

ACADEMICIA

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# ACADEMICIA

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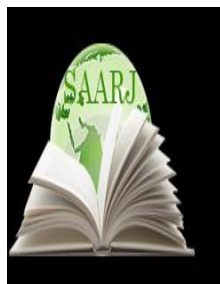
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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



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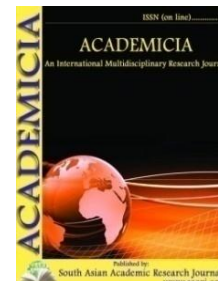
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**A STUDY ON INVESTORS' AWARENESS OF COMMODITY MARKET  
WITH REFERENCE TO KIFS SECURITIES PRIVATE LIMITED AT  
SALEM**

**K.LOGASAKTHI\*; DR.S.ASOKKUMAR\*\***

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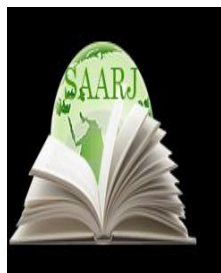
**ABSTRACT**

*Commodity derivatives have a crucial role to play in managing price risk especially in agriculture dominated economies. However, they have been utilized in a very limited scale in India. As long as prices of many commodities are restrained to certain extent by Government intervention in production, supply and distribution, forwards and futures markets for hedging price risk in those commodities have only limited practical relevance. A review of the nature of institutional and policy level constraints facing this segment calls for more focused and pragmatic approach from government, the regulator and the exchanges for making the agricultural futures markets a vibrant segment for risk management.*

*This paper reviews more and less mainstream policy options in relation to the 'commodity question' in the light both of its classical definition and of the emerging concern about oligopoly. It begins by updating the evidence concerning commodity price decline and volatility, and examining the implications of these phenomena for macro-economic performance and livelihoods in producing countries.*

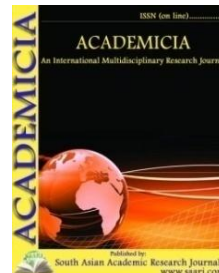
**KEYWORDS:** *FMC-Forward market commission; NMCE- National Multi Commodity Exchange of India Limited; MCX- Multi Commodity Exchange of India Ltd; NCDEX- National Commodity & Derivatives Exchange Ltd; NSE- National Stock Exchange of India Ltd; NABARD -National Bank for Agriculture and Rural Development; CRISIL- Credit Rating Information Services of India Limited.*





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**EFFICIENCY OF INDIAN CAPITAL  
MARKET:  
A STUDY OF WEAK FORM OF EMH ON NIFTY**

**DR. MONIKA AGGARWAL\***

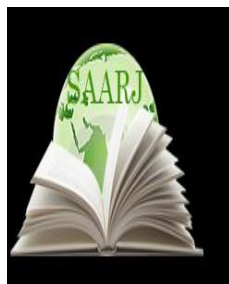
\*Faculty, IIPM,  
Chandigarh, India.

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**ABSTRACT**

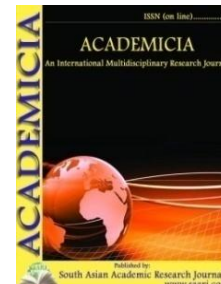
*Weak form of efficient market hypotheses is an area of attraction for researchers and academicians as proved by numerous studies investigating efficient market phenomenon at global level. Basically, weak form advocates that the current stock prices fully reflect information content of historical prices. It also shows how quickly and accurately the market reacts to the new information. These studies have chosen different time intervals for investigations in the different market conditions. The present study is an attempt to revisit the applicability of weak form of Efficient Market Hypotheses in Indian Context. The data for closing prices were taken for Nifty, the Index of National Stock Exchange (India) for the period of 15 years starting from 1 April 1996 to March 4, 2011. The statistical techniques like Kolmogorov-Smirnov Test, Skewness, Kurtosis, Scatter plot analysis, Sequence plot, Run test and Autocorrelation analysis had been applied using SPSS version 19 to examine the randomness of the data. It was found that Indian markets are random and successive index value changes are independent. The past index changes do not help the investor or analyst to forecast the future.*

