market for consumer durables is becoming more competitive now a day. Therefore the producer of durable products should understand consumer interest must to find higher sale of their products. Overall, its argued the study of consumer attitude is rapidly evolving has researchers recognize and implement new technique and Trans disciplinary perspectives to understand the nature of purchase and consumption behavior. Finally the buyer of the consumer durables will prefer the product only for price, model, and power consumption handling methods etc. so the manufacture should concentrate on these things to increase their sale.

PERFORMANCE OF COIR INDUSTRY IN INDIA

SK. RAMEEZ RAJA
ACADEMIC CONSULTANT
DEPARTMENT OF MANAGEMENT
V.S. UNIVERSITY POST GRADUATE CENTRE
KAVALI

DR. K. EKAMBARAM
ACADEMIC CONSULTANT
DEPARTMENT OF COMMERCE
V.S. UNIVERSITY POST GRADUATE CENTRE
KAVALI

ABSTRACT

Indian coir industry is contributing significantly for the development of Indian economy. It has been fortunate to India in the form of a foreign exchange earner. Indian Coir Products have been engaged in manufacturing, supplying and exporting a remarkable range of Coir and Coir Products. India accounts for more than two-thirds of the world production of coir and coir products. With the deep commitment of providing the best-in-class range of products, Indian coir industry manufactures all products by making use of high-grade basic material and advanced technology keeping in mind customer satisfaction as the core value. Various development programmes undertaken so far by the Government has aimed at revitalisation of coir cooperatives, improvement in quality and products diversification. The training programmes being implemented by Coir Board do not entail commitments on the part of trained hands to continue in the coir sector and therefore the percentage of utilization of trained hands in the coir industry and the trained hands taking up self employment programmes in the coir sector. Innovative Entrepreneurship Development Programmes have to be introduced under which training should be provided to the women workers/ prospective entrepreneurs who have already made strong commitments to start coir units under specially designed training programmes. Under the Mahila Coir Yojana, the women workers are not showing interest in the procurement of the motorized traditional ratts. Therefore, the Sub-Group recommends formulating a modified scheme of Mahila Coir Yojana by including modern spinning devices and weaving equipments which can provide better income and reduce the level of drudgery. The present pattern of assistance has to be continued with an enhancement of the total ceiling on the assistance available. The present paper mainly focuses on analyzing the performance of the Coir industry in terms of production, exports, technology upgradation, various schemes etc.

WORLD

THE RIGHTS OF TEA WORKERS OF BANGLADESH IN THE LIGHT OF EXISTING LABOR LAWS AND STANDARDS: A STUDY ON SELECTED TEA ESTATES OF SYLHET DISTRICT

SARUAR AHMED
SR. LECTURER
DEPARTMENT OF LAW
SYLHET INTERNATIONAL UNIVERSITY
BANGLADESH

SAMIUR RASHID CHOWDHURY
LECTURER
DEPARTMENT OF LAW
SYLHET INTERNATIONAL UNIVERSITY
BANGLADESH

ABSTRACT

An effort has been made in this paper to understand the human rights situation in some of the tea gardens in Sylhet. This paper deals with different aspects of human rights condition of tea workers, focusing on some significant issues of social, economic and cultural life of those people. The paper also investigates the attitudes of the mainstream people towards the tea workers. It has been suggested in the paper that various initiatives by the Government and the garden authority should be taken to improve the human rights condition of the tea workers like, raising awareness about basic rights, improving the living and work conditions, ensuring proper medical facilities, sanitation. NGO's should be given access to train and educate the tea workers. The panchayat committee should also be strengthened so that it can deal with various types of internal disputes.

EXAMINING CONSUMERS' ATTITUDE TOWARDS MOBILE ADVERTISEMENT IN ETHIOPIA: CASE STUDY ON MOBILE USERS OF MEKELLE UNIVERSITY

ADEM MOHAMMED

LECTURER

**DEPARTMENT OF MANAGEMENT
COLLEGE OF BUSINESS AND ECONOMICS
MEKELLE UNIVERSITY
MEKELLE**

YIBELTAL NIGUSSIE

LECTURER

**DEPARTMENT OF MARKETING
COLLEGE OF BUSINESS AND ECONOMICS
MEKELLE UNIVERSITY
MEKELLE**

ETSEGENET KIDANE

LECTURER

**DEPARTMENT OF MARKETING
COLLEGE OF BUSINESS AND ECONOMICS
MEKELLE UNIVERSITY
MEKELLE**

ABSTRACT

Nowadays, the rapid expansion of mobile phones in Ethiopia has created a new channel for advertising. But, even though there are so many advertising messages which are sent every day, it is unknown how consumers are favourable to them. Hence, the purpose of this study is to understand consumers' attitude toward mobile advertisement in Ethiopia. Thus, assessing Ethiopian attitude toward mobile ad can provide practical guidelines for advertisers to better manipulate their advertisements. To measure consumers' attitude the study considered two variables messages content and trust, some of the factors which are proposed by Mobile Marketing Association. This study applied a descriptive research design. The primary data were collected from Mekelle University mobile user through structured questionnaire. Convenience sampling method was employed and the sample size was 370. Data collected were analyzed with the help of SPSS version 17, statistical tools like mean and standard deviation were used. Moreover, tables and figures were employed to present the data in the form of frequencies and percentage. The result of this study indicates that trust affects moderately, whereas consumers are not highly affected by content of the message. To improve consumers' positive attitude, the recommended ideas are advertisers have to provide entertaining messages and have to make the advertising messages more reliable.

PARTICIPATION OF COMMERCIAL BANKS IN DEVELOPING MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN INDIA: AN OVERVIEW

RASHMI PANDEY
RESEARCH SCHOLAR
DEPARTMENT OF BUSINESS ADMINISTRATION
D. D. D. U. GORAKHPUR UNIVERSITY
GORAKHPUR

ABSTRACT

MSMEs play an paramount role in the unending and equitable economic development of India. The MSMEs come through significantly in the growing GDP rate. Commercial bank plays a crucial role in economic development of the nation. One of the major difficulties suffered by MSMEs in is lack of finance to advance business growth. MSMEs square measure in need of setup capital, assets and investment capital to survive and grow during a dynamic and predatory competitive business surroundings. The present study shall focus attention on the participation of commercial bank in the development of MSMEs in India. The paper will also provide some important recommendations for owners/mangers/entrepreneur of MSMEs and government policy makers so that the growth and survival of MSMEs in the manufacturing sector of India can be secured.

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Thanking you profoundly

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