

SAJMMR

ISSN (online) : 2249-877X

## South Asian Journal of Marketing & Management Research



Published by  
**South Asian Academic Research Journals**  
A Publication of CDL College of Education, Jagadhri  
(Affiliated to Kurukshetra University, Kurukshetra, India)

**SAJMMR**

ISSN (online) : 2249 –877X

Editor-in-Chief : Dr. B.C.M. Patnaik

Impact Factor : SJIF = 4.748

Frequency : Monthly

Country : India

Language : English

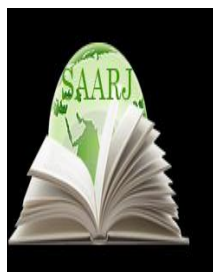
Start Year : 2011

Indexed/ Abstracted : Ulrich's Periodicals Directory, ProQuest, U.S.A.  
EBSCO Discovery, Summon(ProQuest),  
Google Scholar, CNKI Scholar, ISRA-JIF, GIF, IJIF

E-mail id: [sajmmr@saarj.com](mailto:sajmmr@saarj.com)

### **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.



Published by: South Asian Academic Research Journals

**SAJMMR:**

**South Asian Journal of  
Marketing & Management  
Research**

(A Double Blind Refereed & Reviewed International Journal)



SR. NO.	PARTICULAR	PAGE NO.
1.	<b>SCHEDULE H1_ WILL IT HEAL THE PROBLEM OF ANTIBIOTIC RESISTANCE???</b>  Mallika Babu, Naresh N.Poturaju, Mehta P.Raj	1-9
2.	<b>A STUDY ON THE ROLE OF COST CUTTING AND COST REDUCTION WITH SPECIAL REFERENCE TO POWER SECTOR</b>  Dr. Sneha Ravindra Kanade, Prof. Khushbu Singla Goyal	10-22
3.	<b>IMPACT OF EMOTIONAL EXHAUSTION ON TURNOVER INTENTIONS AMONG NGO WORKERS IN BUNDELKHAND AREA</b>  Dr. A.K. Malviya, Manu Shukla	23-30
4.	<b>A RESEARCH ON CORRELATION BETWEEN MCX AND SENSEX</b>  Mrs. P. Radha	31-49
5.	<b>ETHICS: BACKBONE OF A SUCCESSFUL BUSINESS</b>  Sujata Sasan, Dimple Turka	50-56
6.	<b>EASTERN AND WESTERN PERSPECTIVES OF LOVE AND FEMINISM IN V.S. NAIPAUL'S 'LOVE LOVE LOVE ALONE'</b>  Dr. Geetanjali Mishra	57-63
7.	<b>ELECTRONIC PAYMENTS - MOVE TOWARDS TRANSPARENCY (A STUDY OF HARYANA)</b>  Dr. Abha Bansal	64-70



Published by: South Asian Academic Research Journals

**SAJMMR:**

**South Asian Journal of  
Marketing & Management  
Research**

(A Double Blind Refereed & Reviewed International Journal)



## **SCHEDULE H1\_ WILL IT HEAL THE PROBLEM OF ANTIBIOTIC RESISTANCE???**

**Mallika Babu\*; Naresh N.Poturaju\*\*; Mehta P.Raj\*\*\***

\*Kadi Sarva Vishwa Vidyalaya,  
Gandhinagar.

\*\*Kadi Sarva Vishwa Vidyalaya,  
Gandhinagar.

\*\*\*Kadi Sarva Vishwa Vidyalaya,  
Gandhinagar.

---

### **ABSTRACT**

#### **PURPOSE**

*Antibiotics resistance has been found as a major threat for healthcare in India. The reasons behind are the improper use of antibiotics, self medication and improper practices of chemists and Doctors in dispensing and prescribing medicines, respectively. In order to curb these practices Indian Government has introduced H1 schedule, which insists on proper distribution of anti-biotics and other habit forming drugs. This survey is to find out the success rate of implementation of H1 schedule and the challenges faced by chemists in following the orders. It also finds out the awareness level of public on Schedule H1.*

#### **DESIGN & METHODS**

*A structured questionnaire separately for patients & chemists were framed and the survey was done for 76 retail counters in and around Ahmedabad and 140 patients in Ahmedabad. Questions consists of likert scale and multiple choice questions. The results were analysed using Microsoft excel.*

