



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	PRICING STRATEGY IN MARKETING OF B-SCHOOLS: A STUDY OF THE INDIAN CONTEXT DR. RAJESH S. MODI	6
2.	INDIAN TEACHER'S STRESS IN RELATION TO JOB SATISFACTION: AN EMPIRICAL STUDY DR. B. V. PRASADA RAO, S. R. PDALA & WAKO GEDA OBSE	7
3.	INEFFECTIVE CORPORATE GOVERNANCE: CHALLENGES OF INTERNAL AUDIT FUNCTION DR. ISHOLA RUFUS AKINTOYE, DR. RICHARD O. AKINGUNOLA & JIMOH EZEKIEL OSENI	8
4.	A NEXUS BETWEEN BOP ENTREPRENEURS AND BOP CONSUMERS: A SNAPSHOT FROM BANGLADESH KOHINOOR BISWAS & M SAYEED ALAM	9
5.	KAIZEN IN THE INDIAN CONTEXT- A CASE STUDY TUSHAR N. DESAI & N. K. KESHAVA PRASANNA	10
6.	STRATEGIC INTERVENTION FOR HUMAN RESOURCE PLANNING AND DEVELOPMENT: MANAGING CHANGE IN BRITISH AIRWAYS DR. S. P. RATH, PROF. CHEF RAMESH CHATURVEDI & PROF. BISWAJIT DAS	11
7.	EMPLOYEE RETENTION: A COMPARATIVE STUDY OF INDIAN BPO COMPANIES DR. SANGEETA GUPTA & MS. N MALATI	12
8.	NURTURING ENTREPRENEURSHIP IN RURAL COMMUNITIES SWAMY TRIBHUVANANDA H. V. & DR. R. L. NANDESHWAR	13
9.	EMPLOYER BRANDING FOR SUSTAINABLE GROWTH OF ORGANISATIONS DR. V. T. R. VIJAYAKUMAR, MRS. S. ASHA PARVIN & MR. J. DHILIP	14
10.	A STUDY ON THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND PERSONALITY OF PROFESSIONAL AND NON-PROFESSIONAL STUDENTS- AN EXPLORATORY EVIDENCE G. M. ARCHANA DAS & T. V. ANAND RAO	15
11.	ORGANIZATION CULTURE IN MANAGEMENT INSTITUTIONS WITH SPECIAL REFERENCE TO JAIPUR, RAJASTHAN PROF. ANIL MEHTA, DR. PANKAJ NAGAR & BHUMIJA CHOUHAN	16
12.	AN ANALYTICAL STUDY OF EXPORT PERFORMANCE OF MINERALS AND METALS TRADING CORPORATION LTD. (MMTC) IN THE GLOBALISED ERA DR. MANISH KUMAR SRIVASTAVA & DR. ASHISH KUMAR SRIVASTAVA	17
13.	SELECTION OF SUPPLIER EVALUATION CRITERIA: FROM THE PERSPECTIVE OF TRIPLE BOTTOM LINE THEORY AND APPLICATION OF FACTOR COMPARISON METHOD DR. PADMA GAHAN & MANOJ MOHANTY	18
14.	COMMODITIES TRADING WITH SPECIAL REFERENCE TO ALUMINIUM DR. A. VENKATA SEETHA MAHA LAKSHMI & RAAVI RADHIKA	19
15.	RESPONSIBILITY AND ROLE OF LINE MANAGERS: AN EMPIRICAL STUDY DR. DAVINDER SHARMA	20
16.	MARKET BASKET ANALYSIS TO THE RESCUE OF RETAIL INDUSTRY MR. R. NAVEEN KUMAR & DR. G. RAVINDRAN	21
17.	A STUDY OF VARIOUS SECTORS IN BLACK MONDAY AND GOLDEN MONDAY OF INDIAN STOCK MARKETS BLACK MONDAY: 21.01.2008 GOLDEN MONDAY: 18.05.2009 DR. N. SUNDARAM	22
18.	A COMPARATIVE STUDY ON CONSUMERS' ATTITUDE TOWARDS PRIVATE LABELS: A SPECIAL FOCUS IN SURAT DR. AMIT R. PANDYA & MONARCH A. JOSHI	23
19.	CONSUMER SATISFACTION ON TWO WHEELER MOTOR BIKES: A STUDY ON NANDYAL, KURNOOL DISTRICT, A.P., INDIA DR. P. SARITHA SRINIVAS	24
20.	IMPACT OF SOCIO-CULTURAL DYNAMICS ON CONSUMER BEHAVIOUR AT FOOD OUTLETS: AN EMPIRICAL STUDY IN WESTERN MAHARASHTRA PROF. PADMPRIYA ANAND IRABATTI	25
21.	IMPACT OF DERIVATIVES TRADING ON MARKET VOLATILITY AND LIQUIDITY GURPREET KAUR	26
22.	IMPACT OF THE DEMOGRAPHICAL FACTORS ON THE PURCHASING BEHAVIOUR OF THE CUSTOMERS' WITH SPECIAL REFERENCE TO FMCG: AN EMPIRICAL STUDY AMANDEEP SINGH	27
23.	FINANCING STRATEGIES IN POWER PROJECTS FINANCING FOR THE DEVELOPMENT OF ECONOMY - INVESTMENT OPPORTUNITIES AND CHALLENGES – A STUDY OF INDO-CANADIAN EXPERIENCES MR. K. S. SEKHARA RAO	28
24.	EMERGENCY HEALTHCARE MANAGEMENT IN INDIA: A STUDY OF THE ROLE OF EMERGENCY MANAGEMENT RESEARCH INSTITUTE NENAVATH SREENU	29
25.	MEDIA COLLISION ON THE BRAIN FRAME: IMPACT OF MEDIA ON THE CONSUMER BUYING BEHAVIOUR SWATI CHAUHAN & YADUVEER YADAV	30
	REQUEST FOR FEEDBACK	31

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**DR. SAMBHAV GARG**

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

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. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

EDITOR**PROF. R. K. SHARMA**

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

CO-EDITORS**DR. SAMBHAV GARG**

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.

