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E-mail id: sajmmr@saarj.com**VISION**

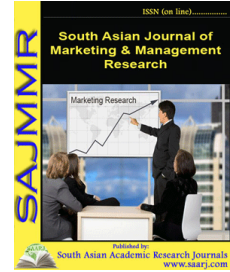
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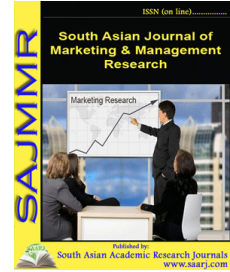


SR. NO.	PARTICULAR	PAGE NO.
1.	IDENTIFYING THE BUSINESS RISKS AND OPPORTUNITIES ARISING FROM ECOSYSTEM CHANGE Dr. T. Shiva Shanmugam	1-12
2.	EMERGENCE OF THE MANAGEMENT OF SERVICES QUALITY IN RESTAURANTS OF KORÇA REGION Dr. Esmeralda Shkira, Dr. Stela Zoto, Ms. Entela Stefo	13-23
3.	SERVICE QUALITY AND CUSTOMER SATISFACTION OF SRI LANKA TELECOM LTD IN JAFFNA DISTRICT Mrs. K. Priya	24-36
4.	E- COMMERCE – AN EFFECTIVE TOOL OF THE COMPUTING WORLD Rama Bansal, Sandeep Bansal	37-42
5.	A SOCIOLOGICAL STUDY ON CHILD ABUSE IN SRI LANKA: A CASE STUDY IN WELLAWAYA POLICE DIVISION IN MONARAGALA Nadeera Sarojani Jayathunga	43-56
6.	INCLUSIVE GROWTH: A VISION BEYOND POVERTY ALLEVIATION Dr. Jayaram Budho More	57-65
7.	MEDICAL TOURISM IN INDIA: AN OVERVIEW N. Ratna Kishor	66-72
8.	UNDERSTANDING AND APPLYING EMOTIONAL INTELLIGENCE TO INCREASE EMPLOYEE PERFORMANCE A STUDY WITH REFERENCE TO IT SECTOR Dr. A. Elangovan, B.Kavitha	73-87
9.	IMPACT OF OWNERSHIP STRUCTURE ON RECRUITMENT PRACTICES IN BANKS IN SRI LANKA Mrs. Prasadini N.Gamage	E- 88-108

10.	THE IMPACT OF EMOTIONAL INTELLIGENCE FOR AN EFFECTIVE LEADERSHIP T. Vezhavan, Prof. Dr. M. Sivasubramanian	109-113
11.	AN EMPIRICAL STUDY ON EFFICIENT MARKET HYPOTHESIS: A CASE STUDY IN INDIAN PHARMACEUTICAL SECTOR Dr. M. Suresh Babu, Mr. E. M. Naresh Babu	114-134
12.	COMPETENCY MAPPING AT DELHI METRO RAIL CORPORATION LIMITED Ms. Neeraj Kumari	135-147



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IDENTIFYING THE BUSINESS RISKS AND OPPORTUNITIES ARISING FROM ECOSYSTEM CHANGE

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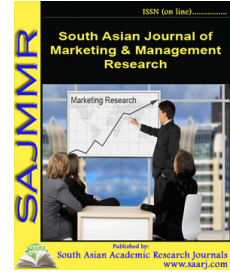
ABSTRACT

The Corporate Ecosystem Services Review (ESR) consists of a structured methodology that helps managers proactively develop strategies to manage business risks and opportunities arising from their company's dependence and impact on ecosystems. The Ecosystem Services Review can provide value to businesses in industries that directly interact with ecosystems such as agriculture, beverages, water services, forestry, electricity, oil, gas, mining, and tourism. Many businesses, unfortunately, fail to make the connection between the health of ecosystems and corporate performance. Companies often are not fully aware of the extent of their dependence and impact on ecosystems and the possible ramifications. The main objective of the present is to identifying the business risks and opportunities arising from ecosystem change. The conclusion will be given.

KEYWORDS: *Corporate Ecosystem, Dead Zones, Nutrient Cycling, Pollination, Priority Services, Ramifications, Revenue Streams, Trade-offs.*



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EMERGENCE OF THE MANAGEMENT OF SERVICES QUALITY IN RESTAURANTS OF KORÇA REGION

