



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

### CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A POLICY FRAMEWORK FOR MANAGING DIVERSITY IN THE DEPARTMENT OF THE PREMIER OF THE WESTERN CAPE PROVINCIAL GOVERNMENT <i>DESMOND VAN DER WESTHUIZEN, DR. SHAUN PEKEUR &amp; MOHAMED SAYEED BAYAT</i>	1
2.	OPPORTUNITIES OF TOURISM SECTOR IN BANGLADESH <i>MD. ZAHIR UDDIN ARIF, MD. NAZRUL ISLAM &amp; MD. SHAFIQL ISLAM</i>	2
3.	AN EMPIRICAL BIVARIATE CASE STUDY ON ASSOCIATIONS BETWEEN SELECT FACTORS CONCERNING POST GRADUATE STUDENTS AND THEIR ACADEMIC PERFORMANCE <i>NIRAJ MISHRA &amp; PREETI SHRIVASTAVA</i>	3
4.	A STUDY ON THE RELATIONSHIP BETWEEN CORPORATE FINANCIAL PERFORMANCE AND CORPORATE SOCIAL RESPONSIBILITY (CSR) <i>ALIYAR MOHAMED SHEHAM &amp; DR. ATHAMBAWA JAHFER</i>	4
5.	FACTORS RELATED TO THE PERFORMANCE OF LOW COST ELECTRONIC PRODUCTS IN BANGLADESH <i>MD. RIFAYAT ISLAM</i>	5
6.	EMPLOYEE SATISFACTION: A CASE STUDY OF A LEADING MULTINATIONAL TELECOMMUNICATION COMPANY IN BANGLADESH <i>DR. TAIMUR SHARIF &amp; SELINA AKTER</i>	6
7.	EFFECT OF FAMILY CONTROL AND INTERNAL AUDITOR ON ACCURAL ITEMS OF OPERATIONAL ACCOUNTING (GIULI AND HIN CCONSERVATIVE MODEL) <i>MOHAMADREZA ABDOLI</i>	7
8.	THE EFFECT OF INTELLECTUAL CAPITAL ON THE ORGANIZATIONAL PERFORMANCE <i>DR. AMIR HOSSEIN AMIRKHANI, SAYD MEHDI VEISEH, MEYSAM ERTEGHAEI &amp; HAMIDEH SHEKARI</i>	8
9.	TEACHER STRESS: THE SOURCES OF TEACHER STRESS AND THEIR CONSEQUENCES <i>RABIA MUSHTAQ</i>	9
10.	RETAILING IN INDIA: OPPORTUNITIES & CHALLENGES <i>ANIL KUMAR .S. HAGARGI &amp; DR. RAJNALKAR LAXMAN</i>	10
11.	GROWTH AND SUSTAINABILITY OF INDIAN BANKING SECTOR <i>DR. M. L. GUPTA &amp; DR. REKHA GARG</i>	11
12.	A STUDY ON LOCUS OF CONTROL OF EMPLOYEES IN TEXTILE COMPANIES AT SALEM DISTRICT, TAMILNADU <i>M. GURUSAMY, A. VELSAMY &amp; DR. N. RAJASEKAR</i>	12
13.	ORGANIZATIONAL EFFECTIVENESS AND SERVICE EFFICIENCY: A COMPARATIVE STUDY SELECT INDIAN BANKS <i>DR. ASHOK AIMA &amp; NAVEEDA SEHER</i>	13
14.	EMPLOYEE WELFARE ACTIVITIES WITH RESPECTIVE MEASURES IN INDUSTRIAL SECTOR - A STUDY ON INDUSTRIAL CLUSTER AT CHITTOR DISTRICT <i>DR. P. VENUGOPAL, T. BHASKAR &amp; P. USHA</i>	14
15.	MOTIVATORS AND INHIBITORS OF ONLINE SHOPPING IN HYDERABAD <i>MOHD LAYAQ AHAMAD &amp; SHAIKH MOHD ZAFAR</i>	15
16.	A STUDY ABOUT HEALTH PROBLEMS OF EMPLOYEES WORKING IN IT AND ITES INDUSTRY IN THE ASPECTS OF ERGONOMICS <i>DR. C. S. RAMANI GOPAL &amp; DR. G. PALANIAPPAN</i>	16
17.	A STUDY ON THE USAGE OF KNOWLEDGE MANAGEMENT PRACTICE IN AVASARALA TECHNOLOGIES LIMITED (ATL) <i>A. MANI MARAN, S. SUNDARAMURTHY REDDY &amp; P. SELVA KUMAR</i>	17
18.	OUTSOURCING OF HR SERVICES AT ITC MAURYA SHERATON HOTEL & TOWERS <i>RISHI DOGRA &amp; COL K. S. MADAAN</i>	18
19.	ANALYTICAL STUDY OF ICT SERVICES AND SKILLS IN THE MODERN EDUCATION SYSTEM <i>DHANANJAY MANDLIK, MADHUWANTI SATHE &amp; DR. PARAG KALKAR</i>	19
20.	A COMPARATIVE STUDY OF ORGANISATIONAL CLIMATE: INDIAN MULTINATIONAL COMPANIES IT EXECUTIVES VS. FOREIGN MULTINATIONALS COMPANIES IT EXECUTIVES <i>ANURAG SINGH</i>	20
21.	FAMILY VS. WORK CONFLICT AMONG WORKING WOMEN IN INDIA WITH SPECIAL REFERENCE TO IT, EDUCATION AND BANKING SECTOR <i>A. VANITHA &amp; DR. S. MEENAKUMARI</i>	21
22.	BANKING PROFESSIONALS AND ATTITUDINAL DIMENSION OF JOB SATISFACTION: A DESCRIPTIVE STUDY <i>S.M. SHARIQ ABBAS</i>	22
23.	USE OF ICT IN LEARNING OF ENGLISH PRONUNCIATION, GRAMMAR AND VOCABULARY OF SECONDARY SCHOOL STUDENTS <i>RANJIT SINGH</i>	23
24.	MANAGING CONFLICT THROUGH CONFRONTATION: AN OD INTERVENTION <i>DR. ARPITA SARANGI</i>	24
25.	SPONSORSHIP IN CULTURAL AFFAIRS: A NEW ARENA <i>TRINANKUR DEY</i>	25
	REQUEST FOR FEEDBACK	26

