



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND MANAGEMENT

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CONFLICT MANAGEMENT AND LEADERSHIP STYLE AS PREDICTORS OF ORGANISATIONAL LEARNING

ARUNA B. BHAT
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT STUDIES
INDIAN INSTITUTE OF TECHNOLOGY
ROORKEE

DR. SANTOSH RANGNEKAR
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
INDIAN INSTITUTE OF TECHNOLOGY
ROORKEE

DR. MUKESH BARUA
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
INDIAN INSTITUTE OF TECHNOLOGY
ROORKEE

ABSTRACT

Handling conflicts constructively is one of the greatest challenges in the present world. Though societies have matured and scientific knowledge has increased yet organisations face damaging conflicts. In order to overcome such types of situations organizations should have leaders who can handle those situations and help the organization to effectively meet the changing demands of today's environment. Leaders influence learning of executives in the organizations by helping to promote vision that guide and ensure organizational learning processes in which executives routinely share their learning with others and improve their ability to perform better. The current paper describes the relationship of conflict management and leadership style with that of organizational learning which is supported by literature review and shows that no research has been carried out on all the three variables together in Indian organizations.

A STUDY ON TRAINING FACTORS AND ITS IMPACT ON TRAINING EFFECTIVENESS IN KEDAH STATE DEVELOPMENT CORPORATION, KEDAH, MALAYSIA

DR. VIMALA SANJEEVKUMAR
ASSOCIATE PROFESSOR
COLLEGE OF BUSINESS
UNIVERSITY OF UTARA MALAYSIA
SINTOK, KEDAH

YANAN HU
HUMAN RESOURCE OFFICER
HUMAN RESOURCE DEPARTMENT
BANK OF LANZHOU
CHINA

ABSTRACT

In Malaysia so many enterprise implement various training program to enhance their employees by working performance. But as overall view, the training environment still exist shortages in enterprise today, for instance, lack of knowledge of training, resources, trainer etc. Employee training has been a matter of concern and attention by many business fields nowadays. Organizations realize that employee training is an essential element to increase efficiency of job performance and keep their business running, as competition are getting more intense. Training is the process of providing employees with specific skills or helping them correct deficiencies in their performance (David, 2010). This study, combining theoretical and empirical research, trying to find factors that affect employee training and its impact in acting human resource practices thereby laying the theoretical foundation for the future research about survey on the employee training, also provide a good reference. Therefore, the problem addressed in this study is examine the factors affect training (types of training, training environment, work environment and employees' personal characteristics) and training effectiveness on human resource practices in Kedah State Development Corporation (KSDC) which is the parent company under BDB Company. This research also determines the main factors which influence employee training on human resource practices. Management is committed to human resource development as well as its social responsibilities through various programs. Training and development programs are offered by the KSDC Company that training program also adapted to the latest technological advances.

EDUCATIONAL HYPERMEDIA - IMPACTS ON TEACHING AND LEARNING PROCESSES

DR. SALAH ALKHAFAJI.
ASST. DEAN
ADMINISTRATIVE AFFAIRS
SUR UNIVERSITY COLLEGE
SUR
SULTANATE OF OMAN

B.SRIRAM.
LECTURER & QUALITY ASSURANCE OFFICER
SUR UNIVERSITY COLLEGE
SUR
SULTANATE OF OMAN

ABSTRACT

Educational processes are immersed with educational hypermedia technology for past decades. As students understanding ability, cognitive skills, educators' experiences and subject knowledge have greater influence in educational processes, there are needs to implement new techniques in its processes to achieve the required goals. Constructive methodologies need to be developed and incorporated in teaching processes. One such method identified is using hypermedia in daily classroom activities. In developed countries, this educational technology is used wide-spread. In developing and underdeveloped countries, usage of educational hypermedia is blooming. The available hypermedia technology should be used effectively in conceptual and contextual ways. This paper discusses the impacts of this hypermedia technology in teaching and learning processes. Also, the problems in using hypermedia in classroom on both learners and educators perspectives have been identified. This paper suggests some changes required in teaching pedagogies to utilize the hypermedia technology in classroom environment to make all the students to get benefit out of this innovation.

