# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT



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., Google Scholar,

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar, Open J-Gace, India Ilink of the same is duly available at Inflithmet 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 5504 Cities in 190 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.	TITLE & NAME OF THE AUTHOR (S)	Page
No.		No.
1.	AN ANALYSIS ON THE PERCEPTIONS AND INITIATIVES OF CSR IN IT INDUSTRIES OF SOUTHERN INDIA A. K. NEERAJA RANI & DR. G. SUNITHA	1
2.	TRENDS AND INNOVATION IN MALE GROOMING INDUSTRY	3
۲.	DR. SANGEETA KOHLI & NIGAAR PATEL	5
3.	METRICS & ASSESSMENT OF EMPLOYER BRANDING	5
	VENKATESH NAGA DEVAGUPTAPU	•
4.	TEENAGER'S ATTITUDE TOWARDS TELEVISION ADVERTISEMENTS: AN AREA CENTRIC ANALYSIS	9
	ABHISHEK PANDEY & B.P. SINGHAL	-
5.	THE IMPACT OF STRATEGIC HUMAN RESOURCE MANAGEMENT ON EMPLOYEE PERFORMANCE	13
	T PRAVEEN KUMAR & DR. R. S. MANI	
6.	MANAGING HOSPITALITY WORKFORCE – VICIOUSLY WORRISOME FOR HUMAN CAPITAL SPECIALISTS	18
	IN VARIOUS RESORTS OF UTTARAKHAND	
<u> </u>	SHIKHA CHANDNA & DR. J. K. TANDON	
<b>7</b> .	LEADER SETS OFF THE CULTURE	21
	DR. S. KRISHNAMURTHY NAIDU, D. SATYANARAYANA & E. SURESH	
8.	TRAINING OF YOUTH FOOTBALL PROJECTS AND ITS CONTRIBUTION TO THE MAIN CLUB REFERS TO	23
	DR. MILKYAS BASSA MUKULO	•
9.	FACTORS AFFECTING THE BUYING BEHAVIOR AND BUYING PREFERENCES FOR RESIDENTIAL HOUSES	26
	IN BANGALORE CITY D. M. ARVIND MALLIK	
10	JOB STRESS AND QWL OF EMPLOYEE'S IN TIRUPUR TEXTILE INDUSTRY	22
10.	DR. R. KANAKARATHINAM	33
11.	CHALLENGES AND OPPORTUNITIES IN HUMAN RESOURCES	37
<b>11</b> .	ARCHANA RAMCHANDRA PATIL	57
12.	A STUDY ON STRESS LEVEL OF WORKERS IN CONSTRUCTION SECTOR (WITH SPECIAL REFERENCE TO	39
	NRI'S IN UAE)	35
	AKHILA.P.S	
13.	e-PAYMENT: A SOLUTION IN POST DEMONETISATION ERA	44
	MEENAKSHI MITTAL & NANCY BANSAL	
14.	ATTITUDE OF CUSTOMERS TOWARDS ONLINE ADVERTISEMENTS IN SIVAKASI	47
	DR. M. RIFAYA MEERA & H. SAKTHI VADIVEL PANDIAN	
<b>15</b> .	A STUDY ON FINANCIAL HEALTH OF BALRAMPUR CHINI MILLS LTD., UTTAR PRADESH	60
<u> </u>	A. ROJAMMAL & DR. S. BABU	
<b>16</b> .	DIMENSIONS OF JOB SATISFACTION AND ITS IMPACT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR	66
	AT THE SRI LANKA ADVANCED TECHNOLOGICAL EDUCATION (SLIATE)	
	P.P.G.T. GURUGE	
17.	A STUDY ON 'ECONOMIC AND INDUSTRIAL DEVELOPMENT' ROLE OF TAMILNADU INDUSTRIAL	71
- 10	R. MUTHUSAMY	
18.	A STUDY ON CUSTOMER PREFERENTIAL FACTORS TOWARDS LIFE INSURANCE CORPORATION OF INDIA PRODUCTS IN MADURAI DISTRICT	79
l I	S. KUMARESAN	
19.	S. KOMARESAN MONITORING AND SURVEILLANCE (MOS) OF BANKING OPERATIONS: A TECHNOLOGICAL	85
19.	PERSPECTIVE	65
	Y. GEETHA DEVI	
20	I STUDY UN EIVIPLUYEE JUB SATISFACTIUN	87
20.	STUDY ON EMPLOYEE JOB SATISFACTION K.V.S. SREEDHAR	87