#### **FINDINGS**

*It was found that chemists are not happy with H1 schedule, as it affects their profit and leads to lot of workload. 60% of the patients, who were surveyed, said that they do not know about H1 Schedule. Though, H1 schedule is an excellent move taken by the Government, it lacks real interest and commitment in following the outcome and to educate public among the upcoming health hazard. To make healthcare really affordable, the Government need to take some stringent steps in dispensing the medicines properly. Though educating public and launching Government dispensaries would be a suitable solution for this issue, Government has to the analyse the pros and cons of these decisions before implementation.*

***SOCIAL IMPLICATIONS***

*This research work leaves a thought to all authorities concerned to search for a better alternative for making healthcare affordable.*

***ORIGINALITY***

*This is a current issue and there is no research done on understanding the feasibility and difficulties faced by chemists in implementing Schedule H1. This research also analyzed the awareness level of public on Schedule H1. New amendments make only little changes in the society and further researches are needed to analyze the feasibility of various models in healthcare assurance.*

***KEYWORDS:*** Antibiotics, Schedule H1, Self medication.





Published by: South Asian Academic Research Journals

**SAJMMR:**

**South Asian Journal of  
Marketing & Management  
Research**

(A Double Blind Refereed & Reviewed International Journal)



## **A STUDY ON THE ROLE OF COST CUTTING AND COST REDUCTION WITH SPECIAL REFERENCE TO POWER SECTOR**

**Dr. Sneha Ravindra Kanade\*; Prof. Khushbu Singla Goyal\*\***

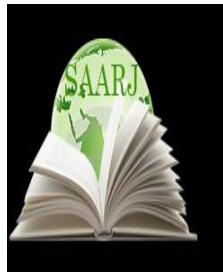
\*Assistant Professor,  
Krupanidhi School of Management,  
Bangalore, India.

\*\*Assistant Professor,  
Krupanidhi School of Management,  
Bangalore, India.

### **ABSTRACT**

*Cost cutting refers to temporary cut in cost which is happened due to the economic and industrial pressure. Some of the cost cutting procedures are job cut and any allowances or facilities are being taken off. Cost reduction refers to real or permanent decrease in cost which is achieved by the up gradation of technology or through new technology. It is the new economic mantra. The secondary data is obtained from, internal reports of the company, magazines, website, and annual report of the companies of power sector. The tools and technique used for the analyzing the data includes Tables, Pie-chart, Bar-chart and simple percentage method have been used for the purpose of analysis and presentation. The gears of enterprise in Karnataka powered nascent industrial activity as early as the year 1800, when the first sugar unit was set up. In 1902, Karnataka recorded another “mega watt sized project first” - Asia’s first Hydro Electric power Station in Shivanasamudram, on the banks of river Cauvery The required information for the study is taken from Annual Reports of the Company. The comparison of Revenue and Operating profit and Export Revenue to Total Revenue and Gross profit to Total Revenue and Operating profit to Total Revenue and comparison of Revenue contribution from different power projects for the years 2009-2010, 2010-2011, 2011-2012. The revenue of the company has increased during the year 2011-12. The operating profit of the company is being increasing during the 2010-11. The company’s cost is incurred more for Manufacturing, rather than other activities. The company is increasing its Export revenue in the year 2011-12.*

**KEYWORDS:** Cost Cutting, Cost Reduction, Cost Avoidance, KPCL, Power Sector.



Published by: South Asian Academic Research Journals

**SAJMMR:**

**South Asian Journal of  
Marketing & Management  
Research**

(A Double Blind Refereed & Reviewed International Journal)



## **IMPACT OF EMOTIONAL EXHAUSTION ON TURNOVER INTENTIONS AMONG NGO WORKERS IN BUNDELKHAND AREA**

**Dr. A.K. Malviya\*; Manu Shukla\*\***

\*Professor,

Department of Commerce and Business Administration,  
University of Allahabad,  
India.

\*\*Research Scholar,

Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya,  
Chitrakoot, Satna, M.P., India.

---

### **ABSTRACT**

*Past researches have described the dimension of emotional exhaustion as a predictor of turnover intention among NGO workers across industry. Therefore, this paper scrutinizes the effect of working conditions and psychological factors on emotional exhaustion. The study also tested the relationship between emotional exhaustion and turnover intention among non-governmental organization (NGOs) workers who are working in Bundelkhand area. Standardized questionnaire are used to compute the relationship and effects of variables. For this purpose data is obtained from 80 respondents and various statistical tools are used to analyze the data. The results of the entire study shows that work over stress is the key factor contributing to emotional exhaustion and there exists a significant relationship between emotional exhaustion and turnover intention.*