Dr. Esmeralda Shkira*; Dr. Stela Zoto; Ms. Entela Stefo*****

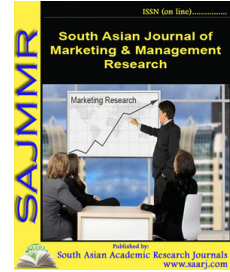
ABSTRACT

Industry of restaurants is growing up and being diversified very fast nowadays due to the growth of the costumers and their desires. The global market is becoming more competitive every day and companies search for new ways to gain an edge over their competitors around the globe. This paper analyses the management of services quality in restaurants, the effectiveness of existing management strategies, their adaptation to the problems occurring and the results of the adaptations . Korça region is a mountain destination with a lot of tourist resources and attraction. The major of tourist places are in rural areas around this city. There are a lot of restaurants in those tourist areas, but one of the problems of this tourist areas is the quality of services in all restaurants. There are a lot of factors that dictate the bad quality of services, so the first and immediate step it will be the identification of all this factors and how much each of them impact in the quality of services. However, in the absence of a study of the associated impact factors and the little information about the visitors and their expectations ,is made a study in three touristic areas and are identified impact factors, strategies and approaches that are used up to now. So is recommended what it will be done in the future to make this areas more attractive in the eyes of nation and international tourists and more competitive.

KEYWORDS: *managing of services quality sustainability, competitive advantages, management of services quality.*



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SERVICE QUALITY AND CUSTOMER SATISFACTION OF SRI LANKA TELECOM LTD IN JAFFNA DISTRICT

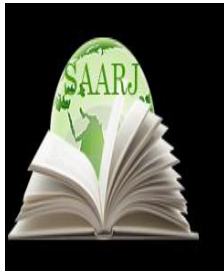
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ABSTRACT

Customer satisfaction has become one of the key issues for companies in their efforts to improve quality in the competitive marketplace. It can be seen as either goal of or a measurement tool in the development of telecommunication quality. Customer satisfaction is considered to affect customer retention and, therefore, profitability and competitiveness (Anderson and Sullivan 1993). According to Jones and Sasser (1995), complete customer satisfaction is the key to securing customer loyalty and generating superior long-term financial performance. It is also apparent that high customer satisfaction leads to the strengthening of the relationship between a customer and a company, and this deep sense of collaboration has been found to be profitable (e.g. Storbacka et al. 1994). A framework is developed to evaluate the dynamics of customer satisfaction and quality. The Sri Lanka Telecom Ltd is one of the most important organizations, by which the dynamic environment is exploring all over the world. The Telecom Ltd's services meet the customer's expectations then the customers will be satisfied with the services of Telecom Ltd. The Telecom Ltd should computerize all its activities in order to quick and accurate services to customers. As far as the Jaffna district is concerned number of competitors to Telecom Ltd, such as Dialog and Airtel. So this firm provides better services to customers. The study was carried out on customers with 50 respondents from Telecom Ltd in Jaffna. Stratified random sampling method was used to select respondents from this organization. This study attempts to identify the determinant of customer satisfaction of the Telecom Ltd in Jaffna. The findings indicate the service quality is more important in determining satisfaction. The finding of the study is there is positive relationship between the service quality and customer satisfaction. The relationship between service quality variables and customer satisfaction were identified. The opinions of top level officers of the service sector regarding the important determinants of satisfaction are found to be somewhat different to the findings of the consumer survey. Based on the findings valuable suggestions were provided to the management of service sector to achieve customer satisfaction.

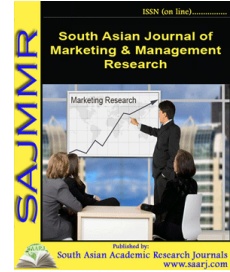
KEYWORDS: *Customer Satisfaction, Service Quality.*



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E- COMMERCE – AN EFFECTIVE TOOL OF THE COMPUTING WORLD

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ABSTRACT

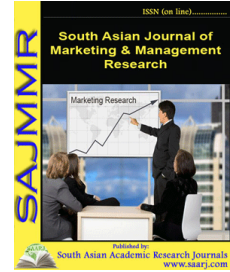
E-commerce which is developing at a high rate in India can become a platform for anti-competitive issues and agreements that can come up in the future. In this paper we will discuss the various services of E-commerce used in the E-business like E-Mail, Voice Conferencing, E-Shopping and E-Banking. All the services are discussed in the Indian Context. The data regarding the growth of E-Commerce in a few previous years is being discussed in the light of Facts and Figures. The paper will be helpful to know the current status of E-commerce in India.

KEYWORDS: E-Commerce, E-Mail, E-Banking, E-Shopping, Voice conferencing.