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

Indexed & Listed at: [Ulrich's Periodicals Directory](#) ©, [ProQuest, U.S.A.](#), [Index Copernicus Publishers Panel, Poland](#), [Open J-Gate, India](#)

as well as in [Cabell's Directories of Publishing Opportunities, U.S.A.](#)

Circulated all over the world & Google has verified that scholars of more than Hundred & Fifteen 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

[www.ijrcm.org.in](http://www.ijrcm.org.in)

**CHIEF PATRON**

**PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi  
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**PATRON**

**SH. RAM BHAJAN AGGARWAL**

Ex. State Minister for Home & Tourism, Government of Haryana  
Vice-President, Dadri Education Society, Charkhi Dadri  
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR**

**AMITA**

Faculty, E.C.C., Safidon, Jind

**ADVISORS**

**PROF. M. S. SENAM RAJU**

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

**PROF. M. N. SHARMA**

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

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR**

**PROF. R. K. SHARMA**

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

**CO-EDITOR**

**DR. BHAVET**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**EDITORIAL ADVISORY BOARD**

**DR. AMBIKA ZUTSHI**

Faculty, School of Management & Marketing, Deakin University, Australia

**DR. VIVEK NATRAJAN**

Faculty, Lomar University, U.S.A.

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SANJIV MITTAL**

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

**PROF. ANIL K. SAINI**

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

**DR. KULBHUSHAN CHANDEL**

Reader, Himachal Pradesh University, Shimla

**DR. TEJINDER SHARMA**

Reader, Kurukshetra University, Kurukshetra

**DR. SAMBHAVNA**

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

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P. J. L. N. Government College, Faridabad

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Government F. G. College Chitgappa, Bidar, Karnataka

**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

## *ASSOCIATE EDITORS*

**PROF. NAWAB ALI KHAN**

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

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. A. SURYANARAYANA**

Department of Business Management, Osmania University, Hyderabad

**DR. ASHOK KUMAR**

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

**DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**DR. V. SELVAM**

Divisional Leader – Commerce SSL, VIT University, Vellore

**DR. PARDEEP AHLAWAT**

Reader, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**S. TABASSUM SULTANA**

Asst. Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

**SURJEET SINGH**

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

## *TECHNICAL ADVISOR*

**AMITA**

Faculty, E.C.C., Safidon, Jind

**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

## *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

## *SUPERINTENDENT*

**SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses: [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or [info@ijrcm.org.in](mailto:info@ijrcm.org.in).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

(e.g. Computer/IT/Finance/Marketing/HRM/General Management/other, please specify).

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for possible publication in your journal.

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

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

**NAME OF CORRESPONDING AUTHOR:**

Designation:

Affiliation with full address & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

2. **INTRODUCTION:** Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.
6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. 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.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per 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 italics. 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 parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**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.

**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, 19–22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- 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.

**WEBSITE**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 <http://epw.in/user/viewabstract.jsp>

## **A POLICY FRAMEWORK FOR MANAGING DIVERSITY IN THE DEPARTMENT OF THE PREMIER OF THE WESTERN CAPE PROVINCIAL GOVERNMENT**

**DESMOND VAN DER WESTHUIZEN  
MASTERS GRADUATE IN PUBLIC MANAGEMENT  
DEPARTMENT OF PUBLIC SERVICE & MANAGEMENT  
PRETORIA**

**DR. SHAUN PEKEUR  
SENIOR LECTURER  
DEPARTMENT OF PUBLIC MANAGEMENT  
CAPE PENINSULA UNIVERSITY OF TECHNOLOGY  
CAPE TOWN**

**DR. MOHAMED SAYEED BAYAT  
REGIONAL HEAD OF THE MANAGEMENT COLLEGE OF SOUTHERN AFRICA (MANCOSA) WESTERN CAPE  
& ADJUNCT PROFESSOR: FACULTY OF COMMERCE & MANAGEMENT  
UNIVERSITY OF FORT HARE  
ALICE**

### **ABSTRACT**

*This article attempts not only to highlight the importance of the implementation of genuine diversity management policies, strategies and programmes that will equip employees with the necessary skills to interact with and value the contribution of employees from different cultural backgrounds and, in so doing, realize their full potential and that of the department but also to establish policy guidelines, which the Department of the Premier can utilize to improve the relationship and interaction between employees from different cultural backgrounds in order to ensure a competitive advantage with regard to service delivery. The article also acknowledges that a stable workforce is a prerequisite for the implementation of an agreed long-term plan, increased efficiency and effectiveness, improved quality and continued service delivery of a very high standard. Being from different backgrounds, each employee brings his or her own perceptions and experiences to the workplace. Encouraging the management of diversity of culture could help to generate new ideas and innovative approaches to tackle workplace problems. It is thus imperative that an instrument must be in place to harness the different perceptions and experiences and utilizing it to create a competitive advantage. Genuine diversity management policies, strategies and programmes will equip employees with the necessary skills to interact with and value the contribution of employees from different cultural backgrounds and, in so doing, realize their full potential and that of the employer*

**OPPORTUNITIES OF TOURISM SECTOR IN BANGLADESH**

**MD. ZAHIR UDDIN ARIF**  
**ASST. PROFESSOR**  
**DEPARTMENT OF MARKETING**  
**JAGANNATH UNIVERSITY**  
**DHAKA-1100, BANGLADESH**

**MD. NAZRUL ISLAM**  
**ASST. PROFESSOR**  
**DEPARTMENT OF SECRETARIAL SCIENCE AND OFFICE MANAGEMENT**  
**DHAKA COMMERCE COLLEGE**  
**MIRPUR-2, DHAKA-1216, BANGLADESH**

**MD. SHAFIQU L ISLAM**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF MARKETING**  
**DHAKA COMMERCE COLLEGE**  
**MIRPUR-2, DHAKA-1216, BANGLADESH**