**KEYWORDS:** *Weak form of EMH, Randomness, Non-Parametric Tests, Auto Correlation, Run Test, Kolmogorov-Smirnov Test, Scatter Plot, Sequence Plot, NIFTY.*



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**FINANCING PROBLEMS OF FISHERIES: A STUDY WITH REFERENCE  
TO THE DISTRICT OF NORTH 24 PARGANAS IN WEST BENGAL**

**DR. PRANAM DHAR\*; SK. AKRAM HOSSAIN\*\***

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**ABSTRACT**

*Fisheries are the sunrise sector of our economy. Its role in increasing food supply, generating job opportunities, raising nutritional level and earning foreign exchange has been important. Growing urbanization, globalization, and rapidly changing social structures had a major impact on the fisheries structure in the country. Fisheries and aquaculture emerged as the important commercial activity from its traditional role as subsistence supplementary activity. Fisheries sector in India has witnessed an impressive growth from a subsistence traditional activity to a well developed commercial and diversified enterprise. The fisheries sector has been playing an important role in the Indian economy by its contributions to employment generation, income augmentation, foreign exchange earnings, providing food and nutrition security. Over the last two decades, fisheries issues have emerged from being merely an obscure sectoral concern to an important growth sector with an expanding role in economic development and food security. In recent years, it has emerged as a vibrant sector and is being considered as a strategic sub-sector for promoting agricultural diversification. However, information regarding the development process of this important activity is very sketchy, scattered and not well documented.*

*Further enhancement of marine fish production requires diversification of fishing activities not only in the off-shore oceanic regime but also in deep sea fishing which is capital intensive and risk prone. There have already been strong protests in India against foreign equity participation in deep sea fishing and the government had to rescind its Deep Sea Fishing Policy in March 1997. Utilization of marine resources by catch and fishing for unconventional fish species may not be economically viable initially. The conservation of resources and genetic diversity in EEZ would further slow down efforts towards higher production from the marine sector. The story with the inland sector is similar; aquaculture production could be a base but it is beset with varied uncertainties. The aquaculture, particularly intensive and semi-intensive, which has the*

*potential of gaining quantum but it may face a major fish meal trap. Another important intermediary input for aquaculture is seed of culturable fish species. The country is already facing problems with regard to scarcity of breeder stock in the shrimp sector. For diversified aquaculture, various compatible fish species have to be brought under aquaculture operation.*

*The present study deals with the problems of the aforesaid industry, specially the financing problems faced by the fishermen in the State of West Bengal, with special reference to The District of North 24 Parganas, identified through intensive observations and interview with the help of structured questionnaire method.*

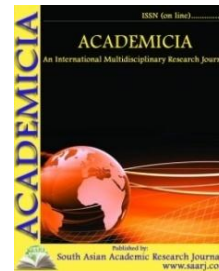
**KEYWORDS:** Fisheries, EEZ, Financing, Production, Diversification.





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## **WOMEN ENTREPRENEURSHIP & CORDONS IN INDIA SOCIETY**

**GURPREET KAUR\***

\*Lovely Professional University,  
Punjab, India.

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### **ABSTRACT**

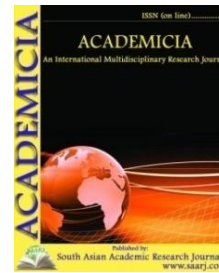
*Those women who start or assist any business in its functioning are known as women entrepreneurs. Challenging roles are being accepted by them, as they desire to be financially independent along with taking care of their families and loved ones. Madhuri Mathur, Kiran Mazumdar-Shaw, Simone Tata, Shahnaz Hussain are the few names who remain able in brightening up the name of India in entrepreneur sector at the world level, But cordons are something that are age long story's in case of women entrepreneurial projects in India, though to large extent the age old chains had been broken but still the long way has to be covered, and there is a need for altering the approach towards women so as to give equal rights as enshrined in Indian constitution, so that it should not exist only in words but should be in visibility in deeds also This paper attempts to find cordons that are acting as veil in development of women entrepreneurs in Indian society which are hindering the way of development and at the same time paper draws attention towards the present position of Indian women entrepreneur.*

**KEYWORDS:** *Entrepreneurship, women entrepreneur, cordons.*



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**CONFLICTS BETWEEN ENCAPSULATION AND QUERY  
OPTIMIZATION THROUGH UML FOR AIRLINE RESERVATION  
SYSTEM**

**DEEP MALA SIHINT\***

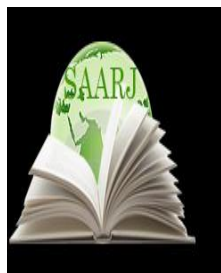
\*Lecturer,  
Jayawant Institute of Management Studies,  
Pune, India.

