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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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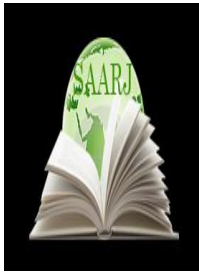
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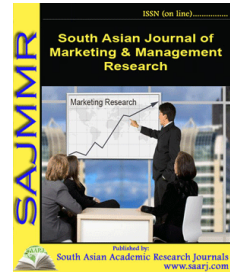


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RESOURCE PERFORMANCE OUTCOMES AT CORPORATE MULTI SPECIALITY HOSPITALS, CHENNAI.

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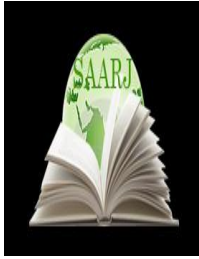
ABSTRACT

Health care organization is a service- oriented sector. Health care professionals have to deal with emotions. If they have physical and mental health, then they can give their quality service to the people who approach them. Motivational factors will induce the employees to perform well in the work system. In health care organizations, nurses are playing a very significant role. Without nurses, health care delivery will become miserable. They are connected to the entire stakeholder, so nurses must be motivated for giving their best service quality. This study is carried out in city corporate multi specialty hospitals. The sample of the study is 484 nurses who are working in five corporate hospitals. The data were collected through a structure questionnaire issued through the proper channels. The research results clearly indicate that nurses are in need, and they have the different opinion in all the motivational factors that is the reason there is a significant difference due in all demographic factors. Managements of those hospitals, which have taken for this study, should motivate them by giving salary, leave facilities, working conditions and job securities. It will increase the job satisfaction, reduce absenteeism and turnover. This will help to increase job satisfaction, able to deliver the best level of service quality for Patients.

KEYWORDS: *Demographic factors, Human Resources Performance outcome and Motivational factors.*

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EXPLORING IMPACT OF PRODUCT AND CONSUMER CHARACTERISTICS OF E-COMMERCE ADOPTION

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ABSTRACT

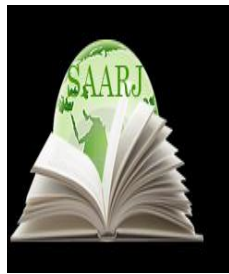
Online stores have made it simple to draw new clients in and strengthen relations with existing customers. Online stores are very cost-effective solutions that help companies to reduce operational and advertising expenses. The online shoppers in India have evolved and are actively seeking to include their digital interactions into daily activities. The current study was conducted to further understand how the perceived usefulness and perceived ease of use, trust, consumer's intention and actual behavior affect the online shopping. It focused on examining influence of consumer characteristics (viz., shopping orientation such as utilitarian, hedonic, convenience and perceived benefits such as wider selection, price, and customer service). The results of the study have clearly declared that consumer purchased more of 'frequently purchased product' through internet as compared to expensive products. Consumers preferred services more than products. Further the study has found a high positive correlation between customer service and attitude and high negative correlation between wider selection and customer service.

KEYWORDS: *Demographic factors, Human Resources Performance outcome and Motivational factors Online shopping, Consumer characteristics, online services, Consumer behavior.*

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CONFIRMATORY FACTOR ANALYSIS FOR SERVICE QUALITY IN PRIVATE AND PUBLIC BANKS OF NCR

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ABSTRACT

Service quality is an important factor for the success or failure of any industry. In order to be effective service industry needs to strike the right chord with the customer and live up to their perception and expectations. In the present study service quality has been assessed for banking industry keeping in mind the rise in interest in the particular industry. The SERVQUAL model developed by Parasuraman et al. (1988) has been employed to assess the perception and expectations of customers on five dimensions i.e. tangibility, assurance, reliability, responsiveness and empathy with a sample of 200 customers from NCR with 100 customers from public banks and 100 from private banks. Confirmatory Factors Analysis was employed to find the fit of the model and also a comparison between the expectations and perceptions of public and private banks was made using mean values using SPSS and AMOS. Through the analysis it was found that the model is fit for the present study. It was also clear from the mean values that people had higher expectations from private banks.

KEYWORDS: CFA, private banks, public banks, Service quality, SERVQUAL.

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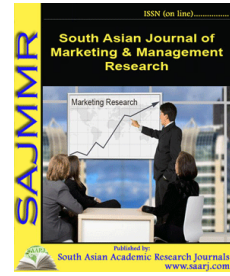


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EFFECTIVENESS OF FINANCIAL EMPOWERMENT THROUGH SELF HELP GROUPS

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ABSTRACT

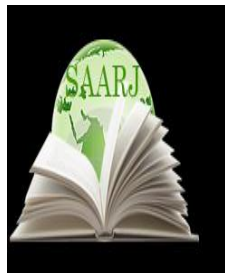
In Kerala Self Help Group program me was started in 1992.The funding of SHG's in rural area mainly through SGSY (Swarnajayanti Gram Swarozgar Yojana) Swarnajayanti Gram Swarozgar Yojana (SGSY) is an initiative launched by the Government of India to provide sustainable income to poor people living in rural areas of the country. The scheme was launched on April 1, 1999. The SGSY aims at providing self-employment to villagers through the establishment of groups. Though SHG play a major role in the development of villagers the level of financial empowerment to the members are not well understand. The study tries to understand the effectiveness of financial empowerment through self help group. The objectives of the study is to assess the role of SHG in improving the standard of living of people among the area and analyze the financial gains derived from after joining SHG.Through this study it is identified that the self help group help to improve the standard of living and help the members to become self sufficient. Majority of the members satisfied with the working of self help group. The paper has been prepared with help of primary and secondary data. The primary data collected from 30 self help groups in Calicut city through a structured questionnaire.

KEYWORDS: *Financial Empowerment, Self Help Groups, SGSY*

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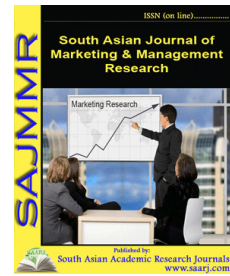


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WEALTH MANAGEMENT SERVICES: A CASE STUDY OF ADITYA BIRLA MONEY

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ABSTRACT

The term wealth management now a day's having very importance. So many financial institutions are engaged in the business of wealth management. Now a days, Wealth Management has very craze in the business world. In a survey, it was found that India had 100,000 milliners day end of year 2014 is now growing up by 21% from a year earlier (Asia pacific Wealth report). Wealth management services area in financial sector has been witnessing more attention during last couple of years. Cap Gemini Merrill Lynch Wealth Report 2015 cites number of HNIs (high net worth individuals) globally to be around 9.5 million with wealth held by them totaling to US\$37.2 trillion in year 2014. Value of wealth held by HNIs represents an increase of around 11.4% since 2013. In this paper Wealth Management Services has been explained in respect of Aditya Birla Money.

KEYWORDS: *Wealth management services, HNIs, transactional services, service model.*

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
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