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



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

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2022 Cities in 153 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.				
1.	THE EXTENT OF THE IMPORTANCE OF PERSONALITY INDICATORS OF INDEPENDENT ENTREPRENEUR THROUGH USING GROUP ANALYTICAL HIERARCHY PROCESS	1				
2.	MOJGAN RIAZI, DR. YOUNOS VAKIL ALROAIA & DR. ALI AKBAR AMIN BIDOKHTI ASSOCIATION OF TRAINING PRACTICES WITH JOB SATISFACTION IN PUBLIC SECTOR ORGANIZATIONS RIZWAN BASHIR & FARZANA BASHIR	8				
3.	STUDYING THE RELATIONSHIP BETWEEN SOCIAL CAPITAL AND TALENT MANAGEMENT IN IRAN STATE MANAGEMENT TRAINING CENTER (SMTC) SAYED ALI AKBAR AHMADI, MOHAMMAD ALI SARLAK, MUSA MAHDAVI, MOHAMMAD REZA DARAEI & SAMIRA GHANIABADI					
4.	CONTEMPLATIVE SCRUTINY OF THE ADEQUACY OF HERZBERG'S MOTIVATION-HYGIENE THEORY: A VERDICT OF JOB SATISFACTION IN THE MID LEVEL MANAGER IN TELECOMMUNICATION INDUSTRY ABU ZAFAR AHMED MUKUL, SHAH JOHIR RAYHAN & MD. SHAKIB HOSSAIN	21				
5.	PLANNING AND MANAGING A SCHEDULED SERVICE DR. IGNATIUS A. NWOKORO	29				
6.	REAL INCOME, INFLATION, AND INDUSTRIAL PRODUCTIVITY IN NIGERIA (1970-2005) Dr. OWOLABI A. USMAN & ADEGBITE TAJUDEEN ADEJARE	34				
7.	DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN NIGERIA: A PARADIGM SHIFT ADEYEMI, A. ADEKUNLE	40				
8.	THE EVALUATION OF KNOWLEDGE MANAGEMENT'S EFFECTIVENESS ON E-LEARNING: A CASE STUDY ON PAYAME NOOR UNIVERSITY OF IRAN BAHAREH SHAHRIARI & KIARASH JAHANPOUR	45				
9.	THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND JOB SATISFACTION AMONG PROFESSIONAL STAFF IN VIETNAMESE CONSTRUCTION COMPANIES NGUYEN PHI TAN	49				
10.	ANALYSIS OF LIQUIDITY OF SELECTED PRIVATE SECTOR INDIAN BANKS SULTAN SINGH, SAHILA CHOUDHRY & MOHINA	54				
11.	PRODUCTIVITY MEASUREMENT OF PUBLIC SECTORS BANKS IN INDIA DR. BHAVET, PRIYA JINDAL & DR. SAMBHAV GARG	57				
12.	IMBIBE ETHICAL EDUCATION DR. T. SREE LATHA & SAVANAM CHANDRA SEKHAR	63				
13.	MODELING INDIAN MONSOON (RAINFALL) VOLATILITY AS AN INDEX BASED RISK TRANSFER PRODUCT D. P. SHIVKUMAR, M. PRABHU & DR. G. KOTRESHWAR	66				