**ABSTRACT**

*The paper mainly focuses on the prospects of tourism sector in Bangladesh. Bangladesh is a country of enriched heritage and culture from thousands of years ago. The economy of Bangladesh has much potentiality to earn foreign currency creating more attraction and disseminating the information about the tourist places to other parts of the world. The study has been conducted based on secondary information that have been collected from various articles published in journals, Bangladesh Parjatan Corporation (BPC), Ministry of Civil Aviation and Tourism, and different websites. Authors' personal experiences and observations have also been taken into account to get the findings. The paper finds that the major tourist attractions, number of foreign tourists arrivals in Bangladesh in several years, the annual income and profit earning from tourism sector in the country have shown the opportunities and potentiality of tourism development in the country. However, the paper identifies various constraints to the development of tourism and prescribes some necessary recommendations for policy formulation and managerial implication of the development of the tourism sector in Bangladesh. Therefore, the value of the tourism sector development has a positive impact on the growth and economic development of Bangladesh in future.*

**AN EMPIRICAL BIVARIATE CASE STUDY ON ASSOCIATIONS BETWEEN SELECT FACTORS CONCERNING POST GRADUATE STUDENTS AND THEIR ACADEMIC PERFORMANCE**

**NIRAJ MISHRA**  
**SENIOR LECTURER**  
**DEPARTMENT OF MANAGEMENT**  
**WALJAT COLLEGE OF APPLIED SCIENCES**  
**BIT INTERNATIONAL CENTRE**  
**MUSCAT, OMAN**

**PREETI SHRIVASTAVA**  
**LECTURER**  
**DEPARTMENT OF BUSINESS AND ACCOUNTING**  
**MUSCAT COLLEGE**  
**MUSCAT, OMAN**

**ABSTRACT**

*This research paper is an attempt to examine the associations between certain set of chosen independent and dependent variables concerning post graduate students and their academic performance in respective courses. This study has been undertaken on 76 Post-Graduate (PG) students in Muscat, Sultanate of Oman. A set of independent variables, viz.; educational background, gender, employment sector, sponsorship status, marital status were identified and their strength of association was individually checked with the only dependent variable( i.e., academic performance of students) in the study. Chi square test was used to test whether the two variables (dependent and independent) are statistically associated with each other significantly. Since Chi square test helped us to look only at statistical association, we examined Contingency Coefficient C, Cramer's V, Phi Correlation Coefficient and Lambda Asymmetric Coefficient (indexes of agreement) to test the strength of the association between the select pair of variables.*



## **A STUDY ON THE RELATIONSHIP BETWEEN CORPORATE FINANCIAL PERFORMANCE AND CORPORATE SOCIAL RESPONSIBILITY (CSR)**

**ALIYAR MOHAMED SHEHAM  
LECTURER**

**SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION  
BATTICOLO, SRI LANKA**

**DR. ATHAMBAWA JAHFER  
SR. LECTURER & HEAD OF DEPARTMENT  
DEPARTMENT OF ACCOUNTANCY & FINANCE  
FACULTY OF MANAGEMENT AND COMMERCE  
SOUTH EASTERN UNIVERSITY OF SRI LANKA  
OLUVIL, SRI LANKA**

### **ABSTRACT**

*As responsible corporate citizens, all businesses should contribute to social development of the country. However, from a business perspective, the shareholders of a company are interested in the return for their investment. They would prefer to have a quantifiable method to know the exact impact of the investment on CSR on company profitability. If there are no proper information on the benefits of CSR, it is difficult to persuade the corporate to pump in scarce resources to CSR initiatives, which otherwise could have been used to generate definite benefits. This research attempted to fill this gap by developing a set of data on the financial benefits of CSR initiatives. A questionnaire-based survey was carried out among the listed companies in the Colombo Stock Exchange. On average the companies spend about 6.6% of their turnover on CSR related activities, including training, research and community work. In the case of relationships between CSR activities and financial performance, only in employee relations and customer/supplier relations show significant positive correlations with financial performance. In addition to these two, community relations also show a significant positive correlation with perceived benefits of CSR. Community relations and environment is not significantly correlated with any of the financial indices.*

**FACTORS RELATED TO THE PERFORMANCE OF LOW COST ELECTRONIC PRODUCTS IN BANGLADESH**

**MD. RIFAYAT ISLAM**  
**PRODUCT MANAGER (INTERNET & BROADBAND)**  
**GRAMEENPHONE LTD.**  
**DHAKA-1207, BANGLADESH**

**ABSTRACT**

Electronic product is an essential product used by all types of people all over the world. There are different brands of electronic product available in Bangladesh. As choice vary person to person so many people chose non brand product also. There is a huge demand for electronic product in our country. As a result branded product and non branded product both is available in the market of Bangladesh. But performance of the products is not same. Low cost electronic product mostly available in the market of Bangladesh. The high performance results from the use of advanced materials and process techniques which typically increases the technology cost. Performance of low cost electronic product depends on some related factors. Specific hypotheses were developed, information from the consumers who used low cost electronic products were collected through structured questionnaire, data was analyzed through statistical tools and finally conclusions were drawn about the factors that Related to the Performance of Low Cost Electronic Products in Bangladesh. These findings will be helpful in understanding various aspects of consumers view point about Factors Related to the Performance of Low Cost Electronic Products in Bangladesh which can be further improved.