TECHNOLOGICAL 'CATCHING UP' IN BANGLADESH-EPZS: A PERFORMANCE APPRAISAL

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

DR. JAMAL UDDIN AHMED
PROFESSOR & DEAN OF BUSINESS STUDIES
UNIVERSITY OF DHAKA
DHAKA

ABSTRACT

In view of the fact that East Asian economies extracted vast technological benefits adopting EPZ-strategies, an over-crowding as well as increasing variants of EPZs have mushroomed in the developing countries (DCs) such as Bangladesh over the years and produced a variety of empirical results. Although rewarding experiences with DC-EPZs in terms of inward foreign investment, employment generation and export promotion are often discussed in literature, the performance assessments of these EPZs in terms of reaping technological rewards such as backward linkages, product diversification and transfer of technology (TT), thus catching-up technological leaders, seem to be missing. In view of this shortcoming in the context of DCs, this study attempts to make a query about the overall technological orientations of DC-EPZs as well as their potentials of technological catching up adopting Bangladesh-EPZs (BEPZs) as a case study. In doing so, this study applies a number of assessment measures including the ones used by the Asian and Pacific Centre for Transfer of Technology (APCTT) using secondary industry-specific and country data from various government and non-government as well as local and international sources. The empirical examination of the industry distribution in BEPZs using four major propositions indicates that the degree of learning and catching up can be expected to be higher for fast-evolving EPZs like the ones observable in Bangladesh. The study ends with the recommendation of developing an ample amount of 'dated workforce' for the DCs like Bangladesh where EPZ-strategies may be carefully planned and pursued as technological kick-starter of their economies.

APPRAISING ICT RELEVANCE IN POLITICAL ADVERTISING**DR. CHINENYE NWABUEZE****LECTURER****DEPARTMENT OF MASS COMMUNICATION****ANAMBRA STATE UNIVERSITY****IGBARIAM CAMPUS****NIGERIA****RITA OKEKE****STUDENT****DEPARTMENT OF MASS COMMUNICATION****ANAMBRA STATE UNIVERSITY****IGBARIAM CAMPUS****NIGERIA****FESTINUS OKOYE****STUDENT****DEPARTMENT OF MASS COMMUNICATION****ANAMBRA STATE UNIVERSITY****IGBARIAM CAMPUS****NIGERIA****ABSTRACT**

Political advertising is one of the key components of political communication used in ensuring political awareness creation, voter education and good political behaviour. Just as Information and Communication Technologies (ICTs) have enhanced the communication process, political advertising is also experiencing a great deal of ICT influence. This work examines the place of ICTs in political advertising. It adopts a qualitative approach in analyzing how ICTs are being used in positive and negative political advertising. It recommends that the Advertising Practitioners Council of Nigeria (APCON) should ensure that advertising practitioners adhere strictly to ethical codes in the interest of the integrity of the profession.

EFFECTIVE MAINTENANCE MANAGEMENT IN PETROCHEMICAL INDUSTRIES

N. K. K. PRASANNA
SR. VICE PRESIDENT
RELIANCE INDUSTRIES LTD.
HAZIRA

TUSHAR N. DESAI
ASSOCIATE PROFESSOR
DEPARTMENT OF MECHANICAL ENGINEERING
S. V. NATIONAL INSTITUTE OF TECHNOLOGY
SURAT

ABSTRACT

Traditional view of the general public towards maintenance is an unavoidable activity that costs money and takes time. To greater extent this view was matching with the view held in board rooms of Industry 20 -25 years before. People used to think of maintenance when things used go badly wrong. The moment there is a safety or environmental incident the people use to talk about gaps or cutback in maintenance. But slowly things have changed, not only industry but general public also started talking about maintenance needs, life cycle costing and effect of not doing maintenance on business. It is very good sign for a maintainer and a pride for each one who is in the field of maintenance. When we do business we manage risk of safety incidents, environmental incidents, loss of efficiency poor productivity or loss of image in the market. The Maintenance Management particularly in Petrochemical Industries plays a vital role in managing the risks related to safety and environment. The paper deals with the role of Effective Maintenance Management in managing such risks.