14.	THE DEVELOPMENT OF SMALL SCALE INDUSTRIES IN MEGHALAYA MUSHTAQ MOHMAD SOFI & DR. HARSH VARDHAN JHAMB	72				
15.	REGRESSION MODELS M. VENKATARAMANAIAH & M. SUDARSANA RAO	83				
16.	EFFECTIVENESS OF EMPLOYEE RETENTION TECHNIQUES ADOPTED BY BPO COMPANIES WITH REFERENCE TO CHENNAI DR. RANJITHAM.D	86				
17.	ROLE OF FOREIGN DIRECT INVESTMENT IN EDUCATION INSTITUTIONS IN INDIA SHABANA, SONIKA CHOUDHARY & DR. M. L. GUPTA	91				
18.	AN EXAMINATION OF LONG-RUN AND SHORT-RUN RELATIONSHIP BETWEEN CRUDE OIL PRICE, GOLD PRICE, EXCHANGE RATE AND INDIAN STOCK MARKET R.KANAKARAJAMMAL, S.PAULRAJ & M.V.ARULALAN	94				
19.	MYSTERY SHOPPING- THE MIRACLE TOOL IN BUSINESS RESEARCH	101				
20.	SHAKEEL-UL-REHMAN & A.VELSAMY THE EMPIRICAL INVESTIGATION BETWEEN EMOTIONAL COMPETENCE AND WORK PERFORMANCE OF INDIAN SALES PEOPLE DR. RITIKA SHARMA	104				
21.	MARKETING OF BRANDED PRODUCT IN RURAL AREA: A CONCEPTUAL BASED STUDY ON RURAL MARKET PANKAJ ARORA & AJITHA PRASHANT	111				
22.	A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERENCE TO COACH FACTORY P.MANONMANI & V.UMA	120				
23.	E-CRM APPLICATION IN INSURANCE SECTOR AND RETENTION OF CUSTOMERS DASH BISWAMOHAN. & MISHRA RADHAKRISHNA	123				
24.	THE USAGE OF SIX SIGMA TOOLS IN BRINGING DOWN THE DEFECTS IN THE HR PROCESSES SREEJA K & MINTU THANKACHAN	128				
25.	WOMEN EMERGING GLOBALLY AS THE POTENTIAL MARKET: REASONS, IMPLICATIONS AND ISSUES DR. JAYA PALIWAL	136				
26.	URBAN RESIDENTIAL WATER SUPPLY IN GADAG TOWN IN KARNATAKA STATE DR. H H BHARADI	140				
27.	TECHNICAL ANALYSIS: A TOOL TO MEASURE MARKET VOLATILITY G.B.SABARI RAJAN	144				
28.	CO-BRANDED CREDIT CARD - A TAILOR-MADE PRODUCT NICHE FOR CONSUMERS DR. A. JESU KULANDAIRAJ	150				
29.	A COMPARATIVE STUDY ON CUSTOMER SATISFACTION WITH SERVICE QUALITY IN PUBLIC AND PRIVATE SECTOR BANKS DR. SAMBHAV GARG, PRIYA JINDAL & DR. BHAVET	153				
30.	EMOTIONAL INTELLIGENCE (EI): AN IMPERATIVE SKILL FOR MANAGERS IN THE GLOBAL WORKPLACE SMARTY MUKUNDAN	157				
	REQUEST FOR FEEDBACK	160				