**KEYWORDS:** *Emotional exhaustion, Turnover intention, Non-Governmental Organizations (NGOs).*

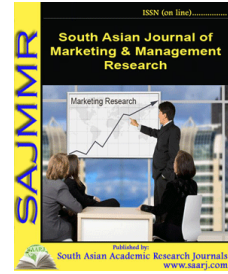


Published by: South Asian Academic Research Journals

**SAJMMR:**

**South Asian Journal of  
Marketing & Management  
Research**

(A Double Blind Refereed & Reviewed International Journal)



## **A RESEARCH ON CORRELATION BETWEEN MCX AND SENSEX**

**Mrs. P. Radha\***

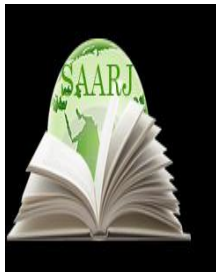
\*Assistant Professor,  
Emeralds Advanced Institute Management Studies,  
Tirupati, India.

---

### **ABSTRACT**

*This paper deals with the analyzing the correlation coefficient between commodities market index (MCX) and stock market index (SENSEX). In the present study, every day closing values of MCX and SENSEX are taken for one year i.e. 1<sup>st</sup> June 2014 to 31<sup>st</sup> May 2015. The present study deals with how MCX is having effect on SENSEX. The tool used for this analysis is correlation coefficient. This study concludes that, there is a negative correlation between commodities market and stock market i.e. as MCX increases, SENSEX will affect adversely and as MCX decreases, SENSEX will increase.*



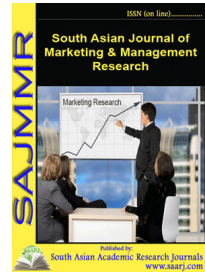


Published by: South Asian Academic Research Journals

**SAJMMR:**

**South Asian Journal of  
Marketing & Management  
Research**

(A Double Blind Refereed & Reviewed International Journal)



## **ETHICS: BACKBONE OF A SUCCESSFUL BUSINESS**

**Sujata Sasan\*; Dimple Turka\*\***

\*Government (P.G) College,  
Ambala Cantt., India.

\*\*Government College for Women,  
Ambala, India.

---

### **ABSTRACT**

*In this modern era, if we talk about the success of a business concern then one thing that come to our mind is that, should success be attained even at the cost of values and ethics .As per a famous saying, sometimes we must choose between what is 'right 'and what is 'easy'. So, getting success by adopting unfair and unethical means is an easy task but not right and even not long lasting. In the initial days, it was a question of debate that whether ethics has any place in the business and business decisions. In this paper business ethics will be studied to know what does it reflects and light will be spread on its elements and determinants. Some golden rules for ethical conduct will be observed. It will also be judged that weather business ethics pay or not to clarify whether ethics can be considered as the backbone of a successful business or not and how these can be managed to get good results in the long run.*

**KEYWORDS:** *Ethics, Business Ethics, Ethical Issues, Determinants, Elements.*

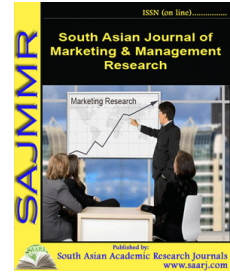


Published by: South Asian Academic Research Journals

**SAJMMR:**

**South Asian Journal of  
Marketing & Management  
Research**

(A Double Blind Refereed & Reviewed International Journal)



## **EASTERN AND WESTERN PERSPECTIVES OF LOVE AND FEMINISM IN V.S. NAIPAUL'S 'LOVE LOVE LOVE ALONE'**

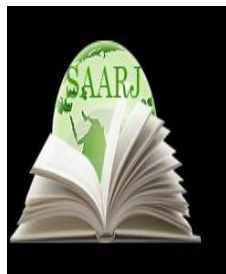
**Dr. Geetanjali Mishra\***

\*Assistant Professor,  
Amity University,  
Lucknow, India.

---

### **ABSTRACT**

*Love and its various aspects have been differently expressed and experienced in cultures and societies across the world. However, a people ideologically and ethnically different from their geographical culture, the 'adopted' place, have retained the original features of Love and Marriage in their lives. Diasporic features of Love, or the threads that bond the man and the woman in marriage and courtship in the west, or countries immersed in the western tradition (such as the Carribean islands) have stood out in many a work by the Diaporic writers.*



Published by: South Asian Academic Research Journals

**SAJMMR:**

**South Asian Journal of  
Marketing & Management  
Research**

(A Double Blind Refereed & Reviewed International Journal)



## **ELECTRONIC PAYMENTS-MOVE TOWARDS TRANSPARENCY (A STUDY OF HARYANA)**

**Dr. Abha Bansal\***

\*Associate Professor,  
S. A. Jain (PG) College,  
Ambala, India.