PROF. SIKANDER KUMAR

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

PROF. SANJIV MITTAL

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

PROF. SATISH KUMAR

Director, Vidya School of Business, Meerut, U.P.

PROF. RAJENDER GUPTA

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

PROF. ROSHAN LAL

Head & Convener Ph. D. Programme, M. M. Institute of Management, M. M. University, Mullana

PROF. ANIL K. SAINI

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

PROF. S. P. TIWARI

Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ASHOK KHURANA

Associate Professor, G. N. Khalsa College, Yamunanagar

DR. TEJINDER SHARMA

Reader, Kurukshetra University, Kurukshetra

DR. KULBHUSHAN CHANDEL

Reader, Himachal Pradesh University, Shimla, Himachal Pradesh

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

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

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

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

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

DR. SHIVAKUMAR DEENE

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

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

DR. PARDEEP AHLAWAT

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

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

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

SUNIL KUMAR KARWASRA

Vice-Principal, Defence College of Education, Tohana, Fatehabad

BHAVET

Lecturer, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

TECHNICAL ADVISORS**DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

DR. ASHOK KUMAR

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

DR. ASHISH JOLLY

Head, Computer Department, S. A. Jain Institute of Management & Technology, Ambala City

MOHITA

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

AMITA

Lecturer, E.C.C., Safidon, Jind

MONIKA KHURANA

Associate Professor, Hindu Girls College, Jagadhri

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

NARENDERA SINGH KAMRA

Faculty, J.N.V., Pabra, Hisar

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

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. 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, info@ijrcm.org.in or infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

Dated: _____

The Editor
IJRCM

Subject: Submission of Manuscript in the Area of (Computer/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 two journals i.e. International Journal of Research in Commerce & Management or International Journal of Research in Computer Application & Management.

Name of Corresponding Author:

Designation:

Affiliation:

Mailing address:

Mobile & Landline Number (s):

E-mail Address (s):

2. **INTRODUCTION:** Manuscript must be in 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 12 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 12-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 background, aims, methods, results and conclusion.

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.
- Use endnotes rather than footnotes.
- 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

- Chandel K.S. (2009): "Ethics in Commerce Education." 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. (2006): "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

- Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on February 17, 2011 <http://epw.in/epw/user/viewabstract.jsp>

PRICING STRATEGY IN MARKETING OF B-SCHOOLS: A STUDY OF THE INDIAN CONTEXT**DR. RAJESH S. MODI****ASST. PROFESSOR****YANBU INDUSTRIAL COLLEGE, INDUSTRIAL MANAGEMENT TECHNOLOGY DEPARTMENT****P.O. BOX 30436, YANBU-AL-SINIYAH****KINGDOM OF SAUDI ARABIA****ABSTRACT**

The purpose of the present paper is to understand the various aspects of pricing strategy— intake capacity, scholarship, fundraising activities and generating other sources of income for marketing of B-Schools. The pricing strategy of the institute / B-Schools should be designed in such a way that the income of institute increases without compromising scholarship to the talented or meritorious students, attractive pay package to faculty members, upgrading and expanding the infrastructure facility for the benefit of the students etc. The finding is based on large, representative samples of 150 B-Schools as a primary source and with the real life examples of different aspects of pricing strategy of Indian B-Schools from various secondary sources. Survey results shows that the number of applications received for admission purpose are ranging from 500-200000. However, because of demand and supply gap, even “C” category of intuitions get, on an average 500 applications. Whereas the institutions like IIMs, MDI, FMS ,IIFT etc get more than 2,00,000 applications for admission. The chi square test (Test of Association) reveals that there is a significant relation between Number of Applications received and Category (A, B, C) of the institute. This research study include mainly two types of management institute i.e. private and grant-in-aid (government) and focus on the ranking like A, B and C. The study does not include the other the various categories of B-Schools like autonomous institute which are not approved by the AICTE, distance education, and various sub categories like A+, A, A-, ,B+,B,B-,C+,C,C- etc.

INDIAN TEACHER'S STRESS IN RELATION TO JOB SATISFACTION: AN EMPIRICAL STUDY

DR. B. V. PRASADA RAO

ASSOCIATE PROFESSOR

ADAMA UNIVERSITY

ETHIOPIA

S. R. PDALA

TEACHING ASSOCIATE

A. U. P. G. EXTENSION CENTRE

VIZIANAGARAM

WAKO GEDA OBSE

LECTURER

SCHOOL OF HUMANITIES AND NATURAL SCIENCES

ADAMA UNIVERSITY

ETHIOPIA

ABSTRACT

The aim of the research is to study the relationship between stress and job satisfaction among secondary school Teachers, besides testing whether the correlations obtained for the comparable sample differ significantly and concludes that both the aspects are significant statistically. The variables like Sex, Locality, Qualification, Experience, and type of management in respect of teachers stress are statically significant, while the variables like locality, Age, Experience, marital status and type of institution in respect of Teacher job satisfaction are differed significantly. The Teacher stress and job satisfaction aspects are independent but they are inter- dependent. The investigation shows that there is significance of relationship between the Dimensions of Teacher Stress and job satisfaction.