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

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

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

CO-ORDINATOR

AMITA

Faculty, Government M. S., Mohali

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

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

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

CO-EDITOR

DR. BHAVET

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

EDITORIAL ADVISORY BOARD

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

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. SAMBHAV GARG

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

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

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

DR. S. TABASSUM SULTANA

Associate 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, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

3.

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; Management 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 address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

		DATED:							
	E EDITOR ICM								
Sub	bject: SUBMISSION OF MANUSCRIPT IN THE AREA OF								
(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)									
DE	AR SIR/MADAM								
Ple	ease find my submission of manuscript entitled '	' for possible publication in your journals.							
	ereby affirm that the contents of this manuscript are original. Furthermore, it der review for publication elsewhere.	has neither been published elsewhere in any language fully or partly, nor is							
I af	I affirm that all the 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 my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish o contribution in any of your journals.									
NAME OF CORRESPONDING AUTHOR:									
NA	AME OF CORRESPONDING AUTHOR:								
Des	signation:								
De:									
De: Aff Res	signation: filiation with full address, contact numbers & Pin Code:								
Aff Res Mo Lan	signation: filiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s):	TY YOU							
Aff Res Mo Lan E-n	signation: filiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address:	TY72							
Aff Res Mo Lar E-n Alto	signation: filiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: eernate E-mail Address:	771							
Aff Res Mo Lar E-n Alto	signation: filiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ernate E-mail Address:								
Aff Res Mo Lar E-n Alto	signation: filiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: cernate E-mail Address: DTES: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v	ersion is liable to be rejected without any consideration), which will start from							
Aff Res Mo Lar E-n Alto NO a)	esignation: filiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ernate E-mail Address: OTES: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript.								
Aff Res Mo Lar E-n Alto	signation: filiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: cernate E-mail Address: DTES: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v	f the mail:							
Aff Res Mo Lar E-n Alto NO a)	signation: filiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): mail Address: mail Address: ternate E-mail Address: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN o New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify)	f the mail: ral Management/Economics/Psychology/Law/Computer/IT/							
Aff Res Mo Lan E-n Altri NO a) b)	signation: filiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ternate E-mail Address: DTES: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN o New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases wher	f the mail: ral Management/Economics/Psychology/Law/Computer/IT/ e the author wishes to give any specific message w.r.t. to the manuscript.							
Aff Res Mo Lar E-n Altr NO a) b)	signation: filiation with full address, contact numbers & Pin Code: sidential address with Pin Code: obile Number (s): ndline Number (s): mail Address: ternate E-mail Address: DTES: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN o New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases wher The total size of the file containing the manuscript is required to be below 5	f the mail: ral Management/Economics/Psychology/Law/Computer/IT/ e the author wishes to give any specific message w.r.t. to the manuscript.							
Aff Res Mo Lan E-n Altri NO a) b)	riliation with full address, contact numbers & Pin Code: sidential address with Pin Code: sobile Number (s): mdline Number (s): mdline Number (s): merinate E-mail Address: Pernate E-mail Address: The whole manuscript is required to be in ONE MS WORD FILE only (pdf. v the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN o New Manuscript for Review in the area of (Finance/Marketing/HRM/Gene Engineering/Mathematics/other, please specify) There is no need to give any text in the body of mail, except the cases wher The total size of the file containing the manuscript is required to be below 5 Abstract alone will not be considered for review, and the author is required	ral Management/Economics/Psychology/Law/Computer/IT/ e the author wishes to give any specific message w.r.t. to the manuscript.							

AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email

ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods,

MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. 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 every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 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 follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES & TABLES**: These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
- 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. 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 the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in 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, Nigeria.

CONTRIBUTIONS TO BOOKS

 Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 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.

WEBSITES

• Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERENCE TO COACH FACTORY

P.MANONMANI ASST. PROFESSOR PPG BUSINESS SCHOOL COIMBATORE

V.UMA ASST. PROFESSOR PPG INSTITUTE OF TECHNOLOGY COIMBATORE

ABSTRACT

Job satisfaction in regards to one's feeling or state of mind regarding nature of their work. Job can be influenced by variety of factors like quality of one's relationship with their supervisor, quality of physical environment in which they work, degree of fulfillment in their work, etc. Various studies have been conducted to find out the factors which determine the job satisfaction and the way it influences productivity in the organization. Though there is no conclusive evidence that job satisfaction affects productivity directly because productivity depends on so many variables, it is still a prime concern for mangers. Hence, the study is conducted on Employee job satisfaction with special reference to coach factory. The results shown that majority of the employees are highly satisfied and in turn employee involvement and retention is not a challenging outcome.

KEYWORDS

job satisfaction, coach factory.

INTRODUCTION

ob satisfaction describes how content an individual is with his or her job. It is a relatively recent term since in previous centuries the jobs available to a particular person were often predetermined by the occupation of that person's parent. There are a variety of factors that can influence a person's level of job satisfaction. Some of these factors include the level of pay and benefits, the perceived fairness of the promotion system within a company, the quality of the working conditions, leadership and social relationships, the job itself (the variety of tasks involved, the interest and challenge the job generates, and the clarity of the job description/requirements). The happier people are within their job, the more satisfied they are said to be. Job satisfaction is not the same as motivation, although it is clearly linked. Job design aims to enhance job satisfaction and performance methods include job rotation, job enlargement and job enrichment. Other influences on satisfaction include the management style and culture, employee involvement, empowerment and autonomous workgroups. Job satisfaction is a very important attributes which is frequently measured by organizations. The most common way of measurement is the use of rating scales where employees report their reactions to their jobs. Questions relate to relate of pay, work responsibilities, variety of tasks, promotional opportunities the work itself and co-workers

REVIEW OF LITERATURE

Vijay Pereira (2009) "Leadership next Research Study: Indian Railways", the 21st century has witnessed India undergo sweeping economic changes. Riding on a host of factors, India today stands at the cusp of becoming one of the top four economies in the world. A growth rate of over 8%, prior to the slowdown, was despite the inadequacies of infrastructure. Yet, one organization, which has shouldered the infrastructural burden of the transportation sector in India's growth story, is Indian Railways.

Ankur Sharma (2009) "Employee welfare measures taken in the Indian South Central Railway", The Study on "Employee Welfare Measures" is conducted with the main objective of evaluating the effectiveness of welfare measures at South Central Railway and to suggest measures to make existing welfare measures much more effective and comprehensive so that the benefits of the employees will be increased.

Reeti Agarwal (2009) "Public Transportation and Customer Satisfaction: The Case of Indian Railways" This study has been undertaken to find the factors related to Indian Railway services that have an impact customer satisfaction. The study was conducted using the survey method. This study primarily aims to assess the effects of consumer perceptions of the various aspects of services provided by public transportation services on their level of satisfaction with specific reference to the Indian Railways. The major findings of the study depict that out of the various factors considered; employee behavior has the maximum effect on satisfaction level of customers with Indian Railways as a whole. However, the study fails to focus on the Employees welfare facility in Indian Railways.

Binoy Joseph; Joseph Injodey; Raju Varghese (2009)"Labor Welfare in India", India's labour force ranges from large numbers of illiterate workers to a sizeable pool of highly educated and skilled professionals. Labour welfare activities in India originated in 1837. They underwent notable changes during the ensuing years. This article is a description of these changes and the additions, which were included over this period. On the whole, it paints a picture of the Indian Labour welfare scène.

G. Raghuram Rachna Gangwar (2008)"Indian Railways in the Past Twenty Years, Issues, Performance and Challenges", to understand the development process of Indian Railway's over the past twenty years, the study covers issues and strategies related to financial and physical aspects of revenue generating freight and passenger traffic from 1987-2007. Study also covers the developments in the parcel, catering and advertising sector, however this study fail to provide the information regarding employees welfare in Indian Railways.

Reddy, T. Koti (2007)Wrote an article entitled "India's Progress in Infrastructure Development". He applied minute center of attention on Rail Transport in this study. The author has tried to provide discussion on History of Indian Railways. The Railway has played an integrating role in the socio-economic development of the country. He also represents the précis of the operations of the Indian Railway since independence. He further more discusses on the finance of Indian Railway by annually from 1950-51 to 2007-2008.

Shobha Mishra and Dr. Manju Bhagat (2007) "Principles for Successful Implementation Labour Welfare Activities from Police theory to functional theory", gave a brief account of labour welfare activities. This study comprises the definition of labour welfare, scope of labour welfare activities, objectives, and theories of labour welfare. The author describes that labour welfare activities in an industrialized society has far reaching impact not only on the work force but also all the facets of human resources. This article is an attempt to show that, the success of welfare activities depends on the approach, which has been taken into account in providing such activities to the employers. Welfare policy should be guided by idealistic morals and human value.

John Creedy and Guyonne R.J. Kalb (2005) "Measuring Welfare Changes in Labour Supply Models" This paper examines the computation of welfare measures for use with labour supply models. An alternative method is suggested and applied to contexts in which individuals are allowed to vary their hours continuously and to contexts where only a limited number of discrete hours of work area available. Discrete hour's models have in recent years been used in view of the substantial econometric advantages when estimating the parameters of direct utility functions. This type of model is particularly popular in behavioral micro simulation modeling where predicted labour supply responses are calculated for policy changes.

OBJECTIVES OF THE STUDY

To ascertain the employee perception towards job satisfaction at coach factory.