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**ABSTRACT**

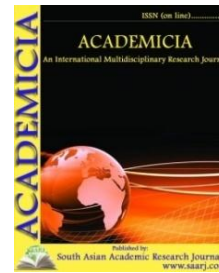
*This paper deals with conflicts between the encapsulation used in the object oriented Technology and Query optimization that used in Relational Database Management. These conflicts are described on Airline Reservation System developed by the use of UML modeling. In relational database management system for the connectivity of database through programming language, small change in the query also affect the complete code of application. These aspects are described in this paper on Airline Reservation System. On the other hand, database management system (DBMS) optimizers take a logical request and generate an execution plan. If queries are broadly stated, the optimizer has greater freedom for devising an efficient plan. Thus encapsulation boosts resilience but limits optimization potential. On the other hand, broadly stating queries is conducive to optimization, but a small change to an application can affect many queries.*

**KEYWORDS:** UML, Class model, SQL query, Encapsulation, database, Reservation.



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**ACHIEVING SUSTAINABILITY IN THE INDIAN LEATHER INDUSTRY:  
ISSUES AND CHALLENGES**

**SANTANU MANDAL\***

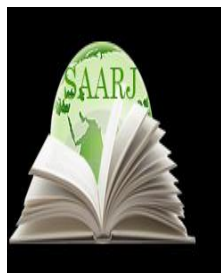
\*Doctoral Research Scholar,  
Department of Operations & IT,  
IBS, Hyderabad, India.

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**ABSTRACT**

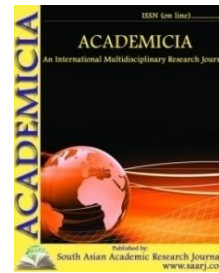
*The Indian Leather industry has been facing serious threat from various sources starting from stringent environment regulations, banning of several chemicals which serve as key inputs in the leather processing to escalating costs due to testing and certification requirements. Compliance to environmental standards is adding to real economic costs for the firms in the sector. According to Exim Bank Research Brief (2006) on the Indian Leather Industry, the sector consisted of around 42000 SSI units accounting for over 75 % of total production and employing around 2.5 million people. This portrays the importance of the sector in providing livelihood to a significant chunk of the working class people. Also achieving compliance sometimes become difficult for many of the SSI's due to cost constraints. The question of sustainability has become a necessary evil nowadays for all related industries. Sustainability calls for meeting the needs of the present generation simultaneously conserving for the future. There are three pillars of sustainable development as per established literary sources viz. environmental sustainability, economic sustainability and social sustainability. Achieving sustainability in the above three paradigms along with meeting the numerous challenges posed by several sources is really a tough goal for the Indian Leather industry. So considering the criticality of the situation an effort has been made to investigate the several issues and challenges faced by the aforesaid sector and simultaneously how it can achieve sustainability at various levels have been discussed.*

**KEYWORDS:** Sustainable Development, Indian Leather Industry, Environmental Sustainability.



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**PROMINENCE OF INFORMATION BASES & MEDIA ASSESSMENTS IN  
THE POST CONFLICT MARKETING ENVIRONMENT**

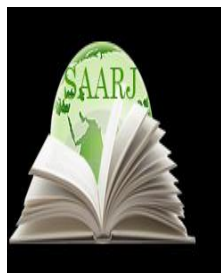
**SHIVANY.S.\***

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Department of Marketing,  
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University of Jaffna.