IMPACT OF BUSINESS TYPES ON THE PROBLEMS FACED BY SHG WOMEN ENTREPRENEURS

DR. M. R. VANITHAMANI
DIRECTOR
DEPARTMENT OF MBA
SSK COLLEGE OF ENGINEERING & TECHNOLOGY
COIMBATORE

DR. S. SANDHYA MENON
PRINCIPAL
CMS INSTITUTE OF MANAGEMENT STUDIES
COIMBATORE

ABSTRACT

The growing commercialization of rural economy, increasing dependence of agriculture on external inputs, mobilizations of savings towards construction and the growing education have opened up new vistas for the micro-enterprise development in India. The experience in promoting micro enterprises in the regions of poverty suggests that markets are dynamic and for enterprises to be sustainable, the entrepreneurs must be able to understand the behavior and character of markets and respond appropriately to the challenges of competition. Further, SHG as a system has infused certain synergy among its members to move up in the socio-economic ladders from passive onlooker into an active partner/stakeholder in the development process. Today, SHGs (Self Help Groups) in India have become a potential tool for the empowerment of women, social solidarity and socio-economic betterment of the poor in their own setting. The study shows that SHGs are still in a state of flux and their sustainable development depends on a number of factors, which are both internal and external to the group. No doubt, SHGs have set a new empowerment agenda to step into technology based sustainable development. The present study aimed at analyzing the impact of type of business on the problems faced by SHG women entrepreneurs, confirms the significant relationship between the factors taken for the study.

**MORALE AND MOTIVATION OF PUBLIC SECTOR BANK EMPLOYEES
(A CASE STUDY OF KURNOOL CITY IN A.P.)**

**DR. G. RAMA KRISHNA
IN-CHARGE
DEPARTMENT OF MANAGEMENT
RAYALASEEMA UNIVERSITY
KURNOOL**

**P. BASAIAH
FACULTY MEMBER
DEPARTMENT OF MANAGEMENT
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY
ANANTAPUR**

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HEAD
DEPARTMENT OF MANAGEMENT
KLM COLLEGE OF ENGINEERING FOR WOMEN
KADAPA**

**K. VENU GOPAL RAO
PROFESSOR
SRI KRISHNADEVAARAYA INSTITUTE OF MANAGEMENT
SRI KRISHNADEVAARAYA UNIVERSITY
ANANTAPUR**

ABSTRACT

Banking is a prime mover in the economic development of any country and research is so essential to improve its working results. In India the banking industry becoming more competitive than ever, private and public sector banks are competing each other to perform well. The banks transformed from traditional human resource practices to innovative practices in order to meet the challenges from other competitive banks. Employees are crucial in the success or failure of any business. If employees work efficiently and effectively, getting success is a cake walk for any organization. The management without any right policy is like "building a house on sand". The secret of success of any organization simply depends on how they treat employees and keep them satisfied. For that they have design their human resource process to maintain morale and motivational levels of employees to enhance the performance of banks.

HIDDEN MOTIVATORS OF TELECOM EMPLOYEES

DR. PRATIMA VERMA
HEAD & PROFESSOR
DEPARTMENT OF M. B. A.
THE OXFORD COLLEGE OF ENGINEERING
BANGALORE

ABSTRACT

In this era of materialization where the best talents of IIT, IIM are joining private sectors and no more government services appeals Indian youth. But surprisingly ITS (Indian Telecom Services) officers of BSNL are saying no to nearly four to five times higher salary offered by private telecom organizations. At the face of it looks that either job security is the pulling factor or the satisfaction of working for government is more fascinating than working for an individual. This case-study of BSNL, intends to find the quality of their relationship with their superiors, the quality of physical environment in which they work, degree of fulfillment in their work, etc. which pulls them towards BSNL. As a result they are enjoying their job. To identify the attributes that are important to the BSNL-ITS officers and to study "Declared" versus "Derived" importance which may help BSNL to work on the "hidden motivators" of ITS officers and retain them.

