

ACADEMICA

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# ACADEMICA

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**VISION**

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.

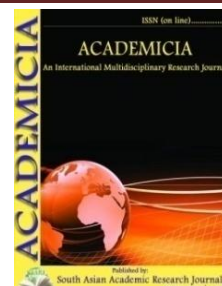


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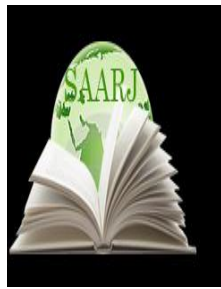
**CHANGE MANAGEMENT MUST FOR TODAY'S ORGANIZATION****Pooja. K\***

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Department of Management Studies and Research,  
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Gulbarga Karnataka, India.

**ABSTRACT**

*Change can be a time of exciting opportunity for some and a time of loss, disruption or threat for others. How such responses to change are managed can be the difference between surviving and thriving in a work or business environment. Change is an inherent characteristic of any organization and like it or not, all organizations whether in the public or private sector must change to remain relevant. Change can originate from external sources through technological advances, social, political or economic pressures, or it can come from inside the organization as a management response to a range of issues such as changing client needs, costs or a human resource or a performance issue. It can affect one small area or the entire organization. Nevertheless, all change whether from internal or external sources, large or small, involves adopting new mindsets, processes, policies, practices and behaviour. Irrespective of the way the change originates, change management is the process of taking a planned and structured approach to help align an organization with the change. In its most simple and effective form, change management involves working with an organization's stakeholder groups to help them understand what the change means for them, helping them make and sustain the transition and working to overcome any challenges involved. From a management perspective it involves the organizational and behavioral adjustments that need to be made to accommodate and sustain change. Companies need to be flexible and innovative in the ways in which they deal with the unfamiliar situations they often find themselves in. We are in a time of great change. The reality of yesterday proves wrong today, and nobody really knows what will be the truth tomorrow. The steadily increasing complexity of the world is asking too much of us. How can we - as individuals, as well as organizations, prepare ourselves for an uncertain future? Through creating our own future. Change management means empowering organizations and individuals for taking over their responsibility for their own future. This paper describes the Challenges of Change faced by today's managers and how to cope with these challenges and lead the organization*

**KEYWORDS:** *Change, Change Management, Organization change.*

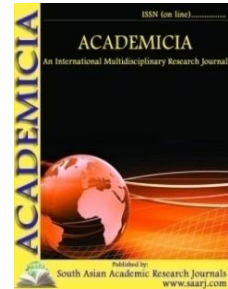


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### JOB STRESS AND ITS CONSEQUENCES A CASE STUDY OF SJVN SHIMLA (HP)

**Monika Kashyap\*; Dr. Dinesh Kumar Sharma\*\***

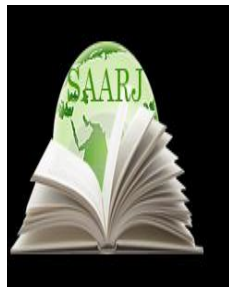
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Himachal Pradesh, India.

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#### ABSTRACT

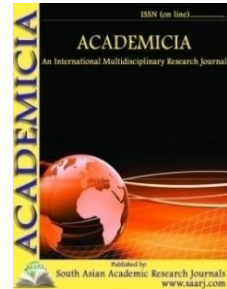
*“Stress, in essence, is a feeling of doubt about being able to cope, a perception that the resources available do not match the demands made. When it persists, stress can cause physical and psychological ill-health and adversely affect social functioning”. Occupational stress is the interaction of the worker and the conditions of work. Downsizing, increased workloads, high competition, growing population etc. are taking their toll. Occupational stress has become a common and costly problem, leaving few workers untouched. The present study is an attempt to find out stressors at work place and their degree of effectiveness on individual. It aims at knowing SatlujJalVidyutNigam Ltd. employees opinion about various factors and consequences of job stress. The findings of the study conclude that these stressors adversely affect the mental and physical health of a person which in turn directly affects the work efficiency. It further suggests that companies should follow some policies to de-stress the employees e.g. provision for meditation and yoga, reduction of work load etc.*



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**PSYCHIC AND CULTURAL COLONIZATION IN THE BLUEST EYE:  
AN ETHNIC CULTURAL FEMINIST PERSPECTIVE****Dr. Gurdev Singh\***

\*Assistant Professor,  
Jat College, Kaithal,  
Haryana, India.

