

S A J M M R

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

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.

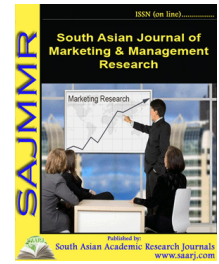


Published by: South Asian Academic Research Journals

SAJMMR:

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

(A Double Blind Refereed & Reviewed International Journal)



SR. NO.	PARTICULAR	PAGE NO.
1.	A STUDY ON THE IMPACT OF EMPLOYER BRANDING IN ACQUIRING AND RETAINING TALENT IN IT SECTOR Dr. L. Philo Daisy Rani, Dr. S. Kowsalyadevi	1-30
2.	YOUTH AND BRANDS: A CRITIQUE Dr. Punam Gupta	31-41
3.	A STUDY ON SIGNIFICANCE OF EMOTIONAL INTELLIGENCE AND ITS IMPACT ON JOB SATISFACTION OF THE EMPLOYEES WITH SPECIAL REFERENCE TO ARIYA HI TECH PIPE PVT LTD SIPCOT PERUNDURAI, ERODE DT. Dr. K. Kumaravel, Dr. S. Kowsalyadevi	42-49
4.	A COMPARATIVE STUDY ON FINANCIAL BETTERMENT OF LVB BEFORE AND AFTER THE INTERNET BANKING CHAPTER Dr. L. Philo Daisy Rani, Rajasekaran D	50-69



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 IMPACT OF EMPLOYER BRANDING IN ACQUIRING AND RETAINING TALENT IN IT SECTOR

Dr. L. Philo Daisy Rani*; Dr. S. Kowsalyadevi**

*Department of Management Studies,
National Institute of Technology,
Trichy, India.

**Professor,
Nandha College of Technology,
Erode, India.

ABSTRACT

The employer branding in recent era is the major one that helps in acquiring talent, obtaining growth and maintaining employer value proposition. Inappropriate and inadequate ways of developing employer brand would be a waste of time, money and resources. Hence the company should know the efficient way of building and promoting their brand among employees and public. Thus the study gains importance in analyzing the IT Company's employer branding among the companies of Coimbatore city.

METHODOLOGY

RESEARCH DESIGN

The study has followed Descriptive Research.

RESEARCH INSTRUMENTS

The main research instrument used in this project is questionnaire.

SAMPLE SIZE

By convenience sampling method, sample of respondents was selected from various Departments (200).

COLLECTION OF DATA

Both primary and secondary data has been used in the study. But a major part of the study has been completed by using primary data.

SUGGESTIONS

It is recommended that the company can use LinkedIn as their way to interact with their employees and public as most of the company people were the members of LinkedIn community.

It is suggested that the company can be even more creative and innovative in building and maintaining their employer branding, because it is the way that the company can stand out of the crowd. It is suggested that the company can intimate the potential employees through newspaper ads and career website, as those are the medium which has more potential to communicate with the employees.

CONCLUSION

The data collected was analyzed through using statistical tools. The major findings were reported at the end of this project work on the basis of findings suitable suggestions have been made to the company to increase their branding.

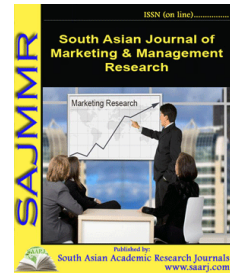


Published by: South Asian Academic Research Journals

SAJMMR:

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

(A Double Blind Refereed & Reviewed International Journal)



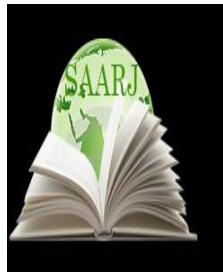
YOUTH AND BRANDS: A CRITIQUE

Dr. Punam Gupta*

*Associate Professor,
Dev Samaj College for Women,
Chandigarh, India.

ABSTRACT

Companies are increasingly marketing to young people. Using motivation research, they delve deep into the psychology of young people – their target audience. Often they succeed. While there is no harm in selling fashionable products that people think are “cool”, the way companies have been able to attach this label to harmful products raises ethical questions. The “cool” label is today attached to selling of sexually explicit products and games to young children, encouraging young women and children to smoke and drink, or to buy other harmful products. Indeed, young people have taken to beers, soft drinks, fast food, smoking, consuming alcohol and expensive shoes simply because they are seen as cool. This has raised the heckles not only of parents but is attracting the attention of regulators world-wide. This paper describes some of the questionable methods used to market products that are harmful and also examines the ethical questions related to such practices, such as: This raises several questions: Is it ethical to delve deep into a child’s or a young person’s psychology and then create ads that play on their vulnerabilities? Are we creating a generation of zombies who are incapable of behaving naturally but Follow the improper mannerisms of the latest TV serial or the latest movie in their day-to-day behaviour? Is the marketing of cool making us culturally bankrupt? How can companies be stopped from targeting young people at least for products that are patently harmful? We also attempt to answer the questions whether the marketing of cool has crossed the borders of impropriety and is encouraging questionable behaviour among the future generations.



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 SIGNIFICANCE OF EMOTIONAL INTELLIGENCE AND ITS IMPACT ON JOB SATISFACTION OF THE EMPLOYEES WITH SPECIAL REFERENCE TO ARIYA HI TECH PIPE PVT LTD SIPCOT PERUNDURAI, ERODE DT.

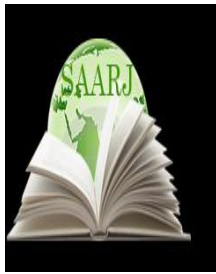
Dr. K. Kumaravel*; Dr. S. Kowsalyadevi**

*Professor & Head,
Nandha College of Technology,
Erode, India.

**Professor,
Nandha College of Technology,
Erode, India.

ABSTRACT

Emotional intelligence and Job satisfaction are two concepts of high interest in the modern work environment. They serve as a competitive edge in personal and organizational life. However, there are only few studies that explore the factors which affect the two concepts. The primary aim of this study is to examine the relationship between emotional intelligence and job satisfaction. It also tries to analyze how designation, experience and marital status of an employee affect his/her emotional intelligence and job satisfaction. Data was collected from 200 respondents of an international electronic firm operating in India using self administered questionnaires. Findings were made with the help of standard statistical tools such as simple percentage, chi –square, correlation and so on. The study reveals that there is a very high positive relationship between Emotional Intelligence and Job Satisfaction. It also shows that designation of the employee doesn't affect his job satisfaction and emotional intelligence. However, experience and marital status has significant effects on the two concepts.



Published by: South Asian Academic Research Journals

SAJMMR:

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

(A Double Blind Refereed & Reviewed International Journal)



A COMPARATIVE STUDY ON FINANCIAL BETTERMENT OF LVB BEFORE AND AFTER THE INTERNET BANKING CHAPTER

Dr. L. Philo Daisy Rani*; Rajasekaran D**

*Department of Management Studies,
National Institute of Technology,
Trichy, India.

**Officer,
Karvy Financial Services Ltd.,
Bangalore, India.

ABSTRACT

This study mainly focuses on the impact of financial betterment of Lakshmi Vilas Bank before and after the internet banking chapter. LVB started with the mission to develop a range of quality financial services and products to create value for customers, shareholders and the society. With the use of innovative new technology the bank can achieve the mission. This study focuses on the performance of LVB before and after the internet banking. The study covers the financial analysis of five year starting from the 2006. The internet banking has launched in LVB from 2008. After the internet banking financial performance is analyzed thoroughly using the financial tools.

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