MICROFINANCE IN INDIA

R. RAJENDRAKUMAR
RESEARCH SCHOLAR
ANNA UNIVERSITY OF TECHNOLOGY
COIMBATORE

DR. S. ASOKKUMAR
HEAD
DEPARTMENT OF MANAGEMENT STUDIES
MAHENDRA ENGINEERING COLLEGE
NAMAKKAL

ABSTRACT

Microfinance once hailed as savior now turned into nightmare for not only the people who borrowed the money but also the Government and MF companies thanks to the inappropriate policies adopted by the companies. Coercive methods of collection of payment from the borrowers, high interest rates and commercialization were the reasons for the disaster of microfinance companies. Among that the commercialization has made the radical change in a way that the business operates. The failure in achieving the pre-determined objective of ensuring affordable credit to the poor and underprivileged people caused due to the profit motive of the company. To contain the aftermath effect the commercialization, the RBI and Andhra Pradesh formulated the regulations for the MFIs as authors of this article considered that these regulations are not good and also have inflicted enough damages in the MFI business thus leads to complete collapse of the industry. This article deals with the issues arises because of a company went for IPO and the subsequent impact of that move and the remedial measures to be adopted to overcome the problems of MFI.

IDENTIFICATION OF IT GOVERNANCE PRACTICES & HUMAN RESOURCES IMPACTING BUSINESS - IT ALIGNMENT IN THE INDIAN IT CONTEXT

LAKSHMI VISHNU MURTHY TUNUGUNTLA
RESEARCH SCHOLAR
SCHOOL OF MANAGEMENT
SRM UNIVERSITY
CHENNAI

DR. MU.SUBRAHMANIAN
HEAD
DEPARTMENT OF MANAGEMENT SCIENCES
JAYA ENGINEERING COLLEGE
CHENNAI

ABSTRACT

In today's business environment, Information technology is playing a vital role. The role of IT is ranging from providing support to business to enabling the business strategy or part of Business strategy. As a result, lot of investment is being made in the area of IT and organizations are looking at how well Information technology is trying to address the needs of business thus focusing on the Business-IT alignment. The objective of this paper is to understand the IT Governance practices that impact the business-IT alignment in the Indian IT context and develop a research model/ framework to understand the relation between IT Governance practices and Business-IT alignment. In order to do this, we have performed the literature survey to understand IT Governance Practices that are impacting the Business-IT alignment, created a set of IT governance Practices from Indian IT perspective based on author's experience and Literature survey, surveyed the Subject matter experts in the area of IT in different segments Like System integrators, Product development organizations, captive IT organizations to validate if the articulated practices are relevant in the Indian IT context and applied the Statistical theory to see the validity of these results. The feedback from the Subject matter Experts (SMEs) is incorporated and a model was developed showing the relationship between various governance practices and Business-IT alignment. This model would be a basis to further research for quantifying the relationship between IT Governance factors and Business-IT alignment.