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**ABSTRACT**

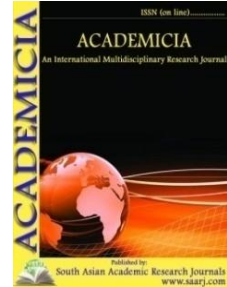
*Toni Morrison's first novel The Bluest Eye (1970) makes a scathing attack on the imposition of white/Anglo-Saxon standards of beauty on black women and creation of cultural perversion. It presents a critique of the dominant aesthetic that is internalized by majority of the black community, and attempts to deconstruct the meta-ethnicity, which exercises a hegemonic control over the lives of blacks in America. The Bluest Eye becomes a powerful expression of Toni Morrison's ethnic cultural feminism which differs from existential, political feminism that alienates black women from their ethnic group. The feminist analysis takes into account the intra-racial contexts and locations in the discourse of Pecola, the chief black female protagonist*



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**SEX ROLE ORIENTATION AND EMOTIONAL LABOUR  
AMONG NURSES****Liji.P.G.\*; Manikandan.K.\*\***

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Department of Psychology,  
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Calicut University, India.

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Department of Psychology,  
University of Calicut,  
Calicut University, India.

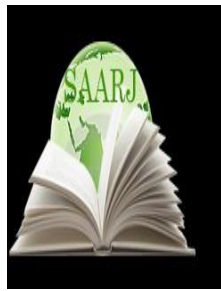
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**ABSTRACT**

*Nurses represent the largest group of health care professionals. They deliver an array of services ranging from health promotion to curative, rehabilitative and end of life care. Sex role orientation is a product of interpersonal and intrapersonal cognitive functioning and emotional labor has traditionally been identified with women's work and the role of the mother in the family. The participants of this study consist of nurses working in Medical Collage, Calicut, Kerala and consists of 300 (Male=60 (20.00%), Female=240 (80.00%). The first objective of the study was to find out the relationship of sex role orientation and emotional labor of nurses and second to find out the role of sex role orientation and certain demographic variables on emotional labor of nurses. The study revealed that there exist a significant correlation between emotional labor and sex role orientation and also found that experience, age has significant role on their sex role orientation.*

**KEYWORDS:** *Demographic variables, Emotional Labor, Sex role orientation, Nurses*

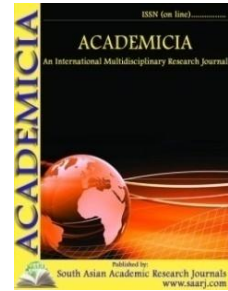




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**CUSTOMER SATISFACTION OF COCO COLA PRODUCTS AND ITS  
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BANGALORE CITY****Y. Irshad Ahmed\***

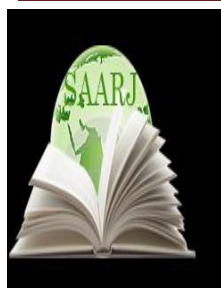
\*Visiting Faculty,  
Centre for Distance Education (Vellore centre),  
Anna University,  
Chennai, India.

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**ABSTRACT**

*This research was undertaken in Coco-Cola Company, Bangalore. The major objective of study is to understand the customer satisfaction level with the schemes and offers provided by coco Cola Company. Also to recognize how far advertisement and sales promotional activities help in sales improvement. The scope of the study is to analyze the customer perception towards the company. The researcher uses Descriptive research design includes surveys and fact-finding, enquiries of different kinds. Sample size of the study is 300. The data collected through questionnaire was properly classified and tabulated in the form of a report. The researcher found that the Company may provide free gift coupons discounts to attract new customers; also the company should concentrate on the availability of their products in the shops. The researcher conclude that over all effectiveness of offers/schemes and pricing of the company could satisfy majority of customers, but some of the customers are dissatisfied regarding their schemes/offers. The company tries its level best to satisfy their customers by providing several schemes and offers, discounts & coupons. How ever future improvements as per suggestion will yield results*