## <u>CHIEF PATRON</u>

## 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

## FORMER CO-ORDINATOR

DR. S. GARG Faculty, Shree Ram Institute of Business & Management, Urjani

## <u>ADVISOR</u>

## PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

## PROF. R. K. SHARMA

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

## CO-EDITOR

## DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

## EDITORIAL ADVISORY BOARD

PROF. S. P. TIWARI Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad DR. CHRISTIAN EHIOBUCHE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, Woodland

## Park NJ 07424, USA

**PROF. SIKANDER KUMAR** 

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

## DR. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Gua-

dalajara, Mexico

## PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

## DR. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

## PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT** 

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/ iii

iv

### DR. CLIFFORD OBIYO OFURUM

Director, Department of Accounting, University of Port Harcourt, Rivers State, Nigeria

#### DR. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

### SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

### DR. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology, Westlands Campus, Nairobi-Kenya

## DR. S. TABASSUM SULTANA

Principal, Matrusri Institute of P.G. Studies, Hyderabad

### DR. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

### **PROF. SANJIV MITTAL**

Professor, University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

## DR. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia PROF. RAJENDER GUPTA

## Convener, Board of Studies in Economics, University of Jammu, Jammu

## DR. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

## PROF. ANIL K. SAINI

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

### **DR. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

### **PROF. NAWAB ALI KHAN**

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

## **MUDENDA COLLINS**

Head of the Department of Operations & Supply Chain, The Copperbelt University, Zambia

### **DR. EGWAKHE A. JOHNSON**

Professor, Babcock University, Ilishan-Remo, Ogun State, Nigeria

### Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

## Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

### PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida DR. YOUNOS VAKIL ALROAIA

## Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

### WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

## DR. JAYASHREE SHANTARAM PATIL (DAKE)

Head of the Department, Badruka PG Centre, Hyderabad

## SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

### DR. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

### DR. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

## DR. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
<u>http://ijrcm.org.in/</u>

## **DR. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

## DR. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

## DR. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

## DR. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

## DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

## DR. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

## DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

## YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

### SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

## DR. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

### DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

## DR. SAMBHAVNA

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

## DR. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

## **DR. SHIVAKUMAR DEENE**

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

## SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

## FORMER 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

## <u>SUPERINTENDENT</u>

## SURENDER KUMAR POONIA

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to the 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 <u>M.S. Word format</u> after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. <u>infoijrcm@gmail.com</u> 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: \_\_\_\_\_

vi

THE EDITOR

IJRCM

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

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

#### DEAR SIR/MADAM

Please find my submission of manuscript titled '\_\_\_\_\_' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. <u>The qualification of</u> <u>author is not acceptable for the purpose</u>.

#### NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>**pdf.**</u> <u>**version**</u> is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:

**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

- c) There is no need to give any text in the body of the 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 expected to be below 1000 KB.
- e) Only the **Abstract 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 within twenty-four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be typed in **bold letters**, centered and fully capitalised.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. ACKNOWLEDGMENTS: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. *Abbreviations must be mentioned in full*.
- 6. **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 stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. HEADINGS: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS**: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

#### THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION REVIEW OF LITERATURE NEED/IMPORTANCE OF THE STUDY STATEMENT OF THE PROBLEM OBJECTIVES HYPOTHESIS (ES) RESEARCH METHODOLOGY RESULTS & DISCUSSION FINDINGS RECOMMENDATIONS/SUGGESTIONS CONCLUSIONS LIMITATIONS SCOPE FOR FURTHER RESEARCH REFERENCES APPENDIX/ANNEXURE

The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.

## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/

- 12. **FIGURES & TABLES**: These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self-explained, and the **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.
- 13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **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 may follow Harvard Style of Referencing. Also check to ensure that everything that you are including in the reference section is duly cited in the paper. 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 italic printing. 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 parenthesis.
- *Headers, footers, endnotes* and *footnotes* should *not be used* in the document. However, you can mention short notes to elucidate some specific point, which may be placed in number orders before the references.