**EMPLOYEE SATISFACTION: A CASE STUDY OF A LEADING MULTINATIONAL TELECOMMUNICATION COMPANY IN BANGLADESH**

**DR. TAIMUR SHARIF**  
**ASST. PROFESSOR**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALHOSN UNIVERSITY**  
**ABU DHABI, UAE**

**SELINA AKTER**  
**TEACHING ASSISTANT**  
**DEPARTMENT OF BUSINESS STUDIES**  
**LONDON SOUTH BANK UNIVERSITY**  
**103 BOROUGH ROAD**  
**LONDON SE1 0AA, UNITED KINGDOM**

**ABSTRACT**

*This study attempts to investigate the levels of workers' job satisfaction with regard to HRM policies and practices in the multinational corporations adopting TeleCorp (anonymously named), a leading multinational telecommunication company in Bangladesh, as a case study. The study is empirically based on a questionnaire survey with a response rate of 81%. The research observes that employees are satisfied with certain practices of TeleCorp such as performance appraisals, pay, compensation and dismissal whereas dissatisfied with job autonomy and working time. This study also analyses how job satisfaction varies among various groups of workers - groups categorised according to employees' personal and job related characteristics. The levels of employees' job satisfaction are observed to fluctuate in terms of their age, gender, education, experiences, designation, and marital status. A set of recommendations are formulated in light of the standard HR-policies and practices in literature and prescribed in view of the observations made with regard to employees' job satisfaction at TeleCorp. The outcomes of this research can be used in an inductive manner to penetrate a general picture of the existing multinational companies in Bangladesh. The outcomes can also be used as a guideline for those companies which are in pursuit of uplifting the standard of their HR practices as a mechanism to develop global competence. As the list of HR issues covered in this study are non-exhaustive in nature, the research ends with proposing for further research on a wider scale comprising of all types and sizes of companies operating in Bangladesh.*

**EFFECT OF FAMILY CONTROL AND INTERNAL AUDITOR ON ACCRUAL ITEMS OF OPERATIONAL ACCOUNTING  
(GIULI AND HIN CONSERVATIVE MODEL)**

**MOHAMADREZA ABDOLI  
FACULTY  
DEPARTMENT OF ACCOUNTING  
SHAHROOD BRANCH  
ISLAMIC AZAD UNIVERSITY  
SHAHROOD, IRAN**

**ABSTRACT**

*In this study, we deal with the effect of internal auditors and family control on operational accrual items measurements across the Tehran Stock Exchange (TSE) registered firms. The operational accrual items of the G iuli and HIn Model have been used to measure the conservatism level. In comparison with other models, including Basu's model, the above-mentioned model is more reliable. "Herfindal-Hirschman Model" has been used to measure the family control. A total of 125 corporations were selected randomly in 2011 for this study. Both regression and Pearson methods were used as the statistical methods of the study. Our findings approved the very intensive relationship between the internal auditor and the operational accrual items measurement. The impact of the family control over corporations on their conservatism level has been verified, as well; there was a positive and direct relation between the two mentioned variables. Also, the effects of firm size and financial leverage on the operational accrual items have been approved; the relation between these variables was more intense.*

**THE EFFECT OF INTELLECTUAL CAPITAL ON THE ORGANIZATIONAL PERFORMANCE**

**DR. AMIR HOSSEIN AMIRKHANI**  
**FACULTY**  
**DEPARTMENT OF MANAGEMENT**  
**PAYAME NOOR UNIVERSITY**  
**TEHRAN**  
**IRAN**

**SAYD MEHDI VEISEH**  
**RESEARCH SCHOLAR**  
**PAYAME NOOR UNIVERSITY**  
**TEHRAN**

**MEYSAM ERTEGHAEI**  
**FACULTY**  
**DEPARTMENT OF MANAGEMENT**  
**PAYAME NOOR UNIVERSITY**  
**SEM NAN**  
**IRAN**

**HAMIDEH SHEKARI**  
**FACULTY**  
**DEPARTMENT OF MANAGEMENT**  
**PAYAME NOOR UNIVERSITY**  
**TAFT, YAZD**  
**IRAN**

**ABSTRACT**

*Today, Experts believe that the organizations' performance is not only evaluated by financial issues. They believe that there are other factors affecting on the financial and non-financial performance of the organizations. Researchers (including economists, accountant and organization s managers) believe that the performance of each organization is the total reflection of its intellectual capital (human capital, structural capital and customer capital). In fact, the improvement of each factor demonstrates the financial and non-financial performance of the organization. Therefore the first hypothesis is as follow: the desired condition of intellectual capitals cause to improve the effectiveness, the market place, customer satisfaction, competence and suitable operation of the organization. In this survey, data analysis was based on the descriptive and comprehensive methods and SPSS software and multiple regressions were used in order to test the hypotheses. The population included all managers and assistants of Tehran's Sepah banks. In this regard, some procedures were presented in order to use intellectual capital and to improve it efficiently.*

**TEACHER STRESS: THE SOURCES OF TEACHER STRESS AND THEIR CONSEQUENCES**

**RABIA MUSHTAQ**  
**RESEARCH SCHOLAR**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**INTERNATIONAL ISLAMIC UNIVERSITY**  
**ISLAMABAD PAKISTAN**

**ABSTRACT**

*In this research paper it is tried to figure out the causes of stress in teachers who are teaching at different levels and what are the consequences that generate from the stress factors in Pakistani educational institutions? Active and passive coping strategies were used as moderators to find out their impact on the stress factors and on their consequences. The data was collected from the different schools, colleges and the universities from the different cities of Pakistan. Convenient random sampling technique was used for the data collection. Close ended questionnaires were used as measurement scale. Total sample size was 204. Multivariate analysis of covariance MANCOVA was used for the analyses. The results showed confirmation of first two hypotheses out of three. Stress factors were creating negative feelings among the teachers. Coping strategies which were used for the stress reduction and for the reduction of negative feelings were not highly effective. Active coping behavior is to some extent significant.*

**RETAILING IN INDIA: OPPORTUNITIES & CHALLENGES**

**ANIL KUMAR .S. HAGARGI**  
**FACULTY MEMBER & RESEARCH SCHOLAR**  
**DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH**  
**GULBARGA UNIVERSITY**  
**GULBARGA**

**DR. RAJNALKAR LAXMAN**  
**HEAD, DEPARTMENT OF COMMERCE**  
**DEAN, SCHOOL OF BUSINESS STUDIES**  
**CENTRAL UNIVERSITY OF KARNATAKA**  
**GULBARGA**