INEFFECTIVE CORPORATE GOVERNANCE: CHALLENGES OF INTERNAL AUDIT FUNCTION**DR. ISHOLA RUFUS AKINTOYE****SR. LECTURER, DEPARTMENT OF ACCOUNTING & FINANCE
OLABISI ONABANJO UNIVERSITY, AGO-IWOYE
NIGERIA****DR. RICHARD O. AKINGUNOLA****SR. LECTURER, DEPARTMENT OF ACCOUNTING & FINANCE
OLABISI ONABANJO UNIVERSITY, AGO-IWOYE
NIGERIA****JIMOH EZEKIEL OSENI****PH. D. SCHOLAR, FACULTY OF SOCIAL AND MANAGEMENT SCIENCES
OLABISI ONABANJO UNIVERSITY, AGO-IWOYE
NIGERIA****ABSTRACT**

Several literatures have established relationship between internal control functions and corporate governance. For instance, the literatures pointed out the need for effective internal control function for the development and effectiveness of corporate governance. Earlier studies did not give consideration to the importance and effectiveness of corporate governance as a necessity to guaranteeing the effectiveness of the internal control function. This study bridges the gap in the earlier studies by examining the risks internal auditors face in environments not characterised with effective corporate governance. We administered questionnaires to personnel that perform internal audit functions to ascertain the roles corporate governance plays in achieving effective internal control function. We found out that corporate governance promotes effective internal control function and where the latter is absent the former cannot but operate ineffectively.

A NEXUS BETWEEN BOP ENTREPRENEURS AND BOP CONSUMERS: A SNAPSHOT FROM BANGLADESH

KOHINOOR BISWAS
ASST. PROFESSOR
EAST WEST UNIVERSITY
DHAKA
BANGLADESH

M SAYEED ALAM
ASST. PROFESSOR
EAST WEST UNIVERSITY
DHAKA
BANGLADESH

ABSTRACT

Poorest of the poor in the developing part of the world is defined as a promising market segment, namely BOP (Bottom of the Pyramid) with a market size of \$ 1.3 trillion. Traditionally, businesses are meant to serve a single bottomline: profit maximization. The new business model proposes that businesses can rather serve the double bottomlines of profit maximizing and poverty alleviation by capitalizing on the untapped potential of BOP consumers. This paper looks into the potential of BOP entrepreneurs in the segment of BOP consumers. The authors attempt to explore the consumption pattern and profile of the two different entities: BOP entrepreneurs and BOP consumers. 30 respondents are chosen from each category and in-depth interviews are conducted. The findings are: BOP entrepreneurs can exploit the untapped potentials of the BOP consumer market which would add to their earning and ease out the poverty condition. On the contrary, the BOP consumers would benefit from better quality and competitive price contributing towards more savings and better consumption.

KAIZEN IN THE INDIAN CONTEXT- A CASE STUDY**TUSHAR N. DESAI**

FOUNDER CHAIRMAN, INDIAN INSTITUTION OF INDUSTRIAL ENGINEERING, SURAT CHAPTER
ASSOCIATE PROFESSOR, MECHANICAL ENGINEERING DEPARTMENT
S. V. NATIONAL INSTITUTE OF TECHNOLOGY
SURAT – 395 007

N. K. KESHAVA PRASANNA

VICE PRESIDENT
RELIANCE INDUSTRIES LTD., HAZIRA
SURAT- 394 510

ABSTRACT

Quality has become a prerequisite for success of any organization. It is being increasingly recognized that a high quality of products and services and their associated customer satisfaction are the key to survival for any enterprise. Quality consciousness of the customer and competitors has forced the manufacturers and service providers to search for more and more effective ways to achieve quality as defined by ultimate end users. In today's turbulent and market driven economy, only those companies will survive who will adopt such practices, programs or methods which help in considerable and continuous improvement in products and services offered by them. Total Quality Management (TQM) is widely accepted philosophy for achieving continuous quality improvements in all aspects of business. Kaizen, a philosophy, a strategy, a programme & an inherent part of the TQM process, helps to improve quality of goods & services of an organization. Continuous improvement (or Kaizen) is the philosophy of continually seeking ways to improve operations. It transforms the drive towards quality into a never – ending journey. Kaizen means improvement & ongoing – continuous & never ending improvement involving everyone in work life. This has been one of the key concepts in success of Japanese industries. Kaizen is built on the premise that the knowledge of how to improve the workplace should come from the workplace itself and not to be imposed from outside. This paper illustrates the concept, principles of kaizen with a structured approach for its implementation. This paper also presents an insight into the kaizen system in a large Petrochemical plant based at Surat, Gujarat, India. Areas for improvement of the system in this organization are also presented which helps to continuously improve quality and productivity of work processes of the organization and thereby helping the organization in setting and reaching higher and higher standards of performance.

STRATEGIC INTERVENTION FOR HUMAN RESOURCE PLANNING AND DEVELOPMENT: MANAGING CHANGE IN BRITISH AIRWAYS

DR. S. P. RATH

PROFESSOR - MANAGEMENT STUDIES
INSTITUTE OF HOTEL MANAGEMENT
(UNIVERSITY OF HUDDERSFIELD, U. K.)
RAUZA BAGH
AURANGABAD – 431 001

PROF. CHEF RAMESH CHATURVEDI

DEAN, CULINARY ARTS & PROFESSOR, FOOD PRODUCTION, INSTITUTE OF HOTEL MANAGEMENT
(UNIVERSITY OF HUDDERSFIELD, U. K.)
RAUZA BAGH
AURANGABAD – 431 001