#### 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, 19–23

#### UNPUBLISHED DISSERTATIONS

• 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 Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

#### STUDY ON EMPLOYEE JOB SATISFACTION

### K.V.S. SREEDHAR **MBA STUDENT** AMITY UNIVERSITY NOIDA

#### ABSTRACT

This project is undertaken A study on Employee Job satisfaction in EXCEL TECHNOLOGIES at Visakhapatnam region. Job satisfaction is an important indicator of how employees feel about their job and a predictor of work behavior such as organizational, citizenship, Absenteeism, Turnover. Job satisfaction can partially mediate the relationship of personality variables and deviant work behavior. Common research finding is that job satisfaction is correlated with life style. This main objective of this project is to define and show practically the importance for the level of employee job satisfaction. The basic introduction tells about the necessity of the study, objectives and the scope of study. The research methodology consists of data presentation and analysis of the study. Based on the research the conclusions were drawn by analyzing the impact of physical, psychological and environmental factors on job satisfactions of non-managerial employees of EXCEL TECHNOLOGIES.

#### **KEYWORDS**

HRM, job satisfaction.

#### INTRODUCTION

#### BACKGROUND OF THE STUDY

RM is a term used to refer the philosophy, policies, procedures and practices related to the management of people begin an organization. Today every organization has to face highly competition. Therefore, organizations try to do right thing at the right time. In that situation HRM plays major roll to achieve organizational goals. Satisfaction is the one of major concept in Human Resource Management.

Employee satisfaction is a measure of how happy workers are with their job and working environment. Keeping morale high among workers can be of tremendous benefit to any company, as happy workers will be more likely to produce more, take fewer days off, and stay loyal to the company. There are many factors in improving or maintaining high employee satisfaction, which wise employers would do well to implement.

Job satisfaction is not the same as motivation, although it is clearly linked. Job design aims to enhance job satisfaction and performance; methods include job rotation, job enlargement and job enrichment. Other influences on satisfaction include the management style and culture, employee involvement, empowerment and autonomous work groups, pay, work responsibilities, variety of tasks, promotional opportunities the work itself and co-workers.

Job satisfaction has been defined as a pleasurable emotional state resulting from the appraisal of one's job; an affective reaction to one's job; and an attitude towards one's job. Weiss (2002) has argued that job satisfaction is an attitude but points out that researchers should clearly distinguish the objects of cognitive evaluation which are affect (emotion), beliefs and behaviors. This definition suggests that we form attitudes towards our jobs by taking into account our feelings, our beliefs, and our behaviors.

The survey made regarding the job satisfaction in EXCEL TECHNOLOGIES will facilitate and enables the management to know the perceptions and inner feelings regarding the job they are performing on day-to-day basis. The term job satisfaction reveals and focuses on the likes and dislikes of the employees of EXCEL TECHNOLOGIES. In this particular study the researchers try to identify the causes for satisfaction and dissatisfaction among the employees. So this is the most effective and selective instrument for diagnosing and peeping into the employee's problems.

Job satisfaction survey can give the most valuable information the perceptions and causes. For satisfaction/dissatisfaction among the employee's attitude towards job satisfaction may be either positive or negative. This positive feeling can be re-in forced and negative feelings can be rectified. This survey can be treated as the most effective and efficient way, which makes the workers to express their inner and real feelings undoubtedly.

For any future course of action/ development, which involves employee's participation, is considered. The management will get a picture their employee's acceptance and readiness. This survey also enables to avoid misinterpretations and helps management in solving problems effectively. It is observed during study some of the employees accepted the proposal survey research.

A perfectly contentment and satisfaction motivates an employee to be confident with a high morale, it is an asset to organization as a whole.

Thus the high motivation and morale of an employee make him to remain in the organization and encourage him to face cut throat competition and gives him enough dynamism to face challenges.

Every human being possess him own unique resource, if properly channels it by supportive and supplement, ultimately for achieving organization goals.

As proper breathing and diet is necessary to healthy human being so as is contentment to the job satisfaction. This contentedness ultimately acts as a key factor to human resource development.