**ABSTRACT**

*The retail is one of the fastest growing sectors in India over the last couple of years. Indian retail sector comprises of organized and unorganized retail sector. Traditionally the retail market in India was largely unorganized; however with changing consumer preferences, organized retail is gradually becoming popular. Unorganized retailing consists of small and medium grocery store, medicine stores, subzi mandi, kirana stores, pan shops etc. More than 90% of retailing in India fall into the unorganized sector, the organized sector is largely concentrated in big cities. Organized retail in India is expected to grow 25-30 per cent yearly and is expected to increase from Rs35, 000 crore in 2004-05 to Rs109, 000 crore (\$24 billion) by 2010. Another credible factor in the prospects of the retail sector in India is the increase in the young working population and dual economies. This paper provides detailed picture about the growth of retailing industry in India. It examines the growing awareness and brand consciousness among people across different socio-economic classes in India and how the urban and semi-urban retail markets are witnessing significant growth. It explores the role of the Government of India in the industry's growth and the need for further reforms. In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets, which in turn will help the India Retail Industry to grow faster. The paper also includes strategies, strength and opportunities of retail stores, retail format in India, recent trends, and opportunities and challenges, entrance of global players and challenges before Indian retailers in the near future.*

**GROWTH AND SUSTAINABILITY OF INDIAN BANKING SECTOR****DR. M. L. GUPTA****HEAD****RESEARCH & P.G. DEPARTMENT OF COMMERCE****S. S. V. COLLEGE****HAPUR****DR. REKHA GARG****HEAD****DEPARTMENT OF COMMERCE****COLLEGE OF PROFESSIONAL EDUCATION****SISHOLI****ABSTRACT**

*A well- functioning financial market is a key to sustained economic growth. Number of the steps has been taking by emerging economies from last 10 years, for strengthen their domestic financial systems including various segments of the financial market. Financial markets also facilitate effective implementation of monetary policy by serving as a link in the transmission mechanism between monetary policy and the real economy. In India, although financial markets have existed for a long time, they remained relatively underdeveloped viz-a-viz some emerging market economies for a variety of reasons. Concerted efforts to develop the financial markets towards global standards began in the early 1990s as a part of broader financial sector reforms. In the Financial market Banks plays a paramount role in the growth of the economic. Due to Globalization, liberalization and Privatization the Indian Banking industry has undergone tremendous changes to enforce the financial stability in the economy.*



**A STUDY ON LOCUS OF CONTROL OF EMPLOYEES IN TEXTILE COMPANIES AT SALEM DISTRICT,  
TAMILNADU****M. GURUSAMY****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****PAAVAI COLLEGE OF ENGINEERING****NAMAKKAL****A. VELSAMY****PROFESSOR****CARE SCHOOL OF BUSINESS MANAGEMENT****TRICHY****DR. N. RAJASEKAR****PROFESSOR & HEAD****DEPARTMENT OF BUSINESS ADMINISTRATION****THIAGARAJAR COLLEGE****MADURAI****ABSTRACT**

Locus of control is a term in psychology which refers to a person's belief about what causes the good or bad results in his other life, either in general or in a specific area such as health or academics. It refers to the extent to which individuals believe that they can control events that affect them. Individuals with a high internal locus of control believe that events results primarily from their own behavior and actions. Those with a high external locus of control believe that powerful others, fate, or change primarily determine events. It is only attitude or way of approach of employees towards a job which determines the job satisfaction and improves the job performance. Keeping in view the employees perception of locus of control in their life and work this study has been undertaken. Primary data collected from the respondents by using a well structured questionnaire. The secondary data is collected from the company Profiles, Magazines, Journals and Publications. Simple random sampling is used for this study. Samples have been drawn in such a way that every employee has an equal chance of being included for investigation. A sample of 250 respondents used for data collection. The analysis have been done with the help of statistical tools, those are percentage analysis and chi-square test. Finally, this research provides a reasonable suggestion and recommendation towards the company to improve their internal locus of control of employees which will be helpful for the better performance of the organization.

**ORGANIZATIONAL EFFECTIVENESS AND SERVICE EFFICIENCY: A COMPARATIVE STUDY SELECT INDIAN BANKS**

**DR. ASHOK AIMA**  
**DEAN**  
**THE BUSINESS SCHOOL**  
**UNIVERSITY OF JAMMU**  
**JAMMU**

**NAVEEDA SEHER**  
**RESEARCH SCHOLAR**  
**THE BUSINESS SCHOOL**  
**UNIVERSITY OF JAMMU**  
**JAMMU**

**ABSTRACT**

*Banking industry is the harbinger of the developmental processes of the economy as it plays a pivotal role in mobilization of resources for the investment purposes. In present context when the Gross domestic savings amount to 35 percent and investments account for 36 percent of GDP, it has been possible to sustain on average 8.5 percent of growth rate for past 4 years. This has had a favorable impact on the national output, income and employment generation and foreign exchange reserves. The momentum and buoyancy in the economy is linked to quality of work culture and organisational climate, as service sector contribute nearly 60 percent to the GDP. The present paper therefore has undertaken an empirical study on organisational effectiveness and its impact on service efficiency in reference to banking sector. The methodology adopted is based on qualitative and quantitative parameters covering Jammu & Kashmir Bank and State Bank of India comprising of 100 employees drawn from three tier managerial cadres. Findings reveal that there is a decisive relationship between the service efficiency and quality of work culture, which in turn shapes edifice of the organisational climate. Various issues which determine the work culture, efficiency and organisational climate have therefore been studied to provide a fresh perspective, keeping in view the fast changes sweeping the banking sector across the globe.*

**EMPLOYEE WELFARE ACTIVITIES WITH RESPECTIVE MEASURES IN INDUSTRIAL SECTOR - A STUDY ON INDUSTRIAL CLUSTER AT CHITTOR DISTRICT****DR. P. VENUGOPAL****PRINCIPAL****SESHACHALA INSTITUTE OF MANAGEMENT STUDIES****PUTTUR****T. BHASKAR****VICE PRINCIPAL****GAYATRI SCHOOL OF MANAGEMENT & SCIENCES****TIRUPATI****P. USHA****ASST. PROFESSOR****SESHACHALA INSTITUTE OF MANAGEMENT STUDIES****PUTTUR****ABSTRACT**

Human Resources play a very important role in the development of the business. They constitute the organization at all levels and are regarded as a dynamic factor of production. In order to get best results from the employees, management must be aware of what employees expect from their employees. It is for the management to see that the workers get economic, social and individual satisfaction, employee welfare activities are undertaken. The Study on "employee welfare measures" is conducted with the main objective of evaluating the effectiveness of welfare measures in industrial sector and to suggest measures to make existing welfare measures much more effective and comprehensive so that the benefits of the employees will be increased. The concept of 'employee welfare' is flexible and elastic and differs widely with time, region, industry, social values and customs, degree of industrialization, the general economic development of the people and political ideologies prevailing at a particular time, it is also melded according to the age – group, sex, socio - cultural background, marital and economic status and educational level of the employee in various industries. In the 'broader sense', employee welfare may include not only the minimum standard of hygiene and safety laid down in general employee legislation, but also such aspects of working life as social insurance schemes, measures for the protection of women, limitation of hours of work, paid vacation, etc. In the 'narrow sense', welfare in addition to general physical working conditions is mainly concerned with the day – to – day problems of the employees and social relationships at the place of work.

**MOTIVATORS AND INHIBITORS OF ONLINE SHOPPING IN HYDERABAD**

**MOHD LAYAQ AHAMAD  
ASSOCIATE PROFESSOR  
DEPARTMENT OF MANAGEMENT  
AURORA'S PG COLLEGE  
HYDERABAD**

**SHAIKH MOHD ZAFAR  
PROFESSOR & PRINCIPAL  
BHARATIYA VIDYA PEETH COLLEGE OF ENGINEERING  
NAVI MUMBAI**

**ABSTRACT**

*Online shopping offers wide range of benefits to internet users such as unique products, low price, convenience etc. despite these benefits there are various issues such as privacy, security, return of products. The purpose of this article is to examine motivation factors and hindrance factors for online shopping in Hyderabad. The population of this research is people from Hyderabad who have experience in purchasing product through online shopping site. Respondents were selected from different occupational groups, education, age, gender with a condition of internet shopping experience. A survey was conducted with pre-structured self administered questionnaire using importance and frequency scales on motivators and hindrances respectively. Snowball sampling was used to collect data from sampled respondents. Various statistical techniques such as mean, standard deviation and factor analysis are used for this study. The present study contributes an understanding of consumer perception towards these factors in B2C E-commerce in Hyderabad.*

## A STUDY ABOUT HEALTH PROBLEMS OF EMPLOYEES WORKING IN IT AND ITES INDUSTRY IN THE ASPECTS OF ERGONOMICS

**DR. C. S. RAMANI GOPAL**  
**DEAN - MANAGEMENT STUDIES**  
**FACULTY OF MANAGEMENT STUDIES**  
**VMKV ENGINEERING COLLEGE**  
**VINAYAKA MISSIONS UNIVERSITY**  
**SALEM**

**DR. G. PALANIAPPAN**  
**ASST. PROFESSOR**  
**FACULTY OF MANAGEMENT STUDIES**  
**VMKV ENGINEERING COLLEGE**  
**VINAYAKA MISSIONS UNIVERSITY**  
**SALEM**

### ABSTRACT

Ergonomics is a stream of science, which may be helpful for your health and helps you to recover from various kinds of problems. There are various studies conducted regularly, in reference to ergonomics, which helps in creating products that would provide more comfort and benefits to the people who use them. It has been seen that most of these studies have provide information that has been effective in creating an impact on the person. The health problems can be classified as short-run health problems and long-run health problems. Short-run health problems are those which comes into picture very soon as a person starts spending long hours in front of the monitor. It takes the form of tiredness, eye-pain, neck-pain, backache, shoulder-pain, headache, numbness and stiffness in joints. These problems lasts for few hours after work and some times from the beginning itself. To study the above mentioned short-run health problems more specifically, a sample of one hundred persons were taken into consideration on random basis. These people were selected from software companies and BPO's at different age group on random basis. The study concludes that the most common complaints brought about by Computer users are headaches, burning eyes and dry eyes, which are related to eyestrain. Because; good health and productivity are helpful in raising both human capital and physical capital which results in capital formation. Ergonomic problems cannot be completely avoided. They can, though be scientifically reduced by a better workstation and a combination of rest and exercise.

WORLD

**A STUDY ON THE USAGE OF KNOWLEDGE MANAGEMENT PRACTICE IN AVASARALA TECHNOLOGIES LIMITED (ATL)**

**A. MANI MARAN**  
**LECTURER**

**DEPARTMENT OF BIO-MEDICAL ENGINEERING**  
**RAJIV GANDHI COLLEGE OF ENGINEERING & TECHNOLOGY**  
**PUDUCHERRY**

**S. SUNDARAMURTHY REDDY**  
**PROFESSOR**

**DEPARTMENT OF MANAGEMENT STUDIES**  
**RAJIV GANDHI COLLEGE OF ENGINEERING & TECHNOLOGY**  
**PUDUCHERRY**

**P. SELVA KUMAR**  
**DEPUTY MANAGER**

**DIVISION OF HEALTH CARE**  
**AVASARALA TECHNOLOGIES LIMITED**  
**PUDUCHERRY**

**ABSTRACT**

*This project deals with the "A Study on the Usage of Knowledge Management" in Avasarala Technologies Limited (ATL). The method adopted for collecting the data for this project is primary data. The data mainly deals with the Usage of Knowledge Management towards employees in the organization. This explains two fundamental approaches to knowledge management. The tacit knowledge approach emphasizes understanding the kinds of knowledge that individuals in an organization have, moving people to transfer knowledge within an organization, and managing key individuals as knowledge creators and carriers. By contrast, the explicit knowledge approach emphasizes processes for articulating knowledge held by individuals, the design of organizational approaches for creating new knowledge, and the development of systems (including information systems) to disseminate articulated knowledge within an organization. The relative advantages and disadvantages of both approaches to knowledge management are summarized. A synthesis of tacit and knowledge management approaches is recommended to create a hybrid design for the knowledge management practices in a given organization. We have represented the collected data in the form of tables and diagrammatic representation. The analysis part carried out in this project by using Chi-square test and Correlation through the statistical package SPSS.*

**WORLD**

**OUTSOURCING OF HR SERVICES AT ITC MAURYA SHERATON HOTEL & TOWERS**

**RISHI DOGRA**  
**HEAD OF THE DEPARTMENT OF M.B.A.**  
**A & M INSTITUTE OF MANAGEMENT AND TECHNOLOGY**  
**PATHANKOT**

**COL. K. S. MADAAN**  
**COMMENDING OFFICER**  
**RAJASTHAN BN**  
**JODHPUR**

**ABSTRACT**

One very important trend in the recent times has been the growth of human resource outsourcing. HR outsourcing is the outsourcing of peripheral but necessary administrative tasks such as payroll, benefits, education/training, recruiting personnel, administration and to realize economies of scale. Rapidly changing market dynamics and global competitive pressures have caused organizations to spend more time focusing on their core business. As a result, human resources outsourcing is becoming increasingly prevalent. The number of companies outsourcing HR activities continues to rise, and the scope of outsourced HR activities continues to expand. HR outsourcing can happen in HR functions, like payroll administration (producing cheques, handling taxes, dealing with sick-time and vacations), employee benefits (Health, Medical, Life insurance, Cafeteria, etc), human resource management (hiring and firing, background interviews, exit interviews and wage reviews), risk management, etc. Outsourcing has become a common response to manage people and technology resources strategically, enhance services, and manage costs more effectively. Outsourcing non-core activities allows HR professionals to move away from routine administration to a more strategic role. The organization can focus on higher value-added activities while the outsourcing provider takes care of the day-to-day administration. Critical internal resources, such as technology and talent, can be devoted to company's core business. Outsourcing reduces the need for large capital expenditures in non-core functions. Thus, outsourcing becomes a strategy for reducing the capital intensity of the business. A growing number of executives understand the benefits it can bring in terms of not only cost savings, but also heightened strategic focus.



**ANALYTICAL STUDY OF ICT SERVICES AND SKILLS IN THE MODERN EDUCATION SYSTEM**

**DHANANJAY MANDLIK**  
**ASSOCIATE PROFESSOR**  
**SINHGAD BUSINESS SCHOOL**  
**PUNE**

**MADHUWANTI SATHE**  
**PROFESSOR & DIRECTOR**  
**SINHGAD BUSINESS SCHOOL**  
**PUNE**

**DR. PARAG KALKAR**  
**PROFESSOR & DIRECTOR**  
**SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & COMPUTER APPLICATION**  
**PUNE**

**ABSTRACT**

*In Information and communication technologies (ICTs) covers the services like Mobile, Group SMS, Email, Chatting, radio and television, computers, Internet and various newly introduced and upcoming digital technologies. These ICT services have potentially powerful enabling tools for educational system modification and reform. The practice of introducing different ICTs in the regular classroom and other educational services from last decade, it is suggests that the full awareness of the potential educational benefits of ICTs is not automatic. The operative integration of ICTs into the educational services is a complex, multi-layered process that involves not just technology but it required concentration given enough initial capital, technology make available is not the biggest part but also prospectus and pedagogy, institutional readiness; teacher capabilities and long-term financing are required. National Informatics Centre (NIC) of Central Government has taken initiatives for increasing Use of ICT for quality improvement also figures in Government of India's flagship programme on education, Sarva Shiksha Abhiyan (SSA). Again, ICT figured comprehensively in the norm of schooling recommended by Central Advisory Board of Education (CABE), in its report on Universal Secondary Education, in 2005. Most information systems in use today are based on the principles of databases, and so an understanding of databases is valuable for user. While using ICT services it is not only necessary to know the basic Idea of ICT and its use for educational development but also to manage with the daily life contexts of students-teacher interaction. This paper is an attempt to analyze use of ICT Implementation in Education.*

WORLD



## A COMPARATIVE STUDY OF ORGANISATIONAL CLIMATE: INDIAN MULTINATIONAL COMPANIES IT EXECUTIVES VS. FOREIGN MULTINATIONALS COMPANIES IT EXECUTIVES

**ANURAG SINGH**  
**ASST. PROFESSOR**  
**SCHOOL OF BUSINESS**  
**INDUS INTERNATIONAL UNIVERSITY**  
**UNA**

### ABSTRACT

Recent decade is been the decade of information technology, every walk of our life is related to IT and also more or less every country is depend upon IT companies for its economic development but at the same time IT companies has been suffered from many human Resource issues, organizational climate is one of them, organizational climate is recognized as a common belief of its member towards the organisation on related dimensions, here researcher has assessed the organizational climate of two different kinds of group of IT companies i.e. Indian multinational IT companies and Foreign multinational IT companies, researcher found that two group have good organizational climate level but result also indicate that Indian multinational IT companies executives have good organizational climate level in comparison of foreign multinational IT companies.

**FAMILY VS. WORK CONFLICT AMONG WORKING WOMEN IN INDIA WITH SPECIAL REFERENCE TO IT, EDUCATION AND BANKING SECTOR**

**A. VANITHA**  
**ASST. PROFESSOR**  
**FACULTY OF MANAGEMENT STUDIES**  
**SCSVMV UNIVERSITY**  
**ENATHUR, KANCHIPURAM**

**DR. S. MEENAKUMARI**  
**ASST. PROFESSOR (SL. GR.)**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**EASWARI ENGINEERING COLLEGE**  
**BHARATHI SALAI, RAMAPURAM**  
**CHENNAI**

**ABSTRACT**

*The changing economic system of India demands the double earning sources among the families. The families run by Indians through single source of income are turned to double earning system. The need of double earning sources obviously demands the woman of any family to look for occupation respective of their educational and skill background. The changes in the social system made occupation an unavoidable among Indian women. But women as an occupier will add an image to her but at the same time they have face problems both at physical and psychological level. Conflict is the incompatibility faced by an individual among themselves and with other objects at various situations. The consequences of conflict normally cause psychological and physical illness among the individuals. The level of impact due to conflict will differ between men and women, because of their physical and psychological pack up. The women in India in the status of working have to play multi role both at family and work places and those roles make to execute multi task at different levels and every working women cannot escape from that situation, in this aspect conflict is an unavoidable human devaluation must be faced by every women. The level of conflict will cause both positive and negative impact. This particular research paper aims to study the family to work and work to family conflict faced by working women in India by considering three specific sectors namely education, IT and banking background. In addition to that this particular study aims to determine the reason for conflicts and its impact, the ways and means employed by women to manage and overcome various forms of work and family related conflicts.*

**WORLD**

**BANKING PROFESSIONALS AND ATTITUDINAL DIMENSION OF JOB SATISFACTION: A DESCRIPTIVE STUDY**

**S.M. SHARIQ ABBAS**  
**ASST. PROFESSOR**  
**INSTITUTE OF PROFESSIONAL EXCELLENCE & MANAGEMENT**  
**GHAZIABAD**

**ABSTRACT**

*Job satisfaction as an attitude is a widely researched area; furthermore it is very important theme in context of banking professionals as they are one of the most overworked people. It determines the productivity of the employees in various sectors of the industry. The present study analyzes the effects of financial factors, working condition, supervision and advancement opportunities on job satisfaction across gender and different categories of jobs in Indian private banks. The research employed multistage stratified cluster sampling and statistical procedures like Cronbach's alpha, K independent samples (median test), means, standard deviation, ANOVA and the related Games Howell procedure, chi- square test and correlation matrix. Banking professionals were most content with working conditions and least with financial terms. Males and females and different job categories in banks did not have significant difference in the level of job satisfaction.*

**USE OF ICT IN LEARNING OF ENGLISH PRONUNCIATION, GRAMMAR AND VOCABULARY OF SECONDARY SCHOOL STUDENTS**

**RANJIT SINGH**  
**ASST. PROFESSOR**  
**LOVELY INSTITUTE OF EDUCATION**  
**LOVELY PROFESSIONAL UNIVERSITY**  
**PHAGWARA**

**ABSTRACT**

*In today's world Information and Communication Technology (ICT) in the education sector plays an important role, especially in the process of empowering the technology into the educational activities. Effective use of ICT in English lessons offers the potential to transform teaching and learning. Thus, the chief aim of the present study was to study the Use of ICT in learning of English pronunciation, grammar and vocabulary of secondary school students. The objectives of the study was to find out the difference in learning of English pronunciation, grammar and vocabulary between male and female, rural and urban, low and high achiever students of secondary level. In the present study experimental method of research and stratified random sampling technique was applied. The data was collected from 124 secondary school students of Ludhiana district. Self made achievement test, compact disc and verbal tests for pronunciation, grammar and vocabulary were used as tools. Findings of the study indicate that the use of ICT in learning of English pronunciation, grammar and vocabulary of secondary school students was significantly effective over the conventional instructional strategy in case of male and female, rural and urban and total sample of students.*

**MANAGING CONFLICT THROUGH CONFRONTATION: AN OD INTERVENTION**

**DR. ARPITA SARANGI**  
**ASSOCIATE PROFESSOR (OB & HR)**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**INSTITUTE OF MANAGEMENT BHUBANESWAR (IMB)**  
**BHUBANESWAR**

**ABSTRACT**

*The present study is based on conflict management style of different levels of employee for organizational growth and development in 18 organizations. This is a factorial design where level of the executive is independent variable and conflict management style is the dependent variable on the basis of which the 437 data has been collected from various types of organizations. The data has been calculated and analyzed through ANOVA and correlation. The result which found out that all the levels of employee are adopting confrontation style in comparison to other styles for managing the conflict. There is a significant difference between levels of employee as far as withdrawing and confrontation style of conflict management is concern. The findings also show the significant correlation among all the styles. Which states that though other styles are existing in organization but people prefer confrontation? Therefore it is concluded that if confrontation is there then transparency will be there and it may lead to good governance & organizational development.*

**SPONSORSHIP IN CULTURAL AFFAIRS: A NEW ARENA**

**TRINANKUR DEY**  
**TEACHER**  
**BAIJAL BARI HS SCHOOL**  
**AGARTALA, WEST RIPURA**

**ABSTRACT**

*Sponsorship is considered a qualitative medium In today's context. Sponsoring an event turned to be a trend and an easy access to propaganda. To sponsor something is to support an event, activity, financially or through the provision of products or services. A sponsor is the individual or group that provides the support, similar to a benefactor. Behind the rostrum, it is mutual benefit that propels both the parties to come to an agreement. It not only supports the cultural programs but generates social bond among people. A large number of events these days use sponsorship support to offer more exciting programs and to help defray the rising costs. Sponsorship allows a reach specifically targeted niche markets without any waste. It is a powerful complement to other marketing programs, in addition to having a dramatic influence on customer relations. Sponsorship provides a great means of broadening the competitive edge by improving company's image, prestige and credibility by supporting events that is the target market finds attractive. In recent years, corporate sponsorship has become the fastest growing type of marketing in India. . Previously, only large businesses could afford to sponsor led marketing but a number of small and medium-sized businesses are also going sponsorship. Now smaller companies are sponsoring everything from local volleyball and softball teams to fairs, festivals etc as an effective method of boosting their visibility in their community. Most of these sponsorships help these companies enhance their public profile relatively cheaply. Irrespective of the size of the company, However, a broad spectrum of benefits that can be attained by sponsorship beside from enhancing visibility and image, such as differentiating the company from competitors, helping to grow closer and better and long lasting relationships with customers, both existing and potential ones. Issues like why the organizers seek for sponsorship and on the other hand, why the sponsors agree to sponsor the event have been engaging the attention of social scientists. It is obvious that both of the participants have different motives. So this article strives to show the different perspectives of Sponsorship.*

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, IT and 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-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** 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 an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**