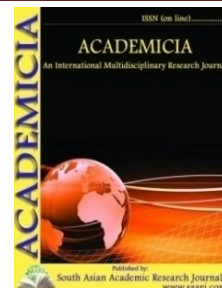
**KEYWORDS:** *Customer satisfaction, customer perception, Sales promotion techniques etc.*



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**CAUSE AND EFFECTS OF TELEVISION VIOLENCE ON  
CHILDREN: AN ANALYTICAL STUDY****Dr. Namita Rajput\***; **Ms. Akanksha Khanna\*\***; **Mrs. Sanyukta Kesharwani\*\*\***;  
**Ms. Asha Kiran Gupta\*\*\*\***

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\*\*Research Scholar,  
IGNOU, India.

\*\*\*Adjunct Faculty,  
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\*\*\*\*Associate Professor,  
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University of Delhi, India.

**ABSTRACT**

*One of the notable changes in our social environment in the 21st century has been the saturation of our culture and daily lives by the mass media. Unfortunately, the consequences of one particular common element of the electronic mass media have a particularly detrimental effect on children's well being. It is now not just kids in bad neighbourhoods or with "bad" friends who are likely to be exposed to bad things when they go out on the street. A "virtual" bad street is easily available to most youth now in their very homes. Through television, advertisers can reach a whole spectrum of consumers. Children are exposed to an overwhelming amount of advertising as there is little regulation controlling the programme to advertisement ratio. Children watch over eight hours of television a day during holidays, and are exposed to over two and half hours of advertisements a day. As Television is one of the strongest means of advertisement, due to its mass reach; it can persuade the individual's mind-set, conduct, life style, experience and other aspects like culture of the country and repeated exposure to real life may alter cognitive affective and behavioural processes. Children of course are the most dreadful fatalities of TV sways. From various studies it has been found that children with profound contact come under the forces of violence and aggression portrayed on television than children with moderate exposure and they learn and imitate TV behaviours more than children with less exposure. Television is extremely popular with children as it has a multi-sensorial appeal. The objective of research is to analyse whether this exposure to television violence leads to real life violent behaviour or not. The children in India from age 9-14 years are the target*

*group the behaviour of which in real life is observed because of exposure of violence in television. The part of the study has been limited to three diverse aspects though there were other aspects which felt less alluring. Findings of the study will certainly assist in expansion of resources to assist parents in the positive and edifying use of media with their children. A descriptive method is used here. The conclusion of the study is efficient and regular parental mediation of their children's viewing is essential by restricting the types of programs being watched.*

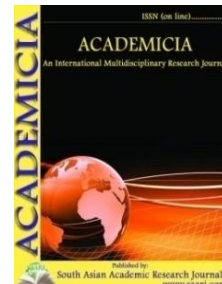
**KEYWORDS:** *Television (TV), children, violence, parental mediation, cognitive.*



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**THE VERIFICATION THEORY OF MEANING: A CRITICAL STUDY WITH  
SPECIAL REFERENCE TO WILLARD VAN ORMAN QUINE****Rajiba Lochan Behera\*****ABSTRACT**

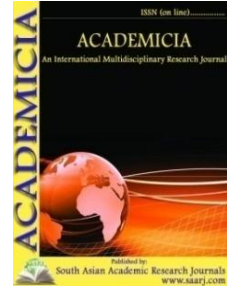
*Language is one type of weapon for communicate among human beings. But without understanding of the language human being cannot share the internal or external feeling to anybody. To understand the language means to know the meaning of the language. So the meaning of language plays a vital rule inside the understanding among human beings. So meaning is a crucial media which combined one's internal or external feeling with another's internal or external feeling. Meaning of language makes the heart-to-heart relation of human beings. Some cases it is also very difficult to survive our life without understanding of the meaning of language. Therefore meaning is most needed for the human beings. Among the parts of Philosophy, theories of meaning are the very crucial part. There are different theories of meaning has concerned by different philosophers. My dissertation has based upon one type of theory of meaning that is the verification theory of meaning. The title of my thesis is The Verification Theory of Meaning: A Critical Study with Special Reference to Willard Van Orman Quine.*