CONSUMER'S PERCEPTION AND PURCHASE INTENTIONS TOWARDS GREEN PRODUCTS

DASARI.PANDURANGARAO
ASST. PROFESSOR
DEPARTMENT OF MBA
ST.ANN'S ENGINEERING COLLEGE
CHIRALA

SHAIK.CHAND BASHA
HEAD
DEPARTMENT OF MBA
ST.ANN'S ENGINEERING COLLEGE
CHIRALA

K.V.R.SATYAKUMAR
ASST. PROFESSOR
DEPARTMENT OF MBA
ST. PETERS ENGINEERING COLLEGE
HYDERABAD

ABSTRACT

In recent times, the environment has emerged as a hot issue for societies, governments in addition to business organizations. It is observed that different activities of business organizations like sourcing, manufacturing, logistics and marketing have a negative impact on the environment and also considered to be the source of most of the environmental problems. However, current environmental dreadful conditions are ever more menacing consumer health and wellbeing globally. Therefore, consumers are becoming more sensitive in their environmental attitudes, preferences and purchases. At present, customers are ever more aware of the seriousness of environmental degradation, resulting more ecologically consciousness and desire to purchase eco-friendly products and services, favouring businesses that prefer environmental practices. The data and information are collected from 200 consumers in Prakasam district of Andhra Pradesh through pre-tested, structured interview schedule by adopting random sampling technique. The foregoing analysis shows that about 68.00 per cent of the consumers are males while the rest of 32.00 per cent of the consumers are females. The results also show that about 43.50 of the consumers are employed in private sector followed by government (35.50 per cent) and business (21.00 per cent). The majority of consumers are middle aged and the majority of the consumers (37.00 per cent) are postgraduates and more than half of the consumers belong to the monthly income of Rs. 5001-10000. The factor analysis indicates that there are five independent groups were extracted which account for a total of 69.85 per cent of variations on the 14 purchase intention variables and they are grouped in to quality, accessibility, affordability, familiarity and information. The multiple regression model shows that quality, accessibility, affordability and familiarity are positively influencing the purchase value of green products at one per cent level of significance. This study also reveals that if businesses offer environmentally friendly products to consumers with affordable price and higher quality as compared to traditional products, along these consumers have positive intentions to purchase green products, green products purchase will be high. Thus, businesses must ensure competitive pricing strategies along with strong quality controls to attract the prospective green customers.

ROUGH SET THEORY IN ANALYSING THE CONSUMER AWARENESS ABOUT FACE WASH PRODUCTS IN CHENNAI CITY

C.R.SENTHILNATHAN
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
SRI SAIRAM INSTITUTE OF TECHNOLOGY
CHENNAI

ABSTRACT

One of our daily chores in the morning is washing our face. There are many face washes in the market of which some are herbal and would be very useful to safeguard you from any side effects. Face wash is an important part of facial care and could easily see the benefits if one should do it regularly. Many studies proved that the consumers have become more demanding and the knowledge about the products used by them is very high. Under this pretext an attempt was made by this study to know the consumers' expectation about the face wash products. A new mathematical tool, Rough Set Theory (RST), is used to analyse the data collected from the women respondents in Chennai city. Unlike other tools used for data mining, RST analyse the data and predicts the various patterns in the form of decision rules. Decision rules are used by the managers to understand the data pattern, as well as, customers' expectations about the face wash. ROSE2 is the software used for pruning the attributes and to generate the decision rules based on the data. In the out come the study, it was observed that 'Middle Income' group of Chennai city respondents feels that 'Natural Ingredients', 'Feel Fresh' and 'Brand Name' are important attributes in selecting a good face wash.

A STUDY ON BRAND PREFERENCE OF MOBILE PHONE CUSTOMERS WITH REFERENCE TO ERODE CITY

DR. P. KARTHIKEYAN
ASSOCIATE PROFESSOR
DEPARTMENT OF MBA
VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY
ERODE

ABSTRACT

Economic development of a country is usually measured in terms of rise in standard of living of its people. An increase in standard of living revealed by an increase in consumptions of items of comforts and luxuries and not merely use of items meeting the base minimum necessities of life what was considered as luxuries a decade ago, has become necessity now- Television, two wheelers, refrigerators, washing machines and the like have become indispensable items in every house. Out of the listed domestic appliances, television releases the family member and their exertion. In this research paper, the Researcher made an attempt to analyse the mobile phone brand preference among the customers in Erode city of Tamil nadu, India.



RELATIONSHIP BETWEEN WORKING CAPITAL AND PROFITABILITY: AN EMPIRICAL ANALYSIS**M. SUMAN KUMAR****ASST. PROFESSOR****ANNAMACHARYA P.G.COLLEGE OF MANAGEMENT STUDIES****RAJAMPET****S. MD. AZASH****ASSOCIATE PROFESSOR****ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES****RAJAMPET****N. VENKATA RAMANA****ASSOCIATE PROFESSOR****ANNAMACHARYA P.G.COLLEGE OF MANAGEMENT STUDIES****RAJAMPET****ABSTRACT**

In this paper an attempt is made to investigate the relationship between working capital and profitability. To achieve this objective the secondary data for analysis is retrieved from annual reports of Dr. REDDY'S LABORATORIES for the period from 2001 to 2010 .The study aims to explore impact of working capital components i.e., current ratio (CR), acid test ratio (ATR), current ratio to total assets ratio (CTTR), current assets to sales ratio (CTSR), working capital turnover ratio (WTR), inventory turnover ratio (ITR), debtor turnover ratio (DTR), cash turnover ratio (CTR), Misc. current assets turnover ratio to the firms performance by looking at firm's profitability i.e. return on investment (ROI). Applying correlations and multiple regression analysis, the result shows that there are significant negative associations between working capital and firm's profitability. Thus it highlights the working capital components are having low and moderate influence on firm's profitability i.e. ROI.