---

### **ABSTRACT**

*We are aspiring to transform our economy into a leading economy of the world and preferred destination for investors. A lot of innovative ideas and programmes have been initiated under the umbrella of Make-in-India Programme. Indian economy has been perceived as a country with archaic regulation, disintegrated processes and opaque system. To make our economy a competitive business hub, a lot of reforms are being done. To create transparency in the system is the foremost requirement to create faith among investors and masses. Electronic Payment System is one of the important efforts in this direction. Haryana was the first state to create an electronics payment system for all Government payments. This system enables to make the payments to Haryana government employees, pensioners, businessmen and other payees in least possible time and in a transparent manner. Money goes directly in the bank accounts of payees. They don't have to depend entirely on the DDO. It has simplified the payment process for Government Departments as well as payee. The State Government is planning to implement the system in payment of land acquisition also. System will help in curtailing corruption. The current paper is aimed at studying the process and impact of the system and its importance in the current context of Make-in-India. Information has been collected from the website of Treasury & Accounts Department and through discussion with officials of the Department.*

**KEYWORDS:** *e-Payment System, Transparency, Ease in doing business with Government.*

## Editorial Board

**Dr. B.C.M. Patnaik**, Editor in Chief

Associate Professor (Accounts & Finance)  
KSOM, KIIT University,  
Bhubaneswar, Odisha, INDIA.

**Dr. Victor Sohmen**

Professor  
Department of Management and Leadership  
Drexel University Philadelphia, Pennsylvania,  
USA

**Dr. Anisul M. Islam**

Professor  
Department of Economics University of  
Houston-Downtown, Davies College of Business  
Shea Street Building Suite B-489  
One Main Street, Houston, TX 77002, USA

**Shyam Lal Kaushal**

Professor  
School of Management Studies  
Himachal Pradesh University, Shimla, INDIA.

**Dr. Zachary A. Smith**

Professor  
Public Administration, Northern Arizona  
University, USA.

**Dr. Celaledin Serinkan**

Professor  
Business Management, Pamukkale University,  
TURKEY.

**Dr. Liliana Faria**

Faculty  
Vocational Psychology,  
ISLA Campus Lisboa - Laureate International  
Universities, PORTUGAL.

**Dr. Marko Olavi Kesti**

Faculty  
Administration, University of Lapland, FINLAND

**Dr. Kapil Khanal**

Associate Professor  
Department of Management, Shankar Dev Campus,  
Ram Shah Path T.U. Kirtipur, NEPAL

**Dr. Sunil Kumar**

Associate Professor  
Faculty of Economics, South Asian University (SAU),  
New Delhi, INDIA.

**Dr. Dalbir Singh**

Assistant Professor  
Haryana School of Business,  
Guru Jambheshwar Univ. of Sc. & Tech., Hisar,  
Haryana, INDIA

**Dr. Sonia Sharma Uppal**

Assistant professor,  
P.G Department of Comm. & Mgt. Arya College,  
Ludhiana, INDIA

**Poongothai Selvarajan**

Lecturer  
Department of Economics and Management  
Vavuniya Campus of the University of Jaffna,  
Vavuniya, SRI LANKA

**Mrs. S. Dinesh Kumar**

Assistant Professor  
Faculty of Mgt. Studies and Comm.  
University of Jaffna, SRI LANKA,

**S. Anandasayanan**

Senior Lecturer  
Department of Financial Management  
Faculty of Management Studies & Commerce  
University of Jaffna, SRI LANKA

**Poongothai Selvarajan**

Lecturer  
Department of Economics and Management,  
Vavuniya Campus of the University of Jaffna,  
Vavuniya, SRI LANKA



## *Categories*

- Management and Economics
- Financial Management and Accounting
- Industrial and Business Management
- Entrepreneurship Management
- Marketing Management
- Banking and Insurance Studies

## *Review Process*

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take three/four working days.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

## *Published by*

### **South Asian Academic Research Journals**

A Publication of CDL College of Education, Jagadhri (Haryana)  
(Affiliated to Kurukshetra University, Kurukshetra, India)

Our other publications :

Academicia - An International Multidisciplinary Research Journal

ISSN (online) : 2249-7137

SAARJ Journal on Banking & Insurance Research (SJBIR)

ISSN (online) : 2319-1422