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**A SOCIOLOGICAL STUDY ON CHILD ABUSE IN SRI LANKA: A CASE
STUDY IN WELLAWAYA POLICE DIVISION IN MONARAGALA**

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ABSTRACT

Child abuse is a foremost and sensitive social phenomenon in the world while Asia has been playing a leading role in child labour and sexual exploitation. Child abuse has been rapidly increasing in Sri Lanka as a Key social problem relatively to the other types of crimes spread all over the country. This study seeks the causes of child abuse in Sri Lanka with especial reference to Wellawaya police division. Wellawaya Police division was selected for the study due to the highest records of child abuses in that division from 2005 to 2011 in Monaragala district. Both primary and secondary data was used by the study. Primary data was mainly based on case studies and key informant interviews. Secondary data were collected from children and women's section in police station at Monanragala. The sample of the study was 12 children have been victimized to abuse in the most recent year 2010. Qualitative analytical techniques are mainly used for the analysing while some quantitative techniques such as frequencies and descriptive statistics are further applied. The main causes for child abuse were sexual interest, revenging purposes, physical punishments, incest-taboos, mental illness, and lack of parental skills, sickness, drug addiction, disability, divorce and poverty. The study identified three major negative consequences of child abuse including emotional effects, physical effects and behavioural effects. Some possible policy implications were suggested as final contribution of this micro level study to address this social problem in Sri Lanka in a sociological aspect.

KEYWORDS: *Child abuse, causes, social problem, consequences.*

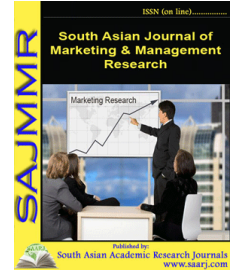
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INCLUSIVE GROWTH: A VISION BEYOND POVERTY ALLEVIATION

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ABSTRACT

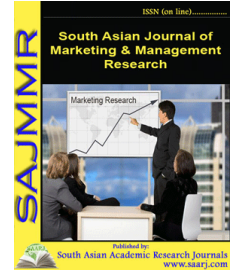
India is being recognized as agricultural dominating country. Hidden unemployment is observed in the field of agriculture. The question of unemployment is appearing as aggressive one. Worldly grand-slackness has been influencing with adverse effect on every country. Though such problems are to be faced, India has been marching ahead towards global power; hence, India needs to be an inclusive growth in the world.



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MEDICAL TOURISM IN INDIA: AN OVERVIEW

N. Ratna Kishor*

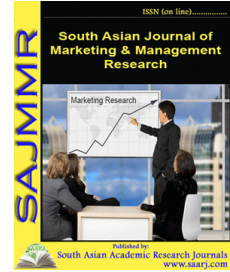
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ABSTRACT

Health is wealth! Without sound health we cannot achieve anything in our life, nor enjoy what ever we have. In service sector the concept of Medical Tourism, which is catching up at lightning speed across the world. The study also provides a deep insight into the Indian medical tourism market and evaluates the past, present and future scenario of the medical tourism market. It discusses the key factors which are making India an attractive medical tourism destination. SWOT analysis of Medical tourism. Role of government for improvement of Medical tourism along with its definition, its feasibility in India including suggestions have been thoroughly discussed in this paper.



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UNDERSTANDING AND APPLYING EMOTIONAL INTELLIGENCE TO INCREASE EMPLOYEE PERFORMANCE A STUDY WITH REFERENCE TO IT SECTOR

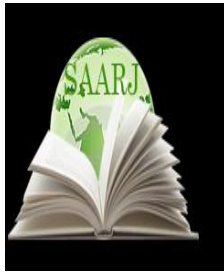
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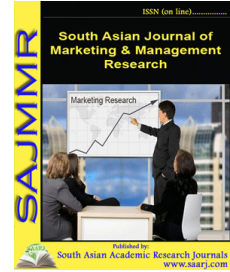
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ABSTRACT

Many organizations are recognizing the importance of EI at their workplace as well as in job performance. Emotional Intelligence is the ability to understand ones emotions and inspire, influence and understand other people's emotions. At workplace you have to deal with social teams, friends, high profile people, leaders, a boss and more. The best way to be effective in taking quick and effective decisions is to use our emotions. In this article an attempt has been made to find the relationship between employee performance and emotional intelligence particularly in IT sector. The main objective of this study is to find the relationship between employee performance and emotional intelligence. The simple random sampling method is used in selecting 120 respondents from a selected IT sector. The respondents were contacted by exclusively developed questionnaire. Data analysis involved the use of Chi- Square test, KMO and Bartlett's Test. The data analysis revealed that there is a positive relation exists between employee performance and emotional intelligence. On the basis of this finding, it is suggested that EI awareness and training programming to the employees will benefit them to overcome stress and increase their level of performance.