#### DEFINITION

Job satisfaction refers to a person's feeling of satisfaction on the job, which acts as a motivation to work. It is not the self-satisfaction, happiness or self-contentment but the satisfaction on the job.

Hoppock describes job satisfaction as "any combination of psychological, physiological and environmental circumstances that cause and person truthfully to say I am satisfied with my job.

Job satisfaction is defined as the, "pleasurable emotional state resulting from the appraisal of one's job as achieving of facilitating the achievement of one's job values.

#### **OBJECTIVES OF THE STUDY**

The main aim of the study is to analyze and examine level of job satisfaction among the EXCEL TECHNOLOGIES employees and to know the problems faced by the employees of the various categories. The specific objectives are as follows:

- To present a profile of EXCEL TECHNOLOGIES and organizational structure etc., 0
- To observe the level of satisfaction among of employees relating to the nature of the job and other factors. 0
- To identify the extent of job satisfaction in the BSNL employees and its impact on the job performance of the employees. 0
- To evaluate the working environment in EXCEL TECHNOLOGIES. 0
- To examine satisfaction regarding the salary and other benefits of its employees. 0
- To suggest suitable measures to improve the overall satisfaction of the employees in the organization. 0

#### SCOPE OF THE STUDY

In the survey an attempt has been made to analyze the job satisfaction of employees of EXCEL TECHNOLOGIES, Visakhapatnam.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

http://ijrcm.org.in/

#### VOLUME NO. 7 (2017), ISSUE NO. 04 (APRIL)

The Head Office of the **EXCEL TECHNOLOGIES** is situated at New Delhi with as Circle Office in the Capital of Andhra Pradesh and a Divisional Office at Warangal District. The study tries to understand the level of satisfaction among the employees of BSNL. It further explains the area on which employees are mostly dissatisfied.

Job satisfaction of the employees has been analyzed on the basis of the following seventeen job related factors.

- Salary and monetary benefits
- Job security
- Promotion policy
- Working environment
- Employees participation in management
- Freedom of expressions
- Nature of job
- Interest taken by superiors
- Superiors and sub-ordinate relationship
- Medicare
- Loans
- Conveyance
- ► L.T.C.

#### METHODOLOGY

In the preparation of this report, the researcher the data from different sources. The sources of data as follows:

- Primary data: This data is gathered from firsthand information sources by the researcher, this data collection from employees, managers, clerks etc., by administrating the questionnaire having face to face interaction with employees.
- Secondary data: This will give the theoretical basis required for the report presentation which can be available from various sources such as magazines, office files, inter office manual and web site.

#### DEFINITION OF JOB SATISFACTION

Different authors give various definitions of job satisfaction. Some of them are taken from the book of D.M. Pestonjee "Motivation and Job Satisfaction" which are given below: Job satisfaction is defined as a pleasurable, emotional, state resulting from appraisal of one's job. An effective reaction to one's job. Weiss

Job satisfaction is general attitude, which is the result of many specific attitudes in three areas namely:

- Specific job factors
- Individual characteristics
- Group relationship outside the job

#### Blum and Naylor

Job satisfaction is defined, as it is result of various attitudes the person holds towards the job, towards the related factors and towards the life in general.

#### Glimmer

Job satisfaction is defined as "any contribution, psychological, physical, and environmental circumstances that cause a person truthfully say, 'I am satisfied with my job."

Job satisfaction is defined, as employee's judgment of how well his job on a whole is satisfying his various needs.

#### Mr. Smith

Job satisfaction is defined as a pleasurable or positive state of mind resulting from appraisal of one's job or job experiences.

### **RESEARCH METHODOLOGY**

#### INTRODUCTION

This chapter covers the data presentation and analysis of the study. This study covers a sample of 50 employees selected at randomly out of employees of the **EXCEL TECHNOLOGIES**. All employees selected randomly and all of them represented the department of the factory which is sewing, cutting and printing. As well as all of employees were non managerial level.

Data analysis part will be divided in to two sections. First part will deploy to analyze and present general and demographic information. Second part will deploy to analyze employee response with respect to each factor. It clarifies each factor's relative importance and position among all factors.