**ABSTRACT**

*Post conflict marketing environment is exclusive, and furnish opportunities for marketers to sell their product and services to the potential customers who are returned to their habitual life. The customers in the post conflict environment search for information sources, to rebuild, and redevelop their buying patterns. The importance place on information source and their predispositions towards media in general guide the selection of product. Present study was undertaken to identify the importance given by the consumers, to different media in the post conflict marketing environment. Convenience sampling technique was used to collect the data from 1750 customers in the northern and eastern provinces of Sri Lanka. Findings showed that Word of mouth and local newspapers ranked as the most important information sources, and the local loudspeaker announcement ranked as an irritating information source. Consumers from both provinces identified TV commercials as important sources of information. Therefore it is need for creating better advertisement strategy to attract consumers in the post conflict marketing environment. Evidently word of mouth is an important determinant of purchase decision among northern and eastern province customers. Marketers therefore need to stimulate interpersonal communication among family and friends. They also have to concentrated more on local newspaper advertisement and its design*

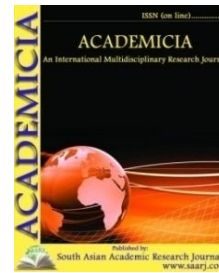
**KEYWORDS:** *information sources, media evaluation, post-conflict marketing environment.*



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### A STUDY ON ONBOARDING PROCESS IN AMNET SYSTEMS

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\*\*Student,  
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Thiruninravur, Chennai - 602024, India.

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#### ABSTRACT

*The Amnet systems are the data collection e-publishing company which is a growing firm. The aim of the project is to find out whether the onboarding process is proper in that company.*

*The data collected was of immense usage as it gave deep insight into the employee's expectations on how the Human Resources Development can be best put to use. It facilitated the employees to express their valuable suggestions.*

*The research method used is descriptive in nature. The sampling technique used in the study is simple random sampling. The sample size taken for the survey is 150. The sample unit has been collected from the various departments within the organization.*

*The types of data collected from the employees of the organization are primary data through questionnaire method. The statistical tools used for data analysis are H-test and U-test.*

*The Questionnaire contained questions based on which the awareness of the employees on the various factors such as policy and procedures their basic necessities for work and providing the proper induction program for the employees*

*The findings, suggestions, and recommendations, and directions for further research are been included in the project work.*

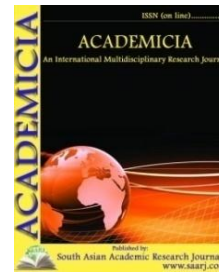




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### AN ANALYTICAL STUDY OF THE ROLE OF HUMAN RESOURCE INFORMATION SYSTEMS (HRIS) IN HUMAN RESOURCE MANAGEMENT (HRM)

**ANJALI RAI\***

\*Banasthali University.

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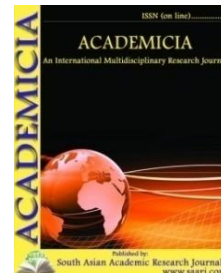
#### 1. ABSTRACT

*Human Resource Information System (HRIS) plays an important role in Human Resource Management (HRM) in the current scenario. Many organizations transform their HRM functions from the manual work processes to the computerized work processes. Basically an HRIS is used for administrative purposes rather than analytical purposes. This paper introduces the implementation of HRIS is beneficial for an organization and usage of HRIS by HR Manager to fulfil their job responsibility and decision making: the HRIS's needs analysis, the HRIS Function, HRIS Users, HRIS Application & HRIS Benefits. Development of information system by organisation for attaining efficiency effectiveness enhancing quality and gaining competitive advantage. It is concerned with looking at the role of HRIS as a medium for HR managers for performing their job roles more professionally or perhaps as a means for reducing their status after years of hard-earned recognition. This research will investigate whether, and to what extent HRIS are enabling HR managers to enhance their job roles to attain increased professional status. It will evaluate whether HRIS are enabling current HR managers to achieve increased recognition and professionalism. This will be examined by looking at the nature of HRIS and the nature of HR managers' job roles (traditional and new emerging ones) followed by a focus on the impact of HRIS on HR managers' job roles.*



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## **APPLICATION OF SOCIAL NETWORKING TOOLS IN ACADEMIC LIBRARIES**

**MASOOD RAZA\***

\*Assistant Librarian,  
Baddi University of Emerging Sciences & Technology,  
Baddi, Distt. Solan, H.P., India.