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IMPACT OF OWNERSHIP STRUCTURE ON E-RECRUITMENT PRACTICES IN BANKS IN SRI LANKA

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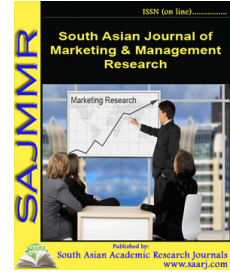
ABSTRACT

This study aims to identify the relationship between nature of ownership and level of adoption of e-recruitment practices in banks in Sri Lanka. The main objectives of the study were to examine the levels of e-recruitment practices currently adopted and to be adopted in the near future, perceived constraints and motives of e-recruitment and the degree of managerial perception on e-recruitment practices, particularly in banking sector organizations in Sri Lanka, are among objectives. The study analyzed responses given by 46 managerial employees who are responsible for staff recruitment in the respective banks in Sri Lanka. The study revealed that the patterns of adopting e-recruitment practices among State Banks (SB), Local Private Banks (LPB) and Foreign Banks (FB) are varied, and LPB is topped. The study further revealed that though perception of HR practitioners, towards e-recruitment is positive in LPBs than FBs and SBs and perception among line managers and senior managers remain negative in all three sectors. Reduced time taken for hire and reduced administrative burden/paper work were identified as key motives while lack of knowledge and negative attitudes were identified as major constraints in practicing e-recruitment as a major source of recruitment in banking sector organizations in Sri Lanka. .

KEYWORDS: Recruitment, e-Recruitment, Managerial perception on e-Recruitment, Banks in Sri Lanka.



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THE IMPACT OF EMOTIONAL INTELLIGENCE FOR AN EFFECTIVE LEADERSHIP

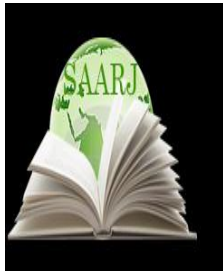
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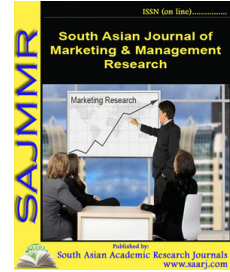
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ABSTRACT

Leadership has revived considerable attention since the 1960s. We claim that leaders can be found at all levels of employment, and all managers are expected to be leaders. But the managerial status does not guarantee leadership. Moreover the effective managers demonstrate leadership capabilities. Although leadership attributes are well captured in measures of emotional intelligence. Hence, leadership can improve if managers work to develop their Emotional Quotients. In some places employees are more skillful in emotional literacy. Non managerial employees, specialists, and entrepreneurs will benefit from developing their competence in pursuing their objectives with an overarching sense of purpose. Leadership abilities vary according to rater perspective and level of emotional intelligence. In general, co-workers seem to appreciate managers' ability to control their impulses and anger, to withstand adverse events and stressful situations, to be happy with life, and to be a cooperative member of the group. These leaders are more likely to be seen as participative, self-aware, composed, and balanced. Managers who don't feel a responsibility to others, can't handle stress, are unaware of their own emotions, lack the ability to understand others, erupt into anger easily are viewed as likely to derail due to problems dealing with other people.



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AN EMPIRICAL STUDY ON EFFICIENT MARKET HYPOTHESIS: A CASE STUDY IN INDIAN PHARMACEUTICAL SECTOR

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ABSTRACT

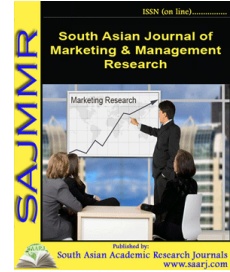
This paper attempts to draw an inference regarding the efficiency of Indian Stock Market. An Efficient Market is one in which the market price of a security is an unbiased estimate of its intrinsic value. For the purpose of studying the Indian market efficiency, the present study considers the top ten pharmaceutical companies of India. It studies how far the Indian stock market is efficient and reveals the form of efficiency. Efficient Market Hypothesis (EMH) counters the Fundamental Analysis and Technical Analysis. Fundamental Analysts feel that the prices of the shares can be expected with the analysis of certain factors such as Economy, Industry and Company. Technical Analysts believe that the prices of the shares can be predicted as the history repeats. Efficient Market Hypothesis asserts that financial markets are informationally efficient. In consequence of this, one cannot consistently achieve returns in excess of average markets on a risk-adjusted basis, given the information available at the time the investment is made. The present study reveals that the Indian Pharmaceutical Market is efficient in Weak form. The analytical tool used is Runs test.



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COMPETENCY MAPPING AT DELHI METRO RAIL CORPORATION LIMITED

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ABSTRACT

The aim of the paper is to study the concept of competency mapping in the organization and how does Human Resource department of the organization focuses to provide a definitive road map to understand, design and implement competency models in an organization. Descriptive research design has been followed in the study. The data was collected from 75 employees working at DMRC, barakhamba road with the help of a questionnaire. Analysis of the questionnaire has been done through SPSS. It was found that the present system of decentralized manpower planning is working efficiently and does not warrant any change. The company has cost effective system to recruit and select people which is working satisfactorily. DMRC frequently employ some form of competency mapping to understand how to most effectively employ the competencies of strengths of workers. To conclude I would say that DMRC may also use competency mapping to analyze the combination of strengths in different workers to produce the most effective teams and the highest quality work.

KEYWORDS: *Assessment, Competency, Development, Human Resource, Job position.*

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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.
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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.

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