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**GOVERNMENTAL ATTITUDES AND POLICIES TOWARDS  
NEW SOCIAL MOVEMENTS**

**Sandeep.C\***

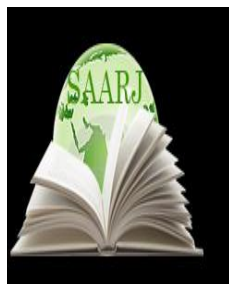
\*Lecturer,  
Seshadripuram Law College  
Bangalore, India.

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**ABSTRACT**

*A Social movement may be defined as collective attempt to further a common interest or secure a common goal through collective action outside the sphere of the established institutions - By Giddens.*

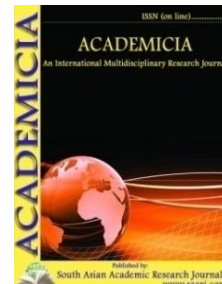




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**A STUDY ON COLLABOURATION WITHIN THE SUPPLY CHAINS OF  
CORPORATE RETAILERS IN KERALA****Biju M.K.\*; Dr. Faisal U. \*\***

\*Research Scholar,  
Department of Management Studies,  
Kannur University,  
Kerala, India.

\*\*Associate Professor,  
Department of Management Studies,  
Kannur University,  
Kerala, India.

**ABSTRACT**

*There are corporate retail chains are present in Kerala almost for a decade with the entry of Margin Free Markets. Now, many of the leading corporate retailers are have their presence in the state. The success of a large retail lies in the proper management of its supply chain which, in turn, is the management of upstream and downstream relationships with and customers to deliver superior customer value at less cost to the supply chain as a whole. The relationship and collaboration with the other entities in the supply chain is crucial. This study is aimed at collecting the opinions of retailers and transporters about the suppliers in the supply chain to identify the gaps between the expectations and performances. The study was descriptive using primary data collected through administering two questionnaires. Multi stage sampling was used to collect the samples with sizes of 126 and 28 for retailers and transporters respectively. The hypotheses were tested using statistical tests. It was found that Big Bazaar is most satisfied with the suppliers and Others category is least satisfied. It was also found that there is a huge gap existing between expectations of the transporters and the performance of the suppliers. Overall, the retilaers and transporters are not satisfied with the suppliers. Lots of aspects where the suppliers need to improve are suggested along with suggestions separatley made for each retail chain. Theare are other suggetions on application of latetst tools available in supply chain management.*

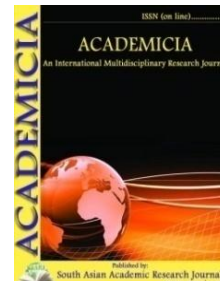
**KEYWORDS:** *Collaboration, Corporate Retail Chains, Likert Scale, Supply Chain Management.*



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**THE ROLE OF HUMAN RESOURCE MANAGEMENT PRACTICES ON  
IRANIAN NURSES' JOB SATISFACTION****Dr. Rahim Baghaei\*; Dr. Jalehnaderi\*\*; Dr. Habib Valizadeh\*\*\***

\*Nursing and Midwifery Faculty,  
Urmia University of Medical Sciences,  
Oromiyeh, West Azarbaijan, Iran.

\*\*Nursing and Midwifery Faculty,  
Urmia University of Medical Sciences,  
Oromiyeh, West Azarbaijan, Iran.

\*\*\*Department of Management

**ABSTRACT**

**OBJECTIVE:** The purpose of this study was to identify the HRM practices, which affect job satisfaction (JS) of nurses from the nature of work in private and public hospitals.

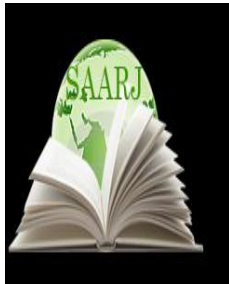
**BACKGROUND:** In most hospitals, a manager has been appointed with responsibility for quality improvement. Nurses, the largest professional group within health service, are expected to providing good quality care. How can nurses provide such care without satisfaction of their work? If administrators identify factors influencing nurses' JS in hospitals and implement strategies to address these factors, the quality of health service will increase.

**METHODS:** The researcher created a questionnaire in 3 parts regarding to HRM facets, demographic data, and JS about the nature of work for deeper investigation. The sample was 400 nurses, from 10 private and public medium size general hospitals, chosen randomly.

**RESULTS:** The results indicate that HRM practices in the all facets directly affected on the JS of nurses. Although  $\chi^2$  test demonstrated HRM practices in public hospitals were better than private hospitals, the total JS of nurses was the same in both public and private hospitals. Among the various components of the nature of work, nurses of this study were most dissatisfied with their wards staffing adequacy (78.5%, 47.5%). This was followed by overtime (65%, 52.5%), equipments (61%, 40.5%), Non- nursing duties (78%, 68%) in public and private sector respectively. Total dissatisfaction with the nature of work was (28.3%). Also, the total JS was very low (9.3%) in both public and private hospitals.

**CONCLUSION:** *The findings have implications for nurse managers and hospital administrators for planning and implementing effective health policies that will meet the unique needs of their staff and organizations.*

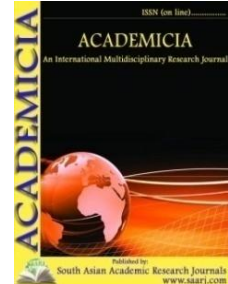
**KEYWORDS:** *Human Resource Management (HRM) practices, job satisfaction, nurses, public and private hospitals.*



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## **CORPORATE GOVERNANCE PRACTICES IN IT SECTOR**

**Merajbanu\***

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Department of Business Management,  
Osmania University,  
Hyderabad, India.

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### **ABSTRACT**

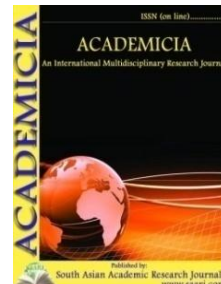
*Corporate Governance is aptly considered a philosophy by which companies are directed, monitored, managed and Controlled. It is essentially followed in organizations to create a conscious corporate culture which ensures openness, transparency and integrity. The infamous example of Satyam and other Securities Scam drop a hint at Poor Corporate Governance and lack of transparency of Corporate financial reporting as a major root cause for most of the corporate scandals. This paper seeks to study whether the IT companies are in compliance with the guidelines on Corporate Governance disclosure practices in accordance with the Kumar Mangalam Birla Committee Report. The results point out that the many companies are in compliance in letter and spirit with the Birla report.*



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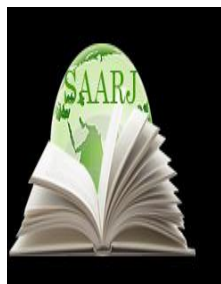
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**DEVELOPMENT OF INSTRUMENT TO MEASURE THE ATTITUDES  
OF STAKEHOLDERS IN THE IMPLEMENTATION OF CMMI IN A  
SOFTWARE ORGANIZATION****Dr.R.S.Chalapathi\*****ABSTRACT**

*The purpose of the research is to develop an instrument for measuring the attitudes of stakeholders towards CMMi in a typical software development organization. Attitudes and behavior of the employees in an organization is very important for any change implementation or introduction to new system. The success lies in how people perceive the system and how they are involved in the whole process. Quality is everybody's responsibility and the operations quality assurance/quality control should involve all the stakeholders. Everyone should believe in the value they are going to derive out of the change implementation. In order to measure the attitudes, several factors that influence the people in the working environment of software development are gathered and analyzed. They are grouped into different constructs so that the final results can be analyzed systematically later. To measure the attitude of employees, a survey through a well-designed questionnaire is used as a tool. The questionnaire is developed to gather the stakeholder's attitudes. The questionnaire is validated by a group of experts and their feedback is taken into account for further refining the questionnaire. A pilot survey is conducted to find the reliability of the questionnaire with a sample of 11 employees of an organization. An on-line, Internet-based survey tool was developed to facilitate the large number of responses required for survey validation.*





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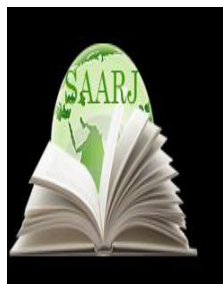
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**LIPIDS PROFILE OF OBESE SUDANESE WOMEN AGED 40-50 YEARS  
CASE STUDY (WED MEDANI) AREA****Dr. Nagah Abdelwahab Ahmed Mohamed\***

\*Assistant Professor,  
Sudan University of Science and Technology.

**ABSTRACT**

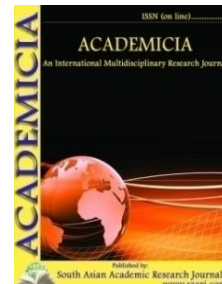
*This study was conducted to compare lipids profile between obese and non-obese women by evaluation of plasma triglycerides, total cholesterol, high density lipoprotein cholesterol (HDL-C), low density lipoprotein cholesterol (LDL-C). A total of 200 apparently healthy adult Sudanese female aged 40-50 years were invited to participate in this study, were classified into two groups, non-obese, and obese (BMI-C: < 25 and >30kg/m<sup>2</sup>). At (P<0.05) serum levels of total cholesterol, LDL-cholesterol and triglyceride showed higher concentrations in obese women's serum compared to non-obese ones. With mean (166.86, 113.75, 131.85) for the non-obese women and (222.65, 138.15, 168.52) for the obese ones. HDL-cholesterol level revealed no significant difference between the study participants with mean and SD (56.32, 56.88) for non-obese and obese women respectively. This variation on lipids profile between non-obese and obese women was due to obesity, so consistent treatment of any cardiovascular risk factors is more important.*



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**ACADEMICIA:**  
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**A COMPARATIVE STUDY OF JOB SATISFACTION AMONG COLLEGE  
PHYSICAL EDUCATION LECTURERS OF KURUKSHETRA  
UNIVERSITY, KURUKSHETRA & PANJAB UNIVERSITY,  
CHANDIGARH****Geeta Sharma\*; Gurtej Singh\*\*; Amandeep Singh\*\*\***

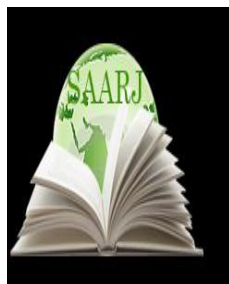
\*Assistant Professor,  
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\*\*\*Research Scholar,  
Singhanian University, India.

**ABSTRACT**

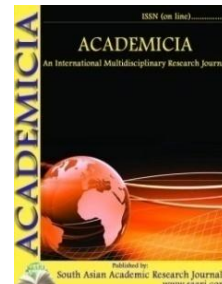
*The study was conducted to find out the job satisfaction level among college physical education lecturer working under K.U.K. & P.U.Chd. The sample consisted of 140 college physical education lecturer out of which 70 working under K.U.K. and 70 from P.U.Chd. Job satisfaction was measured through Teacher Job Satisfaction Questionnaire (TJSQ) by Pramod Kumar & D.N. Mutha (1996). Data was analyzed through t-test and it was found that lecturers of P.U.Chd. were highly satisfied than lecturers of K.U.K. in attitude towards profession and attitude towards working conditions dimensions of job satisfaction whereas no significant difference were found in remaining sub dimensions of job satisfaction i.e. attitude towards authority, attitude towards institution and the total job satisfaction.*



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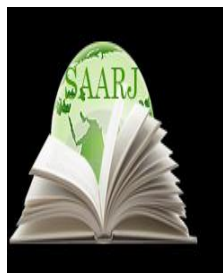
**ACADEMICIA:**  
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**FREE DRUG DISTRIBUTION BY GOVERNMENT OF INDIA FADING  
THE BRIGHT FUTURE OF INDIAN PHARMACEUTICAL SECTOR****Neha Sharma\***\*LDC Institute of Technical Studies,  
Allahabad, India.**ABSTRACT**

*Government introduces free delivery of drugs in Indian State Hospitals from October. The doctors are forced to prescribe generic drugs, the salt names not the brand names and low price drugs. It adds on another hurdle for the Indian pharmaceutical companies as their sales are reducing. As a result the companies are following the strategy of downsizing the sales force (wholeseller, retailer, medical representatives). Now the sales personnel are facing job insecurity and increase workload. But downsizing is merely a cure and the companies have to focus on searching preventions for long term survival. In this paper I have tried to provide some of the preventions viz. Smart pricing strategies; managing total quality and better branding. This tri-layer-prevention will provide a long term survival for the company into the market where MNC's (multi-national companies) are flourishing as well as dominating. There is still a segment market which gives priority to private hospital treatment the only thing they need is moderate cost with good quality. By satisfying this segment through the mantra of tri-layer-prevention companies can achieve a substantial productivity.*

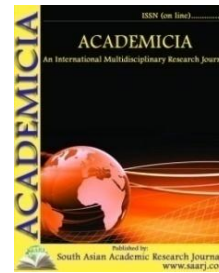
**KEYWORDS:** branding downsizing, free drug policy in India, generic drugs, Indian pharmaceutical companies, smart pricing strategy tri-prevention-layer.total quality management.



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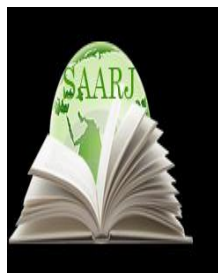
**A STUDY OF PERCEPTUAL ANALYSIS OF KNOWLEDGE  
PROFESSIONALS TOWARDS KNOWLEDGE MANAGEMENT****Ms. Esha\*; Ms. Shikha\*\***

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Meerpur, Haryana, India.

**ABSTRACT**

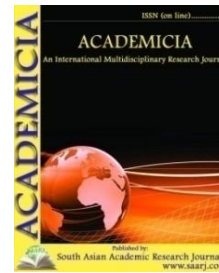
*The purpose of this paper is to gain a better understanding of how some factors are critical for the successful application of Knowledge Management (KM). A literature review is in order to identify and categorize the existing measures, suitable for evaluating the hypothesis. Then followed for each construct the existing scales identified, adjusted for application to the specific research field. It is not an exaggeration to suggest that there are teachers, faculty, and administrators at every school, college, and university in the country who are employing information management strategies to improve decision-making. The practices of knowledge management offer ways for people to build on that energy; organize efforts; share resources, information and knowledge; and bring about improvement. The most successful efforts start small, with pilot projects, and later expand to larger and more encompassing initiatives—and they maintain a focus on people and their needs. An organization should have the capacity to exploit its knowledge and learning capabilities better than its competitors, if it decides to assume a given competitive strategy. Although KM is and as an enterprise-wide goal, many institutions kickoff an initiative in one department and then extend the practices throughout other parts of the organization. Knowledge management (KM) is a process that helps organizations find, select, organize, disseminate, and transfer important information and expertise to gain business advantage.*



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**GROWTH OF EDUCATION AND ITS PRESENT SCENARIO  
IN THE STATE OF MIZORAM**

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**ABSTRACT**

*The paper is an attempt to highlight the factors that have been instrumental in bringing the educational improvement in the state. The Christian missionaries took the first initiatives for bringing formal education in the state and further, the initiatives of the state and participation of the community have been instrumental in improving the literacy level, school facilities and enrolment. Though the state has been known for high literacy rate and occupy second position in the country still more initiatives are required to bridge the disparities like Gender, Rural-Urban, Community Participation and Economic to attain Education for all.*

**KEYWORDS:** Education, Population, Informal Education, Formal Education, Missionaries, Community Participation.



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