## PART-A: PRESENTATION AND ANALYSIS OF DEMOGRAPHIC VARIABLES GENDER DISTRIBUTION

#### TABLE 1: GENDER DISTRIBUTION DATA GRID

Sex	No of Employees	%
Male	14	28%
Female	36	72%
Total	50	100%

The sample consists with 50 of non-managerial level employees. Out of the sample 14 of them were male, and they represented 28% of the sample. Rests of 36 employees were female and they represented 72% of the total sample. According that, female population is the dominated fraction of the sample. **AGE DISTRIBUTION** 

TABLE 2: AGE DISTRIBUTION DATA GRID			
Age (Years)	No of Employees	%	
16-20	2	4%	
21-30	38	76%	
31-40	9	18%	
Above 40	1	2%	
Total	50	100%	

At the beginning of the study, all employees are categorized age wise. Thereby total sample divided in to four categories. First category is 16-20 age range. 02 of employees were belonging to that category and represent 4% of total sample. Second category is 21-30 age range. There were 38 employees in that category and they represented 76% of total sample. Third category is 31-40 age range. 9 of employees were there and represented 18% of total sample. Even though there is a one employee in above 40 age range and it represent 2%. According that 21-30 range is the largest of the sample.

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories http://ijrcm.org.in/ 88

#### CIVIL STATUS

#### TABLE 3: CIVIL STATUS DATA GRID

<b>Civil Status</b>	No of Employees	%
Married	20	40%
Unmarried	29	58%
Divorced	01	02%
Total	50	100%

There were 20 married employees, 29 unmarried employees and 01 divorced employee. Married employees represent 40% of the total sample. Unmarried employees represented 58% and divorced employee represent as 02% of total sample. EDUCATION LEVEL

TABLE 4: EDUCATION DATA GRID			
Educational level	No of Employees	%	
Up to year 8	2	04%	
Up to year 10	8	16%	
O/L Passed	27	54%	
A/L passed	13	26%	
Total	50	100%	

At the beginning of the study, educational level is also categorized in to four categories. Firstly, employees who are educated up to year 8 (2 employees) which represented 4% of the total sample. Secondly, employees who are educated up to year 10 (08 of employees) represented 16% of the total sample. Thirdly, 27 of employees had passed ordinary level and represented 57% of the total sample. Advanced level passed employees were 26% of the total sample and 13 of employees belong to that category. Even though I inserted a category for high education, none were included. **SERVICE** 

#### TABLE 5: SERVICE DISTRIBUTION DATA GRID

Period of Service	No of Employees	%
Below 01 year	8	16%
Year 01-03	13	26%
Year 04-07	18	36%
Above 07 years	11	22%
Total	50	100%

This component represents the number of years of employee service with the company. 08 of employees have worked less than one year and they represented 16% of the sample. The employees, who are employing greater than one year and less than three years, were 13 of the sample and represented 26% of the total sample. 18 of employees, who worked greater than four years and less than seven years, were represented 36% of the sample. 11 of employees belong to higher service category. That is the category beyond seven years. They represented 22% of the total sample. **SALARY DISTRIBUTION** 

#### TABLE 6: SALARY DISTRIBUTION DATA GRID

Salary	No of Employees	%
6500-7500	10	20%
7501-8500	14	28%
8501-9500	13	26%
More than 9500	13	26%

According to collected data, 10 employees belong to Rs. 6500-7500 range which is 20% of the sample. 14 employees earned beyond Rs. 7500 - 8500 range which represented 28% of the total sample. 13 employees belong to Rs. 8501-9500 range were they represented 26% of the sample. Also 13 of employees have earned more than Rs. 9500 which represented the 26% of the total sample.