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### **ABSTRACT**

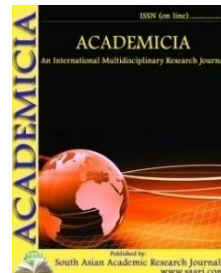
*An attempt has been made in this paper to discuss current environment of social networking. The paper provides brief introduction about social networking tools in academic libraries. Social Networking is frequently accessed by teacher and students as a communication tool. The Social Networking Sites are linked with Web and that's why young generation are heavy users of social networking. The ease of usage of these feature rich social networks fuelled by the ever increasing availability of low cost and fast internet has increased usage. The advantage of this application is that students, lecturers and researcher can exchange their value based ideas. The popularity of social network has come with initiative given by college students using the services to network with professionals for internship and job opportunities. In today's scenario, all social networks have become almost mirror images of each other in terms of features provided as well as the user interfaces that are being provided. Universities library website homepage has been linked to facebook, twitter, flicker and other social network. Even the library of congress (LC) has acknowledged the cultural significance of social networking with its announcement that Twitter has donated its entire tweet archive to the Library. It concludes with the opinion that use of social networking tools like blog, RSS, social bookmarking, wikis by libraries is increasing.*

**KEYWORDS:** Academic Libraries, Web 2.0, Social Networking, RSS & Library Blog.



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**CSR – ROLE OF SOCIO- INDUSTRIAL FACTORS: MEDIA AND NGO**

**DR JYOTI JOSHI\***

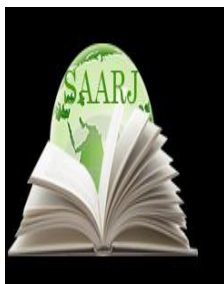
\*SCMHRD,  
Symbiosis International University,  
Pune, India.

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**ABSTRACT**

*Around 1920 management theories surfaced, hatching many critical issues and questioning the focal involvement of HR strategies in organizational success. With the development of various sciences and technologies management took a shift making a paradigm involving particular process, while keeping intact the orbit of planning, organizing, staffing, directing and controlling to sustain goal achievement by human as well as financial and material resources. The paper attempts to get ahead of the HR and evaluate the contribution of forces like social media and NGOs contributions to examine the critical human resource issues that are likely to impact the organization in the coming time and emerge as sustainable management practices.*

**KEYWORDS:** CSR, Media, NGO, Industries.



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### HUMAN VALUES AT WAL-MART COMPANY

DR. NOROUZ IZADPANAH\*

\*Faculty,  
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Astara Branch, Iran.

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#### ABSTRACT

*Values, morals and ethics have become increasingly complex in current modern business world and enterprises are guided by the consideration of profits only. Success or failures of business ventures are judged by the amount of profits reported than by the means adopted to achieve such profits. But Wal-Mart has enjoyed success by adhering to basic principles and human values since its founding in 1962.*

*In Wal-Mart the first priority is the concept of providing value and service to the customers by offering quality merchandise at low prices every day. The second is corporate dedication to a partnership between the Company's associates (employees), ownership and management. The third is a commitment by Wal-Mart to the communities in which stores and distribution centers are located. Wal-Mart strives to conduct its business in a manner that reflects these basic principles and the resultant fundamental values. Because Sam Walton, the founder of Wal-Mart, had a simple dream and along this simple dream he had some very firm ideas that empowered by his desire to: Serve people well, build a winning team, work hard, impact people's life, have fun, Support his family, and to honor his God. So he create not only an extraordinary successful company but also a revolutionary business model that impacted the standard of living for millions of everyday people in U.S.A and worldwide. All these events bring to the fore, the significance of long term survival based on ethical values at Wal-Mart company. Wal-Mart always be guided by the ethical aspects in all its doings. (Brenner, A.; Eidlin, B.; and Candaele, K. 2006)*

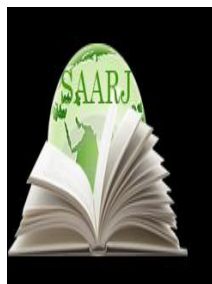
*So Wal-Mart progress trend is not about stores, clubs, distribution centers, trucks, or computers. Although these tangible assets are important in the company's business plan, but the real fact of success is about people. Wal-Mart has most closely resembled a true family. With many different people in many different locations doing many different things, but they have always worked together to make the company successful and be true to the vision that they share. Wal-Mart by applying open door policy energizes team work, gives recognition to all the*

*associates, and treats with respect and dignity by the people and everyone are equally important. Wal-Mart is not looking simply to make money but to benefit that community as an active and contributing member. Store, club, and distribution center managers, and all associates, are expected to be involved in their communities in a personal way by serving on the local chamber of commerce boards, civic organizations, and school boards. Wal-Mart community involvement and giving are in the forms of, Grants and focus on education, environmental protection and preservation of natural resources (Suderqueist, D. 2005).*

*This case study is discussing the philosophy of Sam Walton's cultural legendary, and core human values such as: Integrity, Respect, Teamwork, and communication, Excellence, Accountability, and Trust that have guided Wal-Mart associates over the years and are woven into the very fabric of its culture. On a deeper level, all of Wal-Mart associates truly believe they can weather the challenges and storms of the corporate world, while maintaining a reverence for small town values and all the while having fun.*

**KEYWORDS:** *Wal-Mart Company, Sam Walton's core values, Integrity, Respect, Accountability and Trust.*





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**ROLE OF QUALITY OF WORK LIFE ON  
THE JOB ATTITUDE AND PERSONAL EFFECTIVENESS OF  
ENGINEERING COLLEGE TEACHERS**

**REENA\*; JAYAN\*\***

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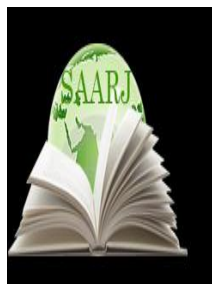
\*\*Professor,  
Department of Psychology,  
University of Calicut.

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**ABSTRACT**

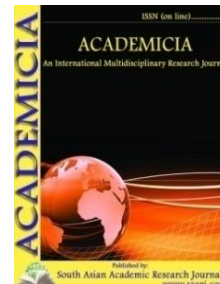
*Several Research Studies in the world have measured the Quality of Work Life (QWL) of Employees in Industries, Universities, Schools, Government and Non Government Organizations. This research study highlights the quality of work life of engineering college teachers under various dimensions. New Challenges can be faced with employees' satisfaction, commitment and involvement in achieving personal effectiveness. This study helps the engineering college teachers to know the role of QWL on Job attitude and Personal Effectiveness. Quality of Work Life (QWL) is a philosophy, a set of principles, which holds that people are the most important resource in an organization, that they are trustworthy, responsible and capable of making valuable contributions and that they should be treated with dignity and respect. The Quality of Work Life facilitates the employees' job satisfaction, performance and personal effectiveness. A better Quality of Work Life improves the well-being of the employees as well as the organization's growth. The sample consisted of 457 engineering college teachers in Kerala State, who completed Quality of Work life Questionnaire (Jayan, Reena, Susan & Rekha, 2010) and Job Attitude Scale (Jayan, 2004) and Personal Effectiveness Inventory (Andros, 1999). The collected data after being coded were analyzed using Statistical Package for Social sciences Research (SPSS) and Bivariate correlation and One-way Anova were used.*

**KEYWORDS:** Engineering College Teachers, Job Attitude, Personal Effectiveness, Quality of Work Life.



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**A THEORETICAL FRAME WORK OF EMPLOYEE RETENTION  
PRACTICES AND ITS IMPACT IN AUTOMOBILE INDUSTRY IN INDIA**

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\*\*Research Scholar,  
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**ABSTRACT**

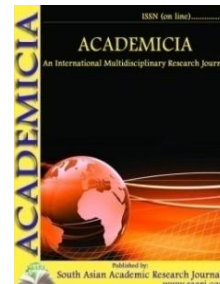
*This study focuses on employee retention and its impact in automobile industry. Employee retention is a systematic effort taken by employers to create and develop an environment that encourages present employees to remain in the organization. A strong retention policy becomes a powerful recruitment tool. Organizations has got varied functions like finance support, management etc. Its prime growth depends on the retention of its employees. Any organization is said to be successful if the employee retention rate is to be 80%. During the past decade the automobile industry has been facing a drastic problem in retaining the top talents. It is bounded duty for any organization to look out seriously on employee attrition. The key to success relies on Talent Management, Organization development, and building potential team with, knowledge, skills, attitudes and training. Although every organization formulate and designs multifarious strategies, still innovative ideas are generated to curtail this attrition problem.*

**KEYWORDS:** *Employee retention, Talent Management, Organizational Development.*



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**CORPORATE SOCIAL RESPONSIBILITY IN INFORMATION &  
TECHNOLOGY INDUSTRY: AN OVERVIEW**

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**ABSTRACT**

*Social Responsibility is defined as operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business. CSR is seen by leadership companies as more than a collection of discrete practices or occasional gestures, or initiatives motivated by marketing, public relations or other business benefits. Rather, it is viewed as a comprehensive set of policies, practices and programs that are integrated throughout business operations, and decision-making processes that are supported and rewarded by top management. In the present paper it is an attempt by the authors to understand the CSR practices under taken by the various players who are involved in the IT sector.*

**KEYWORDS:** CSR, IT, Stakeholders & Opportunity.



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**ORGANISATIONAL CULTURE IN BHARAT SANCHAR NIGAM  
LIMITED (BSNL) - PUNJAB TELECOM CIRCLE:  
PERCEPTION OF FEMALE EMPLOYEES**

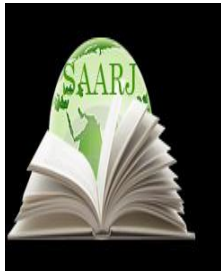
**ITIKA SHARMA\***

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**ABSTRACT**

*All organisations do have their own culture in which they work and functions. The importance of the organisational culture has gained impetuous over the years as the very culture of the organisation does impact its efficiency, effectiveness and its environment. The BSNL ever since has emerged as a corporate player is competing with the telecom market. The BSNL is catering to the diversified needs of the clientele in India, thus, it is pertinent here to study the organisational culture in BSNL. The paper is an attempt towards that direction. Organisational Culture is a system of shared meaning within an organisation that determines, to large extent, how employees act. The present paper focuses on the views of women employees on work culture, nature of job, job profile, and decision making power of the employees in BSNL.*



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**AN EMPIRICAL STUDY OF CRIME AGAINST WOMEN:  
A STUDY OF UNION TERRITORY CHANDIGARH**

**ANU JASROTIA\***

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**ABSTRACT**

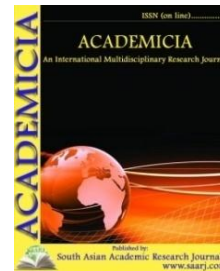
*Substantial evidence exists regarding Women being exploited every now and then on several accounts like dowry, domestic violence, bride-burning etc. Though Constitutional provisions restrain unlawful activities against Women but these laws are overlapping, complex and incomprehensible by this section of the society. Specific laws have been legislated to protect the vulnerable sections of the society. Despite, the laws being in place it is disappointing that still crime against Women is being committed. In this paper, the researcher has focused on the exploitation of Women in society on various fronts.*





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**CITIZENS PERCEPTION OF WOMEN EMPOWERMENT:  
A CASE STUDY OF PRI'S OF SAMBA DISTRICT  
(JAMMU AND KASHMIR)**

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**ABSTRACT**

*The political empowerment of women by providing reservation was meant for empowering women at all levels of Panchayats. Similarly, the disadvantaged group of SC/ST would get the opportunity to enter into the system through reservations in these bodies. The state of Jammu & Kashmir enjoys status of special state in our constitution for the same reason the 73<sup>rd</sup> Constitutional Amendment Act has not been adopted in the State. Keeping this constraint in mind the researchers have made a modest attempt to find out the citizen's perception of women empowerment through PRI's taking Samba district as the universe of the study. Thus, these leaders acted as dummies. However, the citizens did put the onus on the society and also that it was the mindset of the society which acted as stumbling block in the way of women empowerment. Also, the citizens put the onus on the government as the provision for 33 per cent of the reservation for women is there in the Act but it was not fully implemented. Though the PRI's provided opportunities to them to exhibit their leadership qualities.*

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