The questionnaire was framed and distributed to the samples of 100 employees of coach factory, amongst them 71 filled in questionnaire were received back and analyzed. With the filled questionnaire, analysis has been done by using simple percentage, weighted average method etc.,

ANALYSIS, FINDINGS AND INTERPRETATION

- 1. Majority of the employees are satisfied in selection & placement of the job.
- 2. At least 34% of the employees are satisfied in physical environment of the job.
- 3. Most of the employees are satisfied in size & layout of the job.
- 4. At least 37% of the employees are satisfied in type of work perform.
- 5. Majority of the employees are satisfied in interrupted, requirement to perform the job.
- 6. Most of the employees are satisfied in training needs.
- 7. Majority of the employees are satisfied towards support from seniors.
- 8. Majority of the employees are satisfied in co-operation from subordinates.
- 9. At least 47% of the employees are satisfied in job rotation.
- 10. Majority of the employees are satisfied in performance-based pay.
- 11. Most of the employees are satisfied in sharing with management.
- 12. At least 53% of the employees are satisfied in promotion.
- 13. Majority of the employees are satisfied with job rotation.
- 14. Most of the employees are satisfied in personal strength & weakness.
- 15. At least 54% of the employees are satisfied with recognition of work.
- 16. Most of the employees are satisfied with great future.
- 17. At least 50% of the employees are satisfied with feedback.
- 18. Majority of the employees are satisfied with recognizing readiness to change.
- 19. Most of the employees are satisfied with career planning & counsel

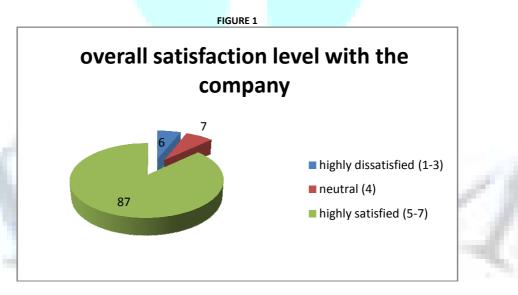
WEIGHTED AVERAGE METHOD

TABLE 1

S.No	Factors	Excellent	Good	Fair	Poor	Total	Rank
1	Promotional opportunity	28	51	56	19	154	12
2	Fair Rewards	4	81	70	8	163	11
3	Challenging Work.	72	105	32	2	211	8.5
4	Good working Conditions.	168	69	6	3	246	5
5	Supportive supervision.	180	57	10	2	249	4
6	Excellent Interpersonal relations.	200	54	6	0	260	2
7	Good company policies.	68	114	26	3	211	8.5
8	Active participation in Management.	60	129	22	2	213	7
9	Job security.	40	57	52	16	165	10
10	Role Clarity.	208	45	8	0	261	1
11	Degree of Autonomy & Responsibility	156	90	4	0	250	3
12	Working hours	144	75	14	3	236	6

INTERPRETATION

The employees are very much satisfied and they prioritized their satisfaction level in Role Clarity, Interpersonal Skills and Authority & Responsibility.



From the above chart, 87% of the employees are highly satisfied with the company and 6% of the employees are highly dissatisfied with the company.

RECOMMENDATIONS

- It is found that some meager % of employees are unfavorable with job rotation. Though job rotation is a policy of every organization the employee's views may be looked into in future.
- Most of the employees are satisfied in all vital areas. The concern in certain section of employees in minor aspects may be redressed, if feasible.
- Job satisfaction and productivity is somewhat related and linked to each other. Increase in production cannot be achieved both in quality and quantity unless the performers are satisfied. Redresses of employees concern are a routine process and hence it should be reviewed periodically.

CONCLUSION

Job satisfaction plays significant role in an organization. Therefore managers should take concrete steps to improve the level of job satisfaction. These steps may be in the form of job redesigning to make the job more interesting and challenging, improving quality work & life linking rewards with performance and improving overall organizational climate.

REFERENCES

- 1. Davis Keith (1995), Human Behavior at Work, New Delhi, Vikas Publishing House.
- 2. C. B. Guptha (2001), Human Resource Management, New Delhi, Sultan Chand & Sons
- 3. P.Subha Rao(2003), Personal and Human Resource Management, Mumbai, Himalaya Publishing House
- 4. Shashi k. Guptha & Rosy Joshy (2004), Human Resource Management, New Delhi
- 5. T.N. Chhabra (2006) Human Resource Management, Dhanpat Rai & Co.



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-mail i.e. infoijrcm@gmail.com 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

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Fournals