PROF. BISWAJIT DAS

PROFESSOR – MARKETING, KIIT SCHOOL OF MANAGEMENT, KIIT UNIVERSITY
BHUBANESWAR - 751 024

ABSTRACT

Human resource planning and development enable demand forecasting of manpower in the right ways. It is a planned strategic move to approach step by step. It is organized with the designed goals, objectives, mission and vision; to accomplish the target fixed. Managing changes in the organizations are necessary in the current times. It calibrate to the competition. It creates a stagnant organization amply kinetic and mobile. It happens by virtue of adopting cataclysmic changes seamlessly; in consonance to the business environment. The case in place is an example of human resource planning and strategic intervention in **British Airways**. This is a paradigm to envisage the facets of changes that occurred in the organisation. It a critical analysis to study the organizational processes and architecture (Haines, S. (Ed), 2006). In fact, the two books namely, **'Third Wave'** and **'Future Shock'** of **Alvin Toffler** propagated an ethos for change and highlighted its importance. It revolutionized the ideology of people to shift their focus. Both the books stated that, "Change is the process which pervades our life and it is important to look at it, not merely from the grand perspectives of history, but also from the vantage point of living, breathing individuals who experience it". Therefore, change is believed to be the only thing that is constant and change is inevitable. **British Airways** had to adopt change for mitigating its fiscal crisis and revived the shocking people from a stalemate phase of the company; but the process that it passed through was scientifically model driven. In reading the organizational charts of the British Airways, we can explore an overview of the organizational profile. The organizational processes that were needed to be changed for meeting the offing changes in the environment in 1980 are quite obvious. It happened with British Telecom too. It happened in the British political and people's mandate. Companies went though the changes in the business philosophy. Core mission changed in the organizations. It was a time of reformation and reconstitution of the organizations across the globe and was in the path of privatization process (Baron, J.N. & Kreps, D.M., 1999). Changes happened with the organizational structure, organizational cultural-mix, recruitment-job placement-training and promotion policy. Essentially these all and other aspects relevantly provided ideas for studying organizational change in British Airlines. It also catered to changes in the HR policy, organizational architecture and organizational culture and so forth (Baren, D.R. & Schuler, R.S., 2004). These processes being inter-related also influenced each other. They critically examined to ascertain the issues and challenges, bottlenecks and benefits, and facilitated improvisation in the performance of British Airways. These all contributed for designing the organizational architecture in consonance to the need. Equity based privatization process, reformative steps, reengineering and competition call for precision in the decision making of the organization. These aspects being treated rightly give a picture of an intelligent future organization.

EMPLOYEE RETENTION: A COMPARATIVE STUDY OF INDIAN BPO COMPANIES**DR. SANGEETA GUPTA****DIRECTOR****OM INSTITUTE OF TECHNOLOGY AND MANAGEMENT****HISAR****MS. N MALATI****READER & COURSE COORDINATOR (M.B.A.)****DELHI INSTITUTE OF ADVANCED STUDIES, ROHINI****DELHI****ABSTRACT**

Attrition is the biggest problem faced by BPO's. Attrition rate in BPO's is more than the attrition rate in any other sector. It becomes imperative to control this attrition rate. Many schemes have been applied in BPO's for retention. A single tool alone is not sufficient for employee retention. The best results for employee retention can be achieved by applying different tools strategically. This paper highlights the main determinants affecting employee retention in the BPO sector. Further an attempt has been made to fathom out the retention practices prevalent in Indian BPO'S and compare the extent of employee satisfaction with respect to prevalent retention strategies adopted by Genpact and HCL.

NURTURING ENTREPRENEURSHIP IN RURAL COMMUNITIES

SWAMY TRIBHUVANANDA H. V.

MEMBER, ISTE, NEW DELHI

ASST. PROFESSOR - MBA PROGRAMME

BAPUJI INSTITUTE OF ENGINEERING & TECHNOLOGY

DAVANGERE – 577 001

DR. R. L. NANDESHWAR

DIRECTOR

OXFORD COLLEGE OF BUSINESS MANAGEMENT

BANGALORE – 560 102

ABSTRACT

The development of entrepreneurship can be a major means of fighting economic inertia in rural areas. In this paper, the researcher made an attempt to understand the determinant factors of entrepreneurial activity. 400 rural entrepreneurs are selected in 40 Villages of 8 Taluk in Karnataka State, India through multiple sampling methods. Research study involved an in-depth examination of entrepreneurial activity, socio-economic variables and motives associated with rural entrepreneurship. To conclude, the various motivational factors will influence the entrepreneurship activity and their development.

EMPLOYER BRANDING FOR SUSTAINABLE GROWTH OF ORGANISATIONS**DR. V. T. R. VIJAYAKUMAR**

CHAIRMAN & CHIEF EXAMINER OF M.B.A. BOARD, ANNA UNIVERSITY OF TECHNOLOGY, IRUNELVELI
CHAIRMAN & CHIEF EXAMINER OF M.B.A. BOARD, ANNA UNIVERSITY OF TECHNOLOGY, CHENNAI
PROFESSOR AND HEAD, DEPARTMENT OF MANAGEMENT STUDIES
ST. XAVIERS COLLEGE OF ENGINEERING & TECHNOLOGY
CHUNKANKADAI – 629 807

MRS. S. ASHA PARVIN

LECTURER, DEPARTMENT OF M.B.A.
SUN COLLEGE OF ENGINEERING AND TECHNOLOGY
ERACHAKULAM - 629 902

MR. J. DHILIP

HEAD, DEPARTMENT OF M.B.A.
VINS CHRISTIAN COLLEGE OF ENGINEERING
CHUNKANKADAI – 629 807

ABSTRACT

Employer branding is the image of an organization as a great place to work in the minds of its current employees and key stakeholders. It is the development of such an organizational culture which fosters a sense of belongingness with the company and encourages the employees to share organization's goals for success. In short, it is the value of the company in external marketplace. The goal of employer branding is to create loyal customers; the customers here being the employees. From an HR point of view branding is very important. If your organization has a good brand image in the market, it will help you in getting right workforce at right time and at the same time you will have a control over the employee cost. An organization with no brand name has to shell out lots of money to attract and retain the right candidate. This paper begins by defining the concept of Employer Branding practices carried out by the organisations to attract talents which help them to move towards their vision in a successful style. Types of Employer Branding, Branding Strategy and the benefits received by the organisation by adoption of the concept of Employer Branding in Indian context are then discussed.

A STUDY ON THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND PERSONALITY OF PROFESSIONAL AND NON-PROFESSIONAL STUDENTS- AN EXPLORATORY EVIDENCE

G. M. ARCHANA DAS

ASST. PROFESSOR (OB/HRM), GITAM SCHOOL OF INTERNATIONAL BUSINESS
GITAM UNIVERSITY
VISAKHAPATNAM

T. V. ANAND RAO

PROFESSOR & HEAD OF THE DEPARTMENT OF PSYCHOLOGY
ANDHRA UNIVERSITY
VISAKHAPATNAM

ABSTRACT

Students with high Emotional Quotient are highly successful and bag laurels in any context. Perhaps, high success rate of these students could be attributed to their Emotional competencies and efficacy. The present study examines the relationship between Emotional Intelligence and Personality of professional and non-professional students. The total sample comprises 246 students with a mean age of 22.43 of Visakhapatnam district, out of which 57% constitute male students, 43% constitute female students. 68 % constitute professional students and 31% constitute non-professional students. Two inventories were used for data collection. Emotional intelligence scale developed by Dr.Meera Shanker and Dr.Omer Bin Sayeed (2006) was used to examine the emotional intelligence of students. Myer Briggs Type Indicator Form G developed by Isabel Myers and Katherine Briggs (1977) was used to measure the personality preference on 4 dichotomies that includes extraversion vs. introversion (E-I), sensing vs. intuition (S-N), thinking vs. feeling (T-F), judging vs. perceiving (J-P). Significant positive and negative correlations were found within male and female student groups on some factors of Emotional Intelligence and Personality. Results indicate significant positive correlation between Extraversion and some EI factors like impulsiveness, self acceptance, problem solving, self awareness, and personal fulfillment within professional student group and a negative correlation between Extraversion and some EI factors like empathy and anxiety and stress within non-professional student group. Most of the findings were consistent with the results reported elsewhere in the literature.

ORGANIZATION CULTURE IN MANAGEMENT INSTITUTIONS WITH SPECIAL REFERENCE TO JAIPUR, RAJASTHAN

PROF. ANIL MEHTA

COORDINATOR, SYLLABUS DESIGNING COMMITTEE (M.B.A.), CENTRAL UNI. OF RAJASTHAN, JAIPUR
PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION
UNIVERSITY OF RAJASTHAN
JAIPUR

DR. PANKAJ NAGAR

ASST. PROFESSOR, DEPARTMENT OF STATISTICS
UNIVERSITY OF RAJASTHAN
JAIPUR

BHUMIJA CHOUHAN

FACULTY
INTERNATIONAL SCHOOL OF INFORMATICS AND MANAGEMENT
JAIPUR

ABSTRACT

Management is an exciting field where you can have an immediate impact on the operations of any business. The field of Management is a constantly changing hotbed of activities. New tools and techniques are continually being introduced to improve the efficiency, productivity, and profitability of any organization. All organizations and their departments, functions, or groups use Management methodologies, which include problem solving techniques and guidelines for various related activities. This research throws light on organization culture and its impact on management education of Rajasthan employee's affectivity and efficiency. It analyses the importance of healthy organization culture, improvement of employees and organizational efficiency. The research paper proposes various ways of building an innovative organization culture and importance of quality of work life. The researcher has done a critical study of the impact of organization culture on faculty members of selected institution of Rajasthan. Professors, Readers and Lecturers working with selected management colleges of Rajasthan have been surveyed and their working condition, organization culture and satisfaction etc. has been deliberated. The purpose of research is to discover answers to the questions through the application of scientific procedures.

AN ANALYTICAL STUDY OF EXPORT PERFORMANCE OF MINERALS AND METALS TRADING CORPORATION LTD. (MMTC) IN THE GLOBALISED ERA

DR. MANISH KUMAR SRIVASTAVA
FACULTY, FACULTY OF MANAGEMENT STUDIES
ICFAI BUSINESS SCHOOL
DEHRADUN – 248 197

DR. ASHISH KUMAR SRIVASTAVA
PROFESSOR
DEPARTMENT OF COMMERCE
D.D.U. GORAKHPUR UNIVERSITY
GORAKHPUR – 273 009

ABSTRACT

Minerals & Metals Trading Corporation (MMTC) Ltd. was incorporated in the year 1963 by the Government of India, primarily with an objective to regulate the International trade of minerals and metals. Today, MMTC is India's largest International Trading Company having a strong nationwide trading network offering a large and wide range of products and services. In this paper, an attempt has been made to analyze the export performance of the corporation in the light of the export related objectives for which it was formed. The present paper looks into the functioning of MMTC particularly in the context of its export performance in the LPG regime. The study period is of 18 years (from 1991-92 to 2008-09) of the LPG regime.

SELECTION OF SUPPLIER EVALUATION CRITERIA: FROM THE PERSPECTIVE OF TRIPLE BOTTOM LINE THEORY AND APPLICATION OF FACTOR COMPARISON METHOD**DR. PADMA GAHAN****PROFESSOR & HEAD****BUSINESS ADMINISTRATION DEPARTMENT****SAMBALPUR UNIVERSITY****BURLA – 768 019****MANOJ MOHANTY****ASST. MANAGER - PROJECT EXECUTION****L & T LIMITED****KANSBAHAL****SUNDARGARH****ABSTRACT**

“Supply chains compete with each other not the organizations”, told by many supply chain experts. It goes without saying that suppliers are the heart of supply chain. So Supplier selection is one of the key tasks of supply chain management. Supplier selection also must be directed in the line of sustainability means looking beyond profit lines i.e. including human and environmental factors. The industry is increasingly exhibiting concerns over sustainability, driven by messages from different platforms of world, current legislation system. They are also exhibiting seriousness in implementation of those systems and concerned about public interest too. This factor forced to change many countries future government policy, current production operations practices, and created new business models. Supplier selection is always a vital responsibility and exercise of management and becomes more complex when we emphasis on sustainability. Supplier selection in triple bottom line theory means going beyond operational parameters of supplier selection. The environmental and social parameters also should be included along with operational parameters. Factor comparison method is a value engineering tool used in this paper to assess the relative weight between factors of supplier selection in a scientific manner. This paper provides a background to better understand the required criteria's of supplier evaluation in the sustainable era. It also defines how much weightage is to be provided to which factor.