#### PART B

PSYCHOLOGICAL FACTORS

**EMPLOYEE ATTITUDES TOWARDS HEALTH & SAFETY** 

#### TABLE 7: HEALTH & SAFETY DATA GRID

Level	No of Employees	%
High	48	96%
Moderate	2	4%
Low	0	0%
Total	50	100%

According to the collected data, 48 employees had high attitudes towards health and safety and they represented 96% of the total sample. There are two employees who had moderate attitudes and represented 4% of the total sample. No employees seem to have low attitude on health & safety of the organization. EMPLOYEE ATTITUDES TOWARDS THE WORKING RESPONSIBILITY

#### TABLE 8: WORKING RESPONSIBILITY DATA GRID

		-
Level	No of Employees	%
High	42	84%
Moderate	3	6%
Low	5	10%
Total	50	100%

Work responsibility denotes employee attitude towards work performed. According to summarized data, 42 employees had high level attitudes with work responsibility and they represent 84% of the total sample. There are 3 employees were moderate level and 5 employees were low level attitudes towards the working responsibility. They were representing 6% and 10% accordingly of the total sample. **EMPLOYEE ATTITUDES TOWARDS THE JOB SECURITY** 

#### TABLE 9: JOB SECURITY DATA GRID

Level	No of Employees	%
High	31	62%
Moderate	7	14%
Low	12	24%
Total	50	100%

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

89

#### VOLUME NO. 7 (2017), ISSUE NO. 04 (APRIL)

According to collected data, 31 employees had high attitudes with the job security and they represented 62% of the total sample. 7 employees were moderate I and it represents 14% of the total sample. Out of the sample, 12 employees had low attitude with job security and they represented 24% of the total sample. EMPLOYEE ATTITUDES TOWARD THE PROMOTION

<b>FABLE 10</b> :	PROMOTION	DATA GRID
-------------------	-----------	-----------

Level	No of Employees	%
High	30	60%
Moderate	6	12%
Low	14	28%
Total	50	100%

According to collected data, 30 employees had high attitudes towards promotions and they represented 60% of the total sample. There are 6 moderate employee attitudes about promotion sand where they represent 12% of the sample. 14 employees had low attitudes about promotions and representing 28% of the total sample.

#### PART-C

PHYSICAL FACTORS

EMPLOYEE ATTITUDES TOWARDS THE PAYMENTS

TABLE 11: PAYMENTS DATA GRID		
Level No of Employees		
35	70%	
4	8%	
11	22%	
50	100%	
	No of Employees 35 4 11	

This component indicates employee attitude towards the payments scheme. According to collected data, 35 employees had high attitudes and they represent 70% of the total sample. Out of the sample, 4 employees were moderate and representing 8% of the sample. 11 employees had low attitudes and they represent 22% of the total sample.

#### EMPLOYEE ATTITUDES TOWARD THE CO-WORKERS

TABLE 12: CO-WORKERS DATA GRID		
Level	No of Employees	%
High	47	94%
Moderate	01	2%
Low	02	4%
Total	50	100%

According to collected data, 47 employees had high attitudes towards their co-workers and they represented 94% of the total sample. There is one moderate employee and who represents 2% of the total sample. In the third category, two employees had low attitudes were they represent 4% of the total sample. **EMPLOYEE ATTITUDES TOWARDS THE WELFARE SERVICE** 

TABLE 13:	WELFARE	SERVICES	DATA GRID
-----------	---------	----------	-----------

Level	No of Employees	%
High	36	72%
Moderate	06	12%
Low	08	16%
Total	50	100%

This component indicates that employee attitudes towards the welfare service provided by the company. According to the collected data 3 employees were high attitudes and they represent 72% of the total sample. Out of the sample 6 employees were moderate attitudes and they represent 12% of the sample. 8 employees were low attitudes and they represent 16% of the total sample.

EMPLOYEE ATTITUDES TOWARDS USING EMPLOYEE SKILLS AND ABILITIES

#### TABLE 14: USING EMPLOYEE SKILLS & ABILITIES DATA GRID

Level	No of Employees	%
High	33	66%
Moderate	06	12%
Low	11	22%
Total	50	100%

According to collected data, 33 employees had high attitudes towards using employee skills and abilities where they represent 66% of the total sample. 6 employees were moderate and represent 12% of the total sample. Out of the sample, 11 employees had low attitudes and they represent 22% of the total sample.

#### CONCLUSION

Above is a research done based upon analyzing the impact of physical, psychological and environmental factors on job satisfactions of non-managerial employees of **EXCEL TECHNOLOGIES**. A sample of 50 employees was randomly selected from five strata's which were selected through stratified sampling technique. Questionnaires were distributed among these employees in gathering data with based on physical, psychological and environmental factors affecting their job satisfaction. Questionnaire consisted of two sections where section A consisted of gathering data on demographic factors and section B involved gathering data on three independent factors.

- Almost all the employees are satisfied with the wages paid to them.
- 70% of the employees feel that there should be an incentive wages scheme for efficient work in the organization.
- Employees are satisfied with the present working conditions and feel secure about their job.
- 70% of the employees feel that the management is sympathetic to some extent in their problems faced at workstation,
- Management shares a very good relation with the workers.
- Employees are satisfied with the facilities provided to them and are free to express their views freely to the management.
- Supervisors are ready to clear the doubts and help in improving their performance.
- 70% of the employees feel that the company policies really protect their interests.
- 50% of the employees are satisfied with the present management setup.
- 60% of the employees feel that the company policies should be changed.
- Employees are satisfied with the training provided to them in improving their performance.
- Medical, educational and housing loans are the financial benefits provided to the employees by the organization.

## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT 90

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

#### http://ijrcm.org.in/

#### VOLUME NO. 7 (2017), ISSUE NO. 04 (APRIL)

- Expenses for the injured workers are borne by the organization.
- Medical compensation is also provided to the injured workers.

Overall the employees of **EXCEL TECHNOLOGIES** are having a very high job satisfaction and hence they are working with great enthusiasm and zeal to achieve their organizations goal.

#### SUGGESTIONS

- 1. 50% of the employees feel that the present management should be changed.
- 2. 40% of the employees feel that the company policies should be changed.
- 3. 30% of the employees feel that the company policies are not able to protect their interests and hence they should be changed.
- 4. Majority of the employees feel that there should be an incentive wage scheme for efficient work in the organization.
- 5. The management should be more helpful and sympathetic towards the problems faced by the workers at the workstation.

#### ACKNOWLEDGEMENT

It is a great honor to take the responsibility to thank the distinguished personalities who have always accorded top priority to reform motivation and to carry out our training successfully.

I wish to express my gratitude to **Mr. R. PRABHAKAR RAO (RECRUITMENT & EMPLOYEE WELFARE OFFICER)** for imparting ample knowledge and for constant guidance, assistance and encouragement during the project work period.

I also thank all the employees in EXCEL TECHNOLOGIES for their cooperation in successful completion of my project.

I am very thankful to my family for their guidance and encouraging me during the project period.

#### REFERENCES

- 1. Amstrong M. (2006) Human Resource Management Practices, 10<sup>th</sup> edition, Kogan Page Limited.
- 2. Cleveland State University 2006, *Job Satisfaction and Promotions*, [PDF], Available at: http://academic.csuohio.edu/kosteas\_b/Job%20Satisfaction%20and%2 0Promotions.pdf [Accessed: 8 August 2012]
- 3. eHow 2012, What is Job Security?, [Online], Available at: http://www.ehow.com/about\_5470562\_job-security.html [Accessed: 1 August 2012]
- 4. Griffin R.W. (2004), Management, Houghton Mifflin Company, U.S.A.
- 5. Hackman J. R. et.at (1977), Perspectives on Organizational Behavior, New York McGraw Hill Book Company.
- 6. Hill, B. 2012, What Are the Factors Affecting Job Satisfaction?, [Online] Available At: http://smallbusiness.chron.com/factors-affecting-job-satisfaction-20114. html [Accessed: 10 August 2012]
- Luthans F. (1995), Organizational Behavior, 9<sup>th</sup> edition, New Delhi, Prentice hall of India Pvt Ltd.
- Robbins S.P. (2005), Organizational Behavior, 11<sup>th</sup> edition, New Delhi Prentice hall of India Pvt Ltd.
- Sharon, A. et. al 2003, Compensation and Working Conditions, [Online], Available at: http://www.bls.gov/opub/cwc/cm20030522ar01p1.htm, [Accessed: 10 August 2012]
- 10. Sheikh A.M (2007)., Human Resource development and Management, 2<sup>nd</sup> Edition, S. Chand Limited.

# **REQUEST FOR FEEDBACK**

### **Dear Readers**

At the very outset, International Journal of Research in Commerce, IT & 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 <u>infoijrcm@gmail.com</u> 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.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to 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, neither 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 are 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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals





