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**AN ANALYSIS ON THE PERCEPTIONS AND INITIATIVES OF CSR IN IT INDUSTRIES
OF SOUTHERN INDIA**

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ABSTRACT

Today the concept of CSR has undergone radical change. It has integrated social as well as environmental issues into their missions and decisions. Companies take keen interest in informing about their CSR activities to their stakeholders. In developing economies like India, CSR is seen as part of corporate philanthropy in which corporations augment the social development to support the initiatives of the government. Many countries separate philanthropy from social responsibility. While in India, it is seen as a weapon for social activities including recruitment and retention. Also, many argue that it helps in building an image of the organization. While some argue that government does away with their role of playing a regulatory body over the powerful business houses. Others criticize that CSR is not their basic economic role of business. Some even say that CSR is put in place to gain commercially as well. While some others state that the impact of the CSR is not only impacts profits but benefits the society at large. The more the open and honest disclosure, the stronger and trusting relationships can be built with the stakeholders and consumers. In this paper we are analysing the perception of the selected companies towards corporate social responsibility and what type of corporate social responsibility activities done by them.

TRENDS AND INNOVATION IN MALE GROOMING INDUSTRY

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ABSTRACT

Men grooming products includes cosmetics, toiletries and shaving products. Conventionally men grooming products comprise toiletries and shaving products only but recently demand for men beauty products are surging popularity across the globe. Men grooming products become very popular over western developed countries from the beginning of twenty first century, the trend is now shifting to Asia Pacific and Latin America. The growth of global male cosmetic market is tremendous. Men are becoming more sophisticated in their grooming habits and have tapped into the ever growing product offerings that are now becoming available to them, which has prompted more interest in male specific products rather than unisex products. The present paper aims to analyze the advancement which have taken place in the male grooming industry along with latest trends and innovations.

METRICS & ASSESSMENT OF EMPLOYER BRANDING

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ABSTRACT

In the competitive market place, organizations are fighting battles on all fronts i.e., building & retaining market share, stakeholder satisfaction and more importantly recruiting & retaining best talent. The war for talent is influenced by employer brand which in turn is influenced by employee value proposition (EVP). Organizations have been investing time, money and resources into building employer branding efforts, while investors and stakeholders increasingly becoming sceptical and are demanding for evidence of delivery at ground level. Also HR as a function is transitioning away from being a staff function to being a core and strategic contributor. The key anchor in this transformation process is the metrics driven approach. As is the case with other HR initiatives, HR functionaries have working towards metrics driven approach towards employer branding efforts. This paper presents perspectives and approaches that both researchers and practitioners can adopt to reap ROI on the investment that are being made towards Employer Branding.

TEENAGER'S ATTITUDE TOWARDS TELEVISION ADVERTISEMENTS: AN AREA CENTRIC ANALYSIS

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ABSTRACT

Television advertisements have been the subject of great deal of attention in the last 10 to 15 years. Television advertisement industry has achieved tremendous growth in India which would have not been possible without the marketing strategies of multi-national and international companies, developed technology and big financial resources. Advertisers spend 100s of millions of rupees per year inspiring, influencing and deploying individuals to adopt an imaginary life style. Indian teenagers are big segment of market. Marketers and advertisers target teenagers because of teenager's good spending capacity, their influence on parent's spending and participation in family purchasing decisions. Studies have shown that now days for adopting western culture teenagers are much influenced from television advertisements and its negative impact can be seen in family purchasing decisions resulting conflicts and disturbance in parent – teenager relationship. In India only 30% population live in urban and rest of the 70% live in rural area. Perceptions towards television advertisements of urban and rural teenagers may differ due to many reasons. Main aim of this paper is to investigate exposure, attitude and perceptions to television advertisements of urban and rural teenagers separately and to find out significant differences.

THE IMPACT OF STRATEGIC HUMAN RESOURCE MANAGEMENT ON EMPLOYEE PERFORMANCE

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ABSTRACT

This paper aimed to examine the effect of HRM practices towards employee performance this surveys, organizes, and critically discusses the literature on the role of Human resource practices for explaining innovation outcomes. We specifically put an emphasis on what is often called “new” or “modern” HRM impacts practices that imply high levels of delegation of decisions, extensive lateral and vertical communication channels, and the use of reward systems. We discuss how individual practices influence innovation, and how the clustering of specific practices matters for innovation while drawing attention to the notion of complementarities between practices. Moreover, we discuss various possible moderators and mediators of the HRM/innovation link, such as the type of knowledge involved (tacit/codified), knowledge sharing, social capital, and network effects. We argue despite substantial progress made in the pertinent literature that the precise causal mechanisms underlying the HRM/innovation links remain poorly understood. Against this backdrop we suggest avenues for future research.

MANAGING HOSPITALITY WORKFORCE – VICIOUSLY WORRISOME FOR HUMAN CAPITAL SPECIALISTS IN VARIOUS RESORTS OF UTTARAKHAND

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ABSTRACT

Human Capital Specialists play a pivotal role in organisational performance by contributing significantly in the form hiring right, accurate and effective training, regular development, harmonious industrial relations and fair-cum-justified compensation design along with maintaining proliferative culture in an organisation. However, restrained resources and obliviousness of management tends to create ruckus in the organisation. Management seeks to acquire profits and is more task-oriented rather than people-oriented. This trend is vicious and leads to reduced commitment and efficiency of employees which in turn is detrimental for the concerned organisation. People, in general, look forward to joining hotels merely for job and fail to analyse the obtainability of long-term career in the industry. In other words, both management and employees/potential human capital are unable to conjoin and end-up working with a short-term approach with the objective of self-interests only. It is the need of the HR professionals to adopt a collaborative approach to establish a permanent relationship between the management and employees, which can certainly result higher outputs with organizational citizenship in employees.

LEADER SETS OFF THE CULTURE

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ABSTRACT

To forge mutual benefit while running a business or organization generally depends on the interface between a leader and his followers. Most of us believe that leader is a major stake holder in the creation of organizational culture. In reality, the influence of followers on leader is also a considerable point. So, the interaction between a leader and follower will create an environment which has its impact on the overall functioning of the organization. Leaders exhibit various leadership styles to influence followers. In turn followers also demonstrate follower styles which influence the leadership style. The good fit between leadership style and follower style will make the organization more effective. The present paper evaluates the conceptual phenomenon that how mutual influence of leader and follower creates an organizational culture.

TRAINING OF YOUTH FOOTBALL PROJECTS AND ITS CONTRIBUTION TO THE MAIN CLUB REFERS TO KEMBATA TEMBARO ZONE TOWNS PARTICIPANT CLUBS

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ABSTRACT

This study was conducted with ultimate objective of exploring the training of youth football project and its contribution to the main clubs refers to Kembata Tembaro zone town's participant clubs. Three sample youth (junior-B) projects were selected, from five town participant clubs, Thus, the subjects in the study were 75 players, 3 coaches, and 3 administrative officials. In this study descriptive survey method was used. The data gathered through interview and observation was analyzed through descriptive statements. The major findings indicate that failure of coaches to manage and follow players throughout the training session, inappropriate or wrong methods of warm-up and cool-down by players, affect the training program of youth football projects and its contribution to the main clubs.

FACTORS AFFECTING THE BUYING BEHAVIOR AND BUYING PREFERENCES FOR RESIDENTIAL HOUSES IN BANGALORE CITY

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ABSTRACT

The present study helps researcher to put the theoretical concepts into practice this project helps the various campaigns to know how few “Factors affecting the buying behavior and buying preferences for residential houses in Bangalore city. The study is also to have an insight about usage of e-strategies which will help the organization to assess the business opportunities in different segments, which in turn will help in knowing to what extent it needs to promote its business so that it can strategically position itself to the customers’ needs. It covers the review of literature, concepts on research methodology and design, Classification and tabulation of data, Analysis and interpretation of data, findings, suggestions and conclusion.

JOB STRESS AND QWL OF EMPLOYEE'S IN TIRUPUR TEXTILE INDUSTRY

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ABSTRACT

In this competitive era, the Textile industry finds difficult to produce world class quality, on par with the developed nations. It is now rare for a person to stay with a single company throughout their entire working life because employees are often willing to leave a company for better opportunities. Companies need to find better ways not only to hire qualified people, but also to retain them. Because, Tirupur has emerged as the knitwear capital of the country for more than three decades and Tirupur also called as Dollar city. For that atleast Tirupur textile industry should consider important impact of the job stress and QWL of employees. Industry understand the concept of better QWL leads to better productivity and quality product. In addition to that, Textile industries has undergone rapid changes towards globalization and liberalization and have been facing problems due to Global Competition, dyeing units, shortage of cotton and power scarcity. These pose a threat to the textile industry. In addition to these threats, extended working hours, compulsory overtime, committed deliveries by the firms, shorter manufacturing cycles and other related issues determinate the QWL in Tirupur textile firms posing a big threat to its productivity and human resource management. Employees stress at their job lead to job dissatisfaction which ultimately end up with high rate of labor turnover and absenteeism. The reasons for this problem are many particularly, the problems related to worker's health, Quality of life and the Quality of work which are needed to address well for the development of Tirupur Textile industry and overcome the job stress level of employees.

CHALLENGES AND OPPORTUNITIES IN HUMAN RESOURCES

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ABSTRACT

In today's modern business world, human resource management is very important activity because there are frequent changes in business environment. Hence, every organisation must keep a constant watch on its personnel. Human resource management is a continuous activity. Business organisation can also outsource its activity. Human beings are most valuable resource of an organisation and managing them is the key to organisational success. It is a resource that the management can get and use the skill, knowledge, ability etc. through the development of skills, tapping and utilizing them again and again. Planning for human resource is more important than that of any other resources. For over a decade, efforts have been made by one or more of the units to go beyond the traditional personnel management function for the effective mobilisation of human resources.

A STUDY ON STRESS LEVEL OF WORKERS IN CONSTRUCTION SECTOR (WITH SPECIAL REFERENCE TO NRI'S IN UAE)

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ABSTRACT

Stress has become a part of life and it is present in each and every type of job. It is no longer considered as a rare problem or related to specific sector. In reality it is quite impossible to eliminate stress but it is possible to control the stress related issues. Construction industry is more stressful than it was five years ago, according to a survey of 1,000 professionals working in the sector. Success of construction project depends up on the effective and efficient management of human resources. Construction workers are a group that are particularly vulnerable to health risks because they have few legal protections, a poor safety net, increased exposures to some environmental factors, and are economically disadvantaged. Studies show that blue-collar industries, i.e. construction, are more stressful than white-collar industries. UAE's construction sector has exhibited sustainable growth over the years, with its value following an upward trend from 2009 through to 2011 and forecasted to be continuing with the same pattern in future as per the Dubai Chamber of Commerce and Industry. The industry is also contributing increasingly in the nation's GDP and that this trend is also forecast to be continued in coming years reaching 11.5% of GDP in 2021. Increasing prospects of construction industry create job opportunities and it results in human stress due to the nature of job this study aims to evaluate stress level among workers in construction sector. The parameters for evaluation are organizational, economical, physical, psychological factors contributing to stress. It also attempts to find out overall satisfaction level of construction workers. The study is based on the primary data collected through structured questionnaire from non-resident Indians working in UAE. Sample size 75. After data collection it has been classified and analysed using percentage analysis, likerts's five point scale and mean.

e-PAYMENT: A SOLUTION IN POST DEMONETISATION ERA

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ABSTRACT

After November 8th. 2016 people of India are facing problem of hard cash due to demonetization. This manuscript is an attempt to explain the various other solution available to make and receive payments. It includes debit card, credit card, charge card and smart card. This paper also makes an attempt to explain the new ways to go cashless and motivation by the Indian government to go digital.

ATTITUDE OF CUSTOMERS TOWARDS ONLINE ADVERTISEMENTS IN SIVAKASI

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ABSTRACT

This research study is focused on customer attitude towards online advertisements in the Sivakasi area. The main purpose and objectives of the study is to find out the impact of customers towards online advertisements, factors which are influenced their purchase decisions, satisfaction levels of the customers towards the selected websites. Data was collected through the well-structured Questionnaire. The sample size was 200, those who are selected through convenient sampling method. For analysis, frequency percentage, Rank with weighted average arithmetic mean, Mann Whitney Rank Sum U test and Kruskal Wallis test were used by SPSS. In this study the findings were categorized to mention in the brief manner. The study also suggests the strong recommendations on the basis of the study findings.

A STUDY ON FINANCIAL HEALTH OF BALRAMPUR CHINI MILLS LTD., UTTAR PRADESH

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ABSTRACT

Sugar industry is the second largest agro-based industry in India. Livelihood of more than 45 million Sugar-cane farmers and large mass of agricultural labourers involved in sugar-cane cultivation and Harvesting are dependent on the performance of sugar industry. This paper aims at making an analysis of financial health of Balrampur Chini Mills in terms of liquidity, solvency, operational efficiency and profitability. Management practices with professional approach tend to improve the financial performance of sugar factories by implementing some innovative practices to reduce the avoidable cost and generating additional revenues. Ratio analysis is a widely used tool, which is relevant in assessing the performance of a firm in respect of liquidity position, long term, and solvency. In addition to this, it helps to predict the financial distress of the business. To evaluate the financial conditions and performance of a company, the present study is to have an insight into the examination of financial health of the organization by using z score model.

DIMENSIONS OF JOB SATISFACTION AND ITS IMPACT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR AT THE SRI LANKA ADVANCED TECHNOLOGICAL EDUCATION (SLIATE)

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ABSTRACT

Job satisfaction is an important and a very challenging issue in the higher education system. The academics' job satisfaction is very important to produce high-quality students in the Sri Lanka Advanced Technological Education. Employee job satisfaction and dissatisfaction significantly affect citizenship behavior within an organization. The research was designed to study the different perspective of employee job satisfaction and its effects on organizational citizenship behavior using Herzberg's two-factor theory. A structured questionnaire with five-point Likert scales was used to collect data. 137 respondents were selected using the stratified random sampling from a population of 225 academics from eighteen Advanced Technological Institutes in Sri Lanka. Pearson Correlation Coefficient and multiple Regression were used to obtain the results. The results indicated that there was a significant positive relationship between organizational citizenship behavior and Dimensions of job satisfaction among academics at 0.01 significant level (2-tailed). The findings of the research revealed that motivational and hygiene factors were having a significant positive association with Organizational Citizenship Behavior of the academic staff of the Sri Lanka Advanced Technological Education.

A STUDY ON 'ECONOMIC AND INDUSTRIAL DEVELOPMENT' ROLE OF TAMILNADU INDUSTRIAL INVESTMENT CORPORATION IN RAMANATHAPURAM DISTRICT

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ABSTRACT

A manufacturing business concern requires the moneys for buildings, machinery, equipment and other fixtures before it can commence the business operation as a capital. Money also main sources to require for purchase of raw materials, to pay salaries and wages of employees, to produce or hire power to operate the machines. An important problem faces by every small scale industry in the country due to lack finance. The problem of finance in the small scale sectors is mainly due to two reasons. Firstly, it is partly due to scarcity of capital in the country as a whole. Secondly it is partly due to weak credit worthiness of small units in the country. Due to their weak economic condition, they have to find it very difficult to take financial assistance from any financial institutions. The availability of institutional support helps to make the good economic environment more conducive to business or industry. A package of policy measures was announced by Government of India in 2006 for strengthening and promoting the micro and small enterprises sector in our country.

A STUDY ON CUSTOMER PREFERENTIAL FACTORS TOWARDS LIFE INSURANCE CORPORATION OF INDIA PRODUCTS IN MADURAI DISTRICT

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ABSTRACT

The Life Insurance Corporation of India enjoyed monopoly in life insurance sector since 1956. Life Insurance Corporation of India developed country – wide network to provide effective service to the policyholders. It was developed over the years more than 100 insurance products so as to center the insurance needs of the different segments of the population. Policyholders also found no alternative to Life Insurance Corporation of India since the formation of IRDA in 1999. Privatizations of insurance sector have brought new players with innovative insurance products to the market. This has bred competition in the insurance sector. Customer friendly products and services are need of the hour. Hence every insurance company is trying to fascinate the customers through innovative products and services. Customer relationship management have become the central point the corporate level strategies. The customers also have started to look insurance as an investment option then nearly a risk cover. Life Insurance Corporation of India has motivated the customers to purchase Life insurance policies, The various types of policies preferred by the customers have been justified, The Services rendered by Life Insurance Corporation of India for the benefit of the customers were influenced, Level of Satisfaction of Customers on the services provided by the Life Insurance Corporation of India were taken, The Level of training and motivation provided by the Life Insurance Corporation of India to the insurance advisors were initiated at various stages. Thus issues need to be addressed in the context of changed environment in the insurance sector.

MONITORING AND SURVEILLANCE (MOS) OF BANKING OPERATIONS: A TECHNOLOGICAL PERSPECTIVE

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ABSTRACT

The on-site inspection for domestic and foreign banks is based on CAMELS. But after introducing Basel II, the banking supervision was focused much on market discipline, higher levels of transparency. Off-site monitoring and surveillance for banks was instituted by RBI in 1995 and used as a part of crisis management. As banks are growing in the volume and value across the globe, its supervision and surveillance much matters for their respective central banks. During the demonetization process 24/7 surveillance & monitoring and giving right solutions for ongoing challenges on daily basis at ATMs and Branches for exchange of old high denomination currency notes with new Rs. 2000 and Rs. 500 at the branches of the banks. In this context, an attempt is made to understand the integration of off-site monitoring and surveillance (OSMOS) in banking system with technological perspective. This paper focuses on the central bank's supervisory capabilities in terms of information technology. Further it also examines the practices of banking supervision in terms of on-site, off-sit monitoring and surveillance. It captures some information about the functioning of OSMOS in different countries and examined its supervisory agencies' capabilities.

STUDY ON EMPLOYEE JOB SATISFACTION

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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.

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