COMMODITIES TRADING WITH SPECIAL REFERENCE TO ALUMINIUM**DR. A. VENKATA SEETHA MAHA LAKSHMI****READER & HEAD****DEPARTMENT OF COMMERCE****MONTESERI MAHILA KALASALA DEGREE COLLEGE****VIJAYAWADA – 520 010****RAAVI RADHIKA****ASST. PROFESSOR, HYDERABAD BUSINESS SCHOOL****GITAM UNIVERSITY****HYDERABAD – 502 329****ABSTRACT**

Commodity trading is the modern technique of reducing risk. The first organized futures market in India was established in 1875 by the 'Bombay Cotton Trade Association' to trade cotton. With the aim to create a nationwide efficient commodity exchange, which could provide price discovery and offer price-risk management to all participants involved in the commodity business cycle, Multi Commodity Exchange (MCX) was created in 2003. The study is conducted to give the concepts of commodities trading in India, various trends in commodity trading with special reference to Aluminium, the Role of Commodities in Financial Markets, to study In Detail the Role of Options in Aluminium commodities with special reference to HINDALCO a leading company in Aluminum sector. With the help of this Study it was the found that Call Option is Profitable for Buyer and Put Option is Profitable for Seller.

RESPONSIBILITY AND ROLE OF LINE MANAGERS: AN EMPIRICAL STUDY

DR. DAVINDER SHARMA

ASSOCIATE PROFESSOR

BANARSIDAS CHANDIWALA INSTITUTE OF PROFESSIONAL STUDIES

DWARKA

NEW DELHI

ABSTRACT

This study is an attempt to assess the level of responsibility of line managers in HR activities. The information is collected from 176 line managers. The analysis indicates that line managers have moderate responsibility for HRM. Although their level of responsibility appears to be more in performance management and training and development related activities and less in compensation related activities. The study highlights the significant difference in certain HR activities of line managers based on the nature of business, ownerships of the organizations, the length of services and functional area of line managers.

MARKET BASKET ANALYSIS TO THE RESCUE OF RETAIL INDUSTRY**MR. R. NAVEEN KUMAR****ASST. PROFESSOR****SHRI NEHRU MAHA VIDYALAYA OF MANAGEMENT STUDIES
COIMBATORE****DR. G. RAVINDRAN****ASSOCIATE PROFESSOR****SCHOOL OF MANAGMENT
KARUNYA UNIVERSITY
COIMBATORE- 641 114****ABSTRACT**

Retail industry is moving with a great pace in the Indian market, it has to set parameters to identify and measure the performance of participants in the market. A retailer may group its customers based on purchases and can do various analyses to determine which different products should be merchandized together to improve sales and revenue. This analysis helps in deciding the store layout, product assortment, and promotional plans and cross selling opportunities. Market-basket analysis is an effective way to ascertain the relationship between products. It is an analysis made on customers purchasing behavior during same visit and single order. Data mining techniques are used to ascertain the combination of categories within a customer's "basket". Now-a-days, market basket analysis has been intensively used in many companies as a means to discover product associations and helps retailers in promotion strategy.

A STUDY OF VARIOUS SECTORS IN BLACK MONDAY AND GOLDEN MONDAY OF INDIAN STOCK MARKETS**BLACK MONDAY: 21.01.2008****GOLDEN MONDAY: 18.05.2009**

DR. N. SUNDARAM
ASSOCIATE PROFESSOR
SCHOOL OF SOCIAL SCIENCE
VIT UNIVERSITY
VELLORE – 632 014

ABSTRACT

This study deals with the volatility of Indian Stock markets. Volatility is the other name of stock market. Every day brings with a new challenge for all the participants in the stock market, primarily for the brokers and investors – the duo who occupies driving seat of the market. Higher reward investments tend to carry greater risk and this is the rule of the game. 21st January 2008 – Black Monday and 18th May 2009 – Golden Monday are the two days which represent the true evidence of the two extreme sides of the stock market. Where the stock market plunge whip lashed many investors and left them wondering what to do about their portfolios, on the other side the revival and upswing in the market brought back the investors in a better position. Forming the above as a basis for a study, this report provides an in depth sectoral analysis of the stock market i.e. analyzing stocks of major companies within different major industrial and services sector. The analysis in the report provides input for the investors that would help them make intelligent investing decisions.

A COMPARATIVE STUDY ON CONSUMERS' ATTITUDE TOWARDS PRIVATE LABELS: A SPECIAL FOCUS IN SURAT

DR. AMIT R. PANDYA

READER

FACULTY OF COMMERCE INCLUDING BUSINESS ADMINISTRATION

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

VADODARA – 390 002

MONARCH A. JOSHI

ASST. PROFESSOR

INDU MANAGEMENT INSTITUTE

VADODARA

ABSTRACT

Retail, one of India's upcoming industries, has presently emerged as the most dynamic and fast paced industries of recent times with several players entering the market. One of the routes to succeed in retail business is to focus on own brands / store brands / private label brands (PLs) ; as the financials of retail firms are very sensitive to margins on the brands they sell. Further, PLs also offer retailers greater control over the supply chain, negotiating margins with National Brand (NBs) manufacturers or companies; opportunity to launch customized products; opportunity to launch innovative products, hence to build platform for store loyalty and increase footfalls. As managing PLs is quite critical function, hence they are to be managed professionally. This paper focuses on, determining & comparing customers' attitude towards NBs & PLs with respect different attributes. Further it also discusses the effect on preference pattern with respect to demographic profile of respondents for private label brands in different categories of products.

CONSUMER SATISFACTION ON TWO WHEELER MOTOR BIKES: A STUDY ON NANDYAL, KURNOOL DISTRICT, A.P., INDIA

DR. P. SARITHA SRINIVAS

ASST. PROFESSOR, DEPARTMENT OF BUSIENSS ADMINISTRATION
YOGI VEMANA UNIVERSITY
KADAPA – 516003

ABSTRACT

The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the customers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success of an enterprise depends on its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs. **Consumer behaviour** is affected by a host of variables ranging from personal, professional needs, attitudes, values, personality characteristics, social, economic and cultural background, age, gender, professional status to social influences of various kinds exerted a family, friends, colleagues and society as a whole. Everybody in this world is a customer. The customers need a variety of goods and services right from our birth to death. All customers are **buyers** and all buyers are not customers. The attitude of customer or buyer decides how demand will emerge for a new product and service and how existing goods and services are sold. Customer satisfaction is the process and activates the people engage in searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. Consumer buying behavior is influenced by four major psychological **factors-motivation, perception, learning, and beliefs and attitudes**. The main aim of this paper is to identify factors which are influencing on customers for purchase of motor vehicles of Sowjanya Pvt. Ltd., Nandyal, Kurnool district. Finally, it ends with a set of opinions from the respondents who brought the motor vehicles are influenced by the brand image, mileage and price. The study will help to know the different services provided by Hero Honda bikes and the satisfaction derived by people from the performance of the bike. It also helps to know the level of awareness of customers regarding the new launching bikes of Hero Honda. The required data for the study has been collected from both primary & secondary data sources. The data has been analysed based on customer awareness, age, income, customer opinion, customer satisfaction, price quality of the bike and the like. Major findings and suggestions are found in the study. Finally, it is concluded with conventions and inferences. The consumer decision to purchase a bike is based on own perception, experience and belief and role of friends, relatives and family members is found to be significant. The brand preference is much depending on image, mileage and price. The advertisement in televisions, newspapers, magazines is effective in giving information to the consumers about the vehicle and its characteristics. Thus, the customer's satisfaction of motor bikes is not based on single variable; it is multivariable decision and requires a careful study of customers' socio-economic needs from time to time.

IMPACT OF SOCIO-CULTURAL DYNAMICS ON CONSUMER BEHAVIOUR AT FOOD OUTLETS: AN EMPIRICAL STUDY IN WESTERN MAHARASHTRA

PROF. PADMPRIYA ANAND IRABATTI
SR. FACULTY OF MARKETING
DEPARTMENT OF M.B.A.
BHARATI VIDYAPEETH UNIVERSITY
A.K.I.M.S.S.
SOLAPUR

ABSTRACT

Culture plays vital role in economic development of any country. The wheel of the Indian lifestyle is moving at such an unprecedented pace that it is also affecting the cultural roots of Indian consumers. Lot of Socio-cultural shifts can be observed in this highly competitive era of growing Fast Food culture. This study is an attempt to explore the impact of such Socio- cultural dynamics on consumer preferences at Fast Food outlet. The purpose of this study is to analyse the change in consumer food habits mainly due to change in societal and cultural shifts. As fast food purchases are impulse buying decisions, this paper evaluates how change in social and cultural related impulses influence the behaviour of consumers towards eating at fast food outlets. This paper focuses the societal shifts such as irregular working hours, longer time spent in transit, and fragmented mealtimes, increasing dependency on ready to eat meals, , increase in nuclear and dual income families, increasing influence of children in purchase decisions etc.. The impact of cultural dynamics such as increasing influence of western culture, rise in hygiene and beauty conscious customers, customized festival celebrations especially amongst urban citizens, and increasing health consciousness, on food habits is also investigated.

IMPACT OF DERIVATIVES TRADING ON MARKET VOLATILITY AND LIQUIDITY**GURPREET KAUR****LECTURER IN COMMERCE & MANAGEMENT****ARYA COLLEGE****LUDHIANA – 141 001****ABSTRACT**

Derivatives trading in the stock market have been a subject of enthusiasm of research in the field of finance. The derivatives are defined as the future contracts whose value depends upon the underlying assets. The main logic behind the derivatives trading is that derivatives reduce the risk by providing an additional channel to invest with lower trading cost and it facilitates the investors to extend their settlement through the future contracts. It provides extra liquidity in the stock market. Now, one of the most important issues that have occupied the financial managers and the academicians in Finance all over the world is the financial markets volatility and Liquidity. So here, an attempt has been conducted to find out the impact of derivatives trading on market volatility and liquidity. The purpose of this research paper is to examine the volatility in the Indian stock market after the introduction of futures and option contracts. Various volatility forecasting approaches are used such as ARCH, GARCH and EGARCH models using the data for a sample period of 10 years from April 1997 to March 2010. The closing prices in the end of the day have been used. NSE Nifty 50 index has been used as a proxy of stock market return. The conditional volatility of inter day market returns before and after the introduction of derivatives products are estimated with the GARCH model. The analysis concluded that the derivatives trading have done its work. It has enhanced the efficiency of the stock market by reducing the spot market volatility and by enhancing the liquidity.

IMPACT OF THE DEMOGRAPHICAL FACTORS ON THE PURCHASING BEHAVIOUR OF THE CUSTOMERS' WITH SPECIAL REFERENCE TO FMCG: AN EMPIRICAL STUDY

AMANDEEP SINGH

**SR. LECTURER, DEPARTMENT OF BUSINESS STUDIES
BHAI GURDAS INSTITUTE OF ENGG. & TECHNOLOGY
SANGRUR – 148 001**

ABSTARCT

FMCG companies has to cater for needs, preferences, resources and behaviours of the various individuals, as the market is expanding day by day, the situation is getting hard for the FMCG marketers. One of the basic concept that FMCG marketer uses is the dividing the whole market into various segments. But as the markets are changing the basis are hard to fix and their dependability is also uncertain. This research paper highlights the scope of these demographical factors helping the FMCG marketers in segmenting the market.

FINANCING STRATEGIES IN POWER PROJECTS FINANCING FOR THE DEVELOPMENT OF ECONOMY - INVESTMENT OPPORTUNITIES AND CHALLENGES – A STUDY OF INDO-CANADIAN EXPERIENCES

MR. K. S. SEKHARA RAO

RESEARCH SCHOLAR, SCHOOL OF MANAGEMENT STUDIES

UNIVERSITY OF HYDERABAD

HYDERABAD - 500 046

ABSTRACT

The Indian economy is booming, with rate of Gross Domestic Product (GDP) growth exceeding 8% every year since 2003/04. Long-run economic growth is influenced by the availability of infrastructure services including electricity. In order to support a sustaining high GDP growth rate of around 9 percent per annum, demand for power can be expected to rise at the rate around 10 percent annually for the next decade. Power sector contribution to Indian GDP is 2.4 percent, it is very significant. Keeping in view the impact of investment for the development of GDP, the study has been undertaken to analyze the role of investment in power sector for the development of economy in India and Canada. The study mainly focused on the inflow of investment in power sector, mode of financing and the influence of various risk factors on inflow of investment. The compared the level of investment by public and private sectors in both India and Canada and also analyze the reasons for the short fall of invest .finally the study draws some conclusions from the experiences of both countries and made suitable suggestions for the development of investment and various measures to be taken for attracting private sector for its investment.

EMERGENCY HEALTHCARE MANAGEMENT IN INDIA: A STUDY OF THE ROLE OF EMERGENCY MANAGEMENT RESEARCH INSTITUTE**NENAVATH SREENU****RESEARCH SCHOLAR, SCHOOL OF MANAGEMENT STUDIES
UNIVERSITY OF HYDERABAD – 500 046
HYDERABAD****ABSTRACT**

The value chain of healthcare system comprises of three major components viz. pre-hospital care, definite healthcare (hospital care) and rehabilitation. Each component is important in order to provide a secure and strong healthcare environment. In most developing countries the pre-hospital care, especially in case of emergency, is the weakest link in the value chain and needs huge investment to make the public healthcare system more robust, to ensure better health outcomes. In 2005, Emergency Management and Research Institute (EMRI) started working in Andhra Pradesh with the vision of responding to 30 million emergencies per annum in PPP framework as a nodal agency and to save one million lives per annum. EMRI (Emergency Management and Research Institute) is a pioneer in Emergency Management Services in India. As a not - for - profit professional organization operating in the Public Private Partnership (PPP) mode, EMRI is the only professional Emergency Service Provider in India today. Since the study examines the strategies deployed by EMRI, in uplifting life expectancy in Andhra Pradesh. Since EMRI provide the emergency response services along with quality pre-hospital care; the study examines the role of EMRI as an effective and efficient Emergency Management Service provider in improvement of the public healthcare delivery system in A.P., Gujarat and Rajasthan. The study provides an in depth analysis of a model comprising structure, system and processes of organization for providing emergency medical service through PPP mode. The outcome of the study will help developing countries to adopt the model successfully in their countries

MEDIA COLLISION ON THE BRAIN FRAME: IMPACT OF MEDIA ON THE CONSUMER BUYING BEHAVIOUR

SWATI CHAUHAN

MBA (HUMAN RESOURCES & MARKETING), AMITY BUSINESS SCHOOL
AMITY UNIVERSITY
JAIPUR 302 006

YADUVEER YADAV

MBA (FINANCE & MARKETING), AMITY BUSINESS SCHOOL
AMITY UNIVERSITY
JAIPUR 302 006

ABSTRACT

Media being an attribute to communicate one's product has got an essential core importance in knowing the consumer's perception towards different products. It changes consumer preferences, creates brand loyalty, and persuades consumers to favour commodities that they did not previously find useful. The research work on impact of media advertisement on consumers buying behaviour is conducted at the Jaipur city which includes men and women of every age. The non-probability sampling was adopted including the sample size of 74. The survey was conducted at various shopping centres of Jaipur including Gaurav Tower, Reliance Fresh, National Handloom, Vishal Mega Mart, and Big Bazaar, City Pulse, MGF Metropolitan. The objective of the research is to know whether the media has any impact in the minds of consumers before making the purchase decision. Under this project a questionnaire is drafted which includes 13 questions, on the basis of which we have tried to find out the impact of media on consumers buying behaviour. For the research, we collected primary data to gain first hand information. Various bar graphs and pie charts were used to analyze and interpret the data by using chi-square test. At the initial stage of the project we conducted the pilot study with the sample size of 20 at Amity University Jaipur. After the pilot study the validity testing was done and then finally the questionnaires were filled by the respondents. It took 3 months for the completion of the research. The study of consumer behaviour helps everybody as all are consumers. It is essential for marketers to understand consumers to survive and succeed in this competitive marketing environment. Media being an attribute to communicate ones product has got an essential core importance in knowing the consumers perception towards different products. It changes consumer's preferences, create brand loyalty and persuade consumers to favour commodities that they did not previously find useful. It is found from the research that media plays a significant role in consumers buying behaviour. The impact of advertisements influences the consumers mind before making buying decisions.

REQUEST FOR FEEDBACK

Esteemed & Most Respected Reader,

At the very outset, International Journal of Research in Commerce and Management (IJRCM) appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to take this opportunity to request to your good self to supply your critical comments & suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **info@ijrcm.org.in** or **infoijrcm@gmail.com** for further improvements in the interest of research.

If your good-self have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator