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VISION

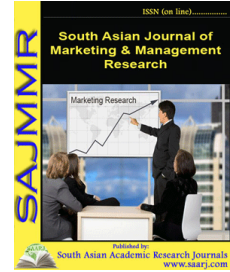
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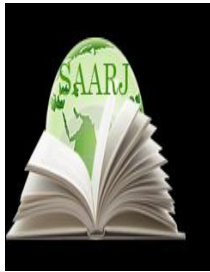
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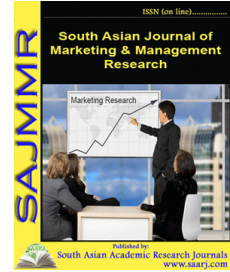
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SAJMMR:**South Asian Journal of
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Research****ENGAGEMENT AS KEY STRATEGY FOR BUSINESS GROWTH****Bipin C. Pandey***

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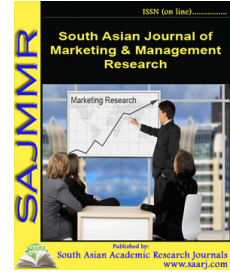
ABSTRACT

The globalized economy of 21st century has made the world somewhat level playing field in terms of trade and commerce. We are living in a new business environment where speed and innovation make doing business simpler yet at the same time present many challenges. Turning these challenges into opportunities will give birth to new businesses and new innovations. We are operating in a new business paradigm. It is important for the entrepreneur to understand the key factors of growth to keep business on track. However, there can be no guaranteed formula for growth nor is there one best fit-for-all model. Customer, innovation, strategy and adaptability to changes in the environment, leadership and talent apart from several other factors have been much talked about in literature as the key drivers of business growth. A business can also be modeled for growth around the five components of acquisition, activation, retention, referral and revenue. There are several custom models with different set of key drivers for growth. The primary question to ask is what is the primary driver of growth? The author considers engaged employees as the primary drivers of business growth. It is an engaged employee from leadership levels to the worker that enable (make happen) other elements of growth. This paper presents the findings of a survey conducted across 660 employees of 22 small IT companies in Greater Mumbai area to study the implementation and impact of employee engagement on business growth.

KEYWORDS: Employee Engagement, Engagement Strategy, Strategy, Key Drivers.



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BUILDING CENTERS OF EXCELLENCE THROUGH PEOPLE CAPABILITY MATURITY MODEL – A CASE STUDY

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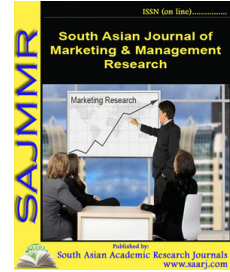
ABSTRACT

The traditional human resource activities in the 21st century has riding with the innovative practices applied by the companies. People Capability Maturity Model (PCMM) is one of the most successful model that has brought significant changes in the performance management of manpower. The healthy participation by the employees has created the top software companies to affectively concentrate and climb to higher levels in PCMM. The present paper will investigate the structure and implementation of PCMM and the perceptions of employees of 3 select software organizations with regard to the implementation and preference of PCMM. The study is based on both primary and secondary data sources. The study will provide in-depth analysis on the process of implementation of PCMM.

KEYWORDS: *ITES, KPA, Mentoring, Optimizing levels, Synergy.*



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IMPACT OF NATURAL CALAMITIES ON INDIAN STOCK MARKET

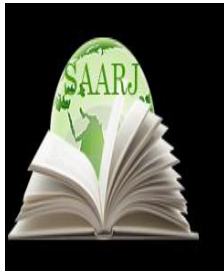
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ABSTRACT

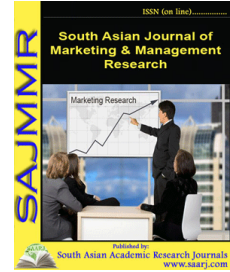
Various natural calamities caused destruction of life as well as their property. The aim of the research paper is to find out the conclusion on whether the stocks are affected by the natural calamities. For this purpose 50 natural calamities in the year 2012 are studied with the Nifty 50 closing Index. Student t test is applied for calculation the significance. The outcome of the research study are the natural flooding and land sliding are affected the NSE's stock prices in India, whereas earthquakes are not. The news of predication of major earthquake also negative effect but the high temperature can affect the stock prices. Finally, it concluded that natural calamities i.e. environmental changes are affected the stock prices in India. In the case, individual lives and mission of people by the natural calamities like flooding and land sliding the stock market shows negatives in India.

KEYWORDS: NSE, Nifty.



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**PERFORMANCE APPRAISAL SYSTEM IN INDIAN PUBLIC SECTOR
BANKS**

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ABSTRACT

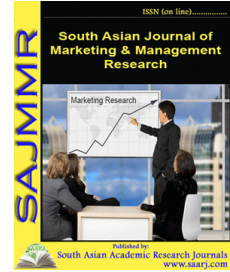
Performance Appraisal System (PAS) is a very vital component of the overall HRD system in any organization. There is a need to have utmost faith in this HRD sub-system within the organization & its people at all levels, a perfect planning & system design, flawless implementation and a constant periodic review. Indian Public Sector Banks (PSBs) are mammoth public sector organizations spread all over India providing banking & financial services to a vast majority of customers. These organizations are highly people - dependent to ensure quality and delivery of multiple financial services.

The author (Prof. IK Kilam) has worked in one of the largest public sector banks (PNB) in India for over 34 years & has had the opportunity to experience the Performance Appraisal System as in use in PNB, in multiple capacities as an appraisee, as an appraiser & a reviewer for a number of years. He also had good opportunities to interact with fellow bankers from different Public Sector Banks during various training sessions, conferences and informal & formal meetings. During his banking career, he also had an opportunity to conduct a few special research based studies on HRD and Career Planning Systems in Public Sector Banks, which also covered areas related to PAS. This paper is an attempt to bring out the need for a review of the PAS in PSBs.

KEYWORDS: Appraisals, Career, Development, Financial, Goals, Growth, Promotion.



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HOW FIRM CHARACTERISTICS AFFECT DIVIDEND POLICY: AN EMPIRICAL STUDY OF LISTED BEVERAGE FOOD AND TOBACCO COMPANIES IN SRI LANKA

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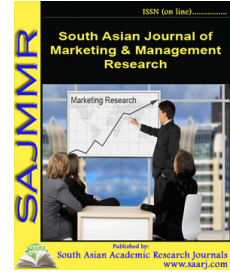
ABSTRACT

Dividend policy remains one of the most controversial issues in corporate finance. For more than half a century, financial economists have engaged in modeling and examining corporate dividend policy. This research aims to examine the firm's characteristics which affect dividend policy for listed Beverage food and Tobacco companies in Sri Lanka. In particular, the research investigates the extent to which firm's characteristics such as firm size, profitability; leverage and tangibility affect corporate dividend policy for the period from 2008 to 2011. Pearson's correlation and multiple regression models are used to analyze the data. Based on the sample of 10 listed Beverage food and Tobacco companies, it is found that some of the firm characteristics have influenced more on the dividend policy decision among listed Beverage food and Tobacco companies in Sri Lanka. The results reveal that firm size and profitability have the positive impact on dividend policy. Further Leverage has the negative impact on dividend policy.

KEYWORDS: *Dividend policy, Firm size, Profitability, Leverage, Tangibility.*



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Research****MARKET OUT LOOK ON COMMUNITY TOURISM IN KERALA****Vinay Raj R*, Nisha Ann Jacob**, Sunitha KS*****

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ABSTRACT

Kerala (Malayalam: Kēraḷam) is a state in south India. It was created on November 1956, with the passing of the States Reorganization Act bringing together the areas where Malayalam is the dominant language. The state has an area of 38,863 km² and is bordered by Karnataka to the north, Tamil Nadu to the south and the east and the Arabian Sea towards the west. Thiruvananthapuram is the capital of Kerala. Kochi and Kozhikode are the other major cities. Since independence, Kerala was managed as a democratic socialist welfare economy. Since the 1990s, liberalization of the mixed economy allowed onerous License Raj restrictions against capitalism and foreign direct investment to be lightened, leading to economic expansion and job creation. Traditional industries manufacturing such items as coir, handlooms, and handicrafts employ around one million people. Community tourism is not always successful, and perhaps we could begin to look at failures as pathways to success. Rural community tourism takes place in already marginalized areas. Created with good intentions, community-based tourism projects are abandoned when political pressures rise, jealousies intensify or the heralded eco tourists don't arrive. Developers may talk of 'integrating communities into tourism,' but rarely do they visit a community and ask what it is locals want. Instead, operations are imposed in an all too familiar top-down fashion.

KEYWORDS: Liberalization, Community Tourism.



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PERCEPTUAL MAPPING OF DIFFERENT TOOTHPASTE BRANDS: AN EMPIRICAL STUDY IN BHUBANESWAR MARKET

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ABSTRACT

This paper investigates how the consumers in Bhubaneswar perceive different toothpaste brands. Consumers' perception of four brands (Colgate, Pepsodent, Closeup and Babool) was analyzed using paired comparison method. A total of 100 respondents were randomly selected at different sales outlets in Bhubaneswar city. Respondents were asked to fill up a structured questionnaire. The collected data were analyzed by Multi dimensional scaling and the perceptual map was developed. It was found that Colgate was perceived to be more as a family toothpaste where as Close up was perceived more as a freshness toothpaste as compared to other brands. It can be concluded from the study that marketers need to innovate continuously and provide multiple benefits to consumers to stay ahead of the pack.

KEYWORDS: Brand, Toothpaste, Perceptual Map, Multi dimensional scaling.



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EFFECTIVENESS OF PSYCHOLOGICAL TESTING IN SELECTION PROCESS

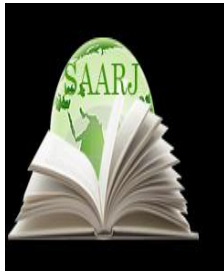
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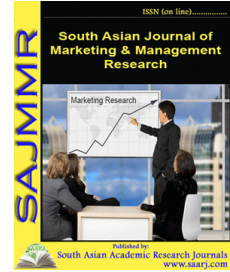
ABSTRACT

Psychometric testing today is employed in a wide variety of setting, from educational to industrial organizations, for a diverse range of purposes. Especially from the HR point of view, its uses have increased manifold over the last few years. The purpose of the study is to find out how psychology testing can help in talent acquisition in the effective manner. This was an exploratory research in which the data was collected from both primary and secondary sources. Total sampling size was 100. Snowball sampling method was used. The finding of the study is that the skilled professionals should be hired exclusively to make psychological assessment of the tests and use the benefits of these tests to choose the right candidate for the right job and increase employee engagement. The psychological tests should be able to look at job outcomes as well as job descriptions, perform a job analysis for each position, incorporate a good fit competency model, develop performance-based interviewing questions.

KEYWORDS: *emotional, mental ability, performance, personality, selection process, score.*



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CONSUMER MARKET PURCHASE DECISION: A STUDY ON DURABLE GOODS IN JAFFNA DISTRICT

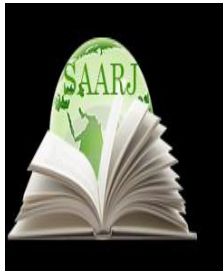
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ABSTRACT

Consumers decision-making process was based on their evaluations of the multiple attributes associated with the product and also the consumers. The paper addressed two research objectives. The first objective was to develop the most influencing attributes of consumer decision for durable goods and the second was to conduct a process-tracing and naming key factor components affected consumers' judgment processes. The convenient sampling technique was used in the sample selection. Responses were collected from 250 customers from Jaffna city. The study was based on primary data gathered using a questionnaire containing 20 literature based measures the contributing to consumer purchase decision. This paper presents a Factor Analysis approach to the problem of extracting the influences on consumer market purchase decision for the durable goods. Results indicated that product attributes, personal factor, psychological factor, price and distribution were the factors that have influenced the consumer decision. Therefore, it can be concluded that considering above attributes that have influenced on consumer market purchase decision for the analysis creates successive marketing and long term sustainability for the productive organization.

KEYWORDS: Consumer Market, Durable Goods, Product attributes and Purchase decision.



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RELATIONSHIP MARKETING AND CUSTOMER SATISFACTION IN TELECOMMUNICATION INDUSTRY, JAFFNA DISTRICT, SRI LANKA

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ABSTRACT

Services are rapidly growing into a major contributor to the nation as well as the world economy. Such analysis would helpful to guide to actions that must be taken by the service provider to retain it's predict customers. The purpose of this study was to find out how customers enjoy the benefits of service producers in Service industry in Sri Lanka. The objective of this study is to find out the relationship between relationship marketing activity and Customer Satisfaction. Telecommunication Industry is one of the fastest growing service sector in Sri Lanka and worldwide. Primary data were collected from the customers through well designed questionnaires. Targeted area is Jaffna district and sample size is 500. Interview and focus group discussion was taken placed to find out the influences on purchasing. Collected data has analyzed by quantitative techniques and Ms excel sheet used to interpretation. It has found out there is a positive relationship between Relationship marketing and customer satisfaction. Also results expressed that agreed level of Service quality would increase customer satisfaction leads to higher level of Customer Satisfaction.

KEYWORDS: Relationship Marketing, Customer Satisfaction, Service Quality.

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