FEMALE WORKFORCE - A MISSING PILLAR OF HUMAN RESOURCE DEVELOPMENT IN THE GLOBALIZATION ERA

FIONA JEELANI
ASST. PROFESSOR
SCHOOL OF BUSINESS STUDIES
ISLAMIC UNIVERSITY OF SCIENCE & TECHNOLOGY
AWANTIPORA

ZEENAZ ELIZABETH
ASST. PROFESSOR
SCHOOL OF BUSINESS STUDIES
ISLAMIC UNIVERSITY OF SCIENCE & TECHNOLOGY
AWANTIPORA

DR. PARVEZ A. MIR
ASSOCIATE PROFESSOR
SCHOOL OF BUSINESS STUDIES
ISLAMIC UNIVERSITY OF SCIENCE & TECHNOLOGY
AWANTIPORA

ABSTRACT

Globalization has put many challenges to the third world countries and one of the biggest challenges is to adopt the capitalism approach over the socialism ideology. This compelled the policy makers to align the national economic policies with the global policies. Further as a strategy to counter the influences of globalization policy makers in developing economies were compelled to invest on neglected strata of the human resource development-females working force. In the developing countries Women particularly are facing discrimination, oppression, violence, limited access to basic needs and employment and hence were without any choice but to become active member of workforce and real contributor to national income. The development of country is now dependent on development of both genders and in fact all the developing countries are investing heavily on female workforce. All of a sudden it was equally difficult for male to accept and give equitable role to women. The research paper tries to measure the changes in the psyche of women in India, ever since the wake of globalization. It explains the reasons for glass ceiling effect, although there has been a significant growth in their status.

AN ANALYSIS ON IMPACT OF MOBILE PHONES ON INDIAN CONSUMER - A COMPARATIVE STUDY**SHEETAL SINGLA****ASST. PROFESSOR****BHAI GURDAS INSTITUTE OF ENGINEERING & TECHNOLOGY
SANGRUR****DR. SANJIV BANSAL****ASSOCIATE PROFESSOR****SANT LONGOWAL INSTITUTE OF ENGINEERING & TECHNOLOGY
LONGOWAL****ABSTRACT**

Mobile phones have the big impact on Indian Consumer. This paper empirically investigates the selection criteria of consumers for cellular phones. The samples were collected from consumers of Ludhiana & Sangrur District on the demographic profile basis i.e. on the basis of age, gender, income, occupation, education etc. Indian mobile market is one of the fastest growing markets and is forecasted to reach 868.47 million users by 2013. This paper investigates the important attributes for a consumer & its selection criteria for mobiles that increases their usage. By using chi square tests, T Tests, F Tests, my study is able to obtain the positive & negative impact on consumer mobile switching behavior. The availability of a number of subscriber options for consumers & varied tariff rates of each player, this leads the consumers to switch between service providers. The objectives of the study are to find the factors that influence the consumers in switching the service provider. The results include the reaction of consumers for mobiles when these are on silent/vibrating mode, missing phone at home means missing something in life or not, along with the usage of mobiles while driving by Ludhiana & Sangrur Consumers.

'SOFT SKILLS'- AN ESSENTIALITY IN TODAY'S BUSINESS ENGLISH

JAYATEE CHAKRABORTY
ASST. PROFESSOR
DEPARTMENT OF HUMANITIES & SOCIAL SCIENCE
NSHM COLLEGE OF MANAGEMENT & TECHNOLOGY
DURGAPUR

ABSTRACT

These days, soft skills have become an essential part of today's business communication training for any professional and therefore in the areas of work-related language coaching, it has got a vital role of its own. Today, soft skills form not only a crucial and increasingly important topic in careers and career negotiations, but are also part and parcel of adult language tuition. However a large number of general principles and concrete examples of making Soft Skills 'work' in the class-room are discussed in this particular article. If applied, this will no doubt benefit the students of the Business English Communication in the present day scenario.



ROLE OF RFID TECHNOLOGY IN HOSPITALS

DR. L. KALYAN VISWANATH REDDY
ASST. PROFESSOR
DEPARTMENT OF HOSPITAL MANAGEMENT
HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
PATAN

RAMAIAH ITUMALLA
RESEARCH SCHOLAR
SCHOOL OF MANAGEMENT STUDIES
UNIVERSITY OF HYDERABAD
HYDERABAD

ABSTRACT

The role of technology in hospitals has been increasing day by day due to the developments in technology and the advantages of using the same. RFID has a critical part to play in access control, tracking patients and various equipments in a hospital. Implementation of Radio Frequency Identification in hospitals will offer many benefits to the patients as well as to the hospital management. This paper briefly describes the role of RFID in hospitals. It also discusses the types of RFID, its applications in hospitals and cost of implementation of it. The study provides the recommendations for implementing RFID Technologies in hospitals in order to obtain its real benefits.

A COMPARATIVE STUDY OF CORPORATE GOVERNANCE DISCLOSURE PRACTICE OF ELECON AND GMM

JAIMIN H. TRIVEDI
ASST. PROFESSOR
TAKSHSHILA COLLEGE OF MANAGEMENT & TECHNOLOGY
SARDAR PATEL UNIVERSITY
ANAND

DIVYANG V. BHRAMBHATT
ASST. PROFESSOR
SARDAR PATEL COMMERCE COLLEGE OF BORYAVI
SARDAR PATEL UNIVERSITY
ANAND

ABSTRACT

This study provides focus on the practice followed by two engineering units (ELECON & GMM) of vitthal udhyognagar regarding corporate governance disclosure. The rational of the study is that, to understand the corporate governance disclosure practice is too much important so far as investor's point of view is concerned. This study attempts to analyze the corporate disclosure practice and to identify which one is stronger so far as their economic condition is concerned during the period of study.

A STUDY ON WORKING CAPITAL MANAGEMENT IN TAMILNADU SUGAR CORPORATION LIMITED (TASCO)

DR. P. KANAGARAJU
ASST. PROFESSOR
THANTHAI HANS ROVER COLLEGE
PERAMBALUR

ABSTRACT

Indian sugar industry, second agro-based processing industry after the cotton textile industry in India, has a lion's share in accelerating industrialization process and bringing socio economic changes in under developed rural areas. Sugar industry covers around 7.5% of total rural population and provides employment to 5 lakhs rural people. About 4.5 crore farmers are engaged in sugar cane cultivation in India. Sugar mills (co-operative, private and public sector) have been instrumental in initiating a number of entrepreneurial activities of rural India. Tamilnadu public sector sugar mills incurred losses because its two mills are under the heavy interest burden on funds borrowed from the government and other public sector undertakings. Sector sugar mills could reduce the working expenditure, the sugar mills should also be allowed to diversify their operations to increase the revenues.

PERFORMANCE EVALUATION AND BARRIERS OF CRM PRACTICES IN HIGHER EDUCATION

DR. NARINDER TANWAR
ASST. PROFESSOR
B S ANANGPURIA INSTITUTE OF TECHNOLOGY AND MANAGEMENT
FARIDABAD

ABSTRACT

In today's scenario, most of the higher educational institutions want to compete with others. To compete with other institutions, some institutions are getting autonomous status, some of them are trying to get ISO certification, others are looking for accreditation status, deemed university status, and some others are tied-up with multinational companies and so on. The institutions, which are not ready to compete, will surely become as "Void and Vanish". It is essential that academic institutions have to concentrate about some strategies, techniques, or methods by which they can become "Brand". One such strategy which the higher educational institutes can follow is customer relationship management (CRM). At present academic institutions are eager to maintain a long-term relationship with the students rather than a relation which is related only to their course duration. Customer relationship management is all about satisfying and retaining the customer by providing the perquisites he/she desires for. Academic institutions are themselves not different from any other organizations. Whether they are government owned or self-financed private institutions; almost all educational institutions focus on not only to impart state-of-the-art education to their students, but also have to maintain relations with their working staff, administrators, companies, vendors and with their primary customers - students. CRM plays an increasingly important role in maintaining such relationships in these organizations. In the light of various benefits which CRM offers, the author has made an effort to evaluate the performance of CRM programme along with the barriers faced in the implementation process.

SERVICE QUALITY GAP IN PRIVATE HOSPITALS

VANISHREE
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
CVR COLLEGE OF ENGINEERING
IBRAHIMPATAN

ABSTRACT

This paper examines the customers' expectations and their perceptions related to various services offered by private hospitals. The study identifies the determinants of service quality and performance in private hospitals as customer satisfaction is the top priority in the hospitals. In service sector there may be a big difference between expected and perceived service quality. Expectations of the customers with regard to the service can vary based on a range of factors such as prior experience, personal needs and what other people may have told them. The quality of service is determined on five dimensions which are: Reliability, Responsiveness, Assurance, Empathy and Tangibles (Appearance of physical facilities, equipment etc.). SERVQUAL method is used to find the gap between expected and perceived service quality. Customers of private hospitals in Hyderabad are the target population for the research. To minimize the sampling error and bias all the demographic segments have been included in sample size. The findings and results of the paper may be useful for private hospitals to improve their service quality.

MEASURING IMPACT OF TRAINING ON DEVELOPMENT: A STATISTICAL APPROACH

S. AMOLAK SINGH
ASST. PROFESSOR
SREE CHAITANYA P.G. COLLEGE
KARIMNAGAR

ABSTRACT

An organization can have the greatest business model in the world and the best systems, but if its people can't handle the growth its doomed. Managers need to develop competencies to deal with the turbulence of change. This study proposes employee training relationship with development at workplace. Relationships between training and development were empirically found. Few researchers have found consistence evidence of their effect on outcomes. Chi-square independence and nominal symmetric measures were adopted to test the model. The results shows that training is positively influence to develop of both employee and organization. To know the impact of training programs on employee's development, 105 employees are considered for analysis by using SPSS. Implications of the findings and conclusions for organizations are discussed.



IMPACT OF STRESS ON WORK-LIFE-BALANCE OF WOMEN EMPLOYEES WITH REFERENCE TO BPO AND EDUCATION SECTORS IN BANGALORE

K. THRIVENI KUMARI

RESEARCH SCHOLAR, JAWAHARLAL NEHRU TECHNOLOGY UNIVERSITY, HYDERABAD

SR. LECTURER

**SEA COLLEGE OF ENGINEERING & TECHNOLOGY
BANGALORE**

ABSTRACT

Ever since India opened its doors to liberalization in the early 1990's there has been a steady transformation in India's economy. Self-reliance helped in building great institutions of learning and taking strides in various field of life in keeping pace with the rapidly changing world. Women who earlier stayed at home to attend their domestic duties now maintain both work and home simultaneously participating in the process on an equal footing with men in social and economic development. Women have moved away from their traditional roles of homemaker and child rearing to social and business solutions. Due to this today women is facing lot of stress both at home and also in the work. As such she has to balance at home and also at her workplace. The pressure is making her to imbalance her work life. As such the present article deals about impact of stress on women work life balance. The main objective of the article is to find out whether the impact of stress is equal or different in different sectors. Here two sectors BPO and Education are undertaken to analyse the impact of stress on women work life balance is equal or different. The testing of the hypothesis showed that there is a difference on impact of stress in two sectors i.e. BPO and Education. This is because of work environment existing in both the sectors. The current article show that what are the factors effecting the women work-life-balance like, are they facing the stress? How are they managing the stress? Type of diseases faced due to stress. What types of organisation policies are implemented to remove the stress?

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Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator