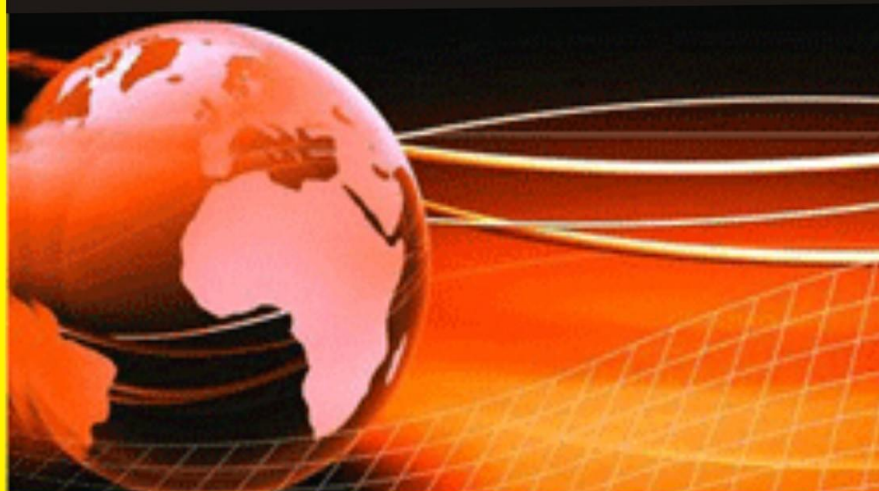


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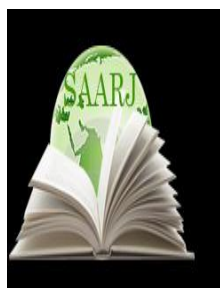
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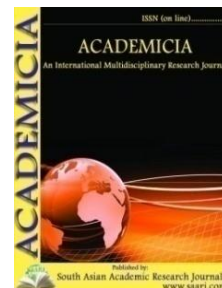
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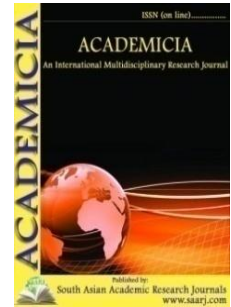
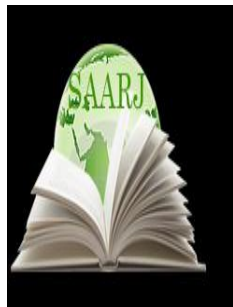
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SOCIAL CONTROL AND SCHOOL ADMINISTRATION IN WEST BENGAL: A STUDY

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ABSTRACT

So old are the practices of social control as the history of social institutions having an organised system. Institutions are all set up to fulfil the numerous needs of humanity. In order to maintain norms and attain progress, the institutions exercises some type of control over its members to prevent deviation from the established rules and regulations which may otherwise threaten its wellbeing. Hence social control as a system of device exercises its power over the activities of the members and the institutions at its discretion. The academic institution so-called school is a specific organization having certain social objectives to fulfill. The school epitomises norms and progress. It, therefore, attains social sanction to exercise some type of social control over its members and beneficiaries. As a social institution, the school functions under control of the State administration. The state directly or indirectly control and establishment at any formal institution. Controlling are also found in administration and organisation, selection of teachers, constraction of curriculum etc. Apart from that the school as a mini society symbolises its academic objectives to fulfil through the activities. It, therefore. Attains the power of authority to impose Control over its members and beneficiaries. An important aspect of education as an agency of control is the of schools through the selection of techers, which often goes so far as to invade their private lives as persons. Administration and organisations within the profession are striving to raise teacher status and thereby give them some immunity from local, and often short signed influences. It is inevitable that school boards, acting upon their own judgement or reflecting the dominant forces of the community, will exercise watchful-ness over the selection and behaviour of techers. There is a present controversy between those who hold that

preparation for democratic citizenship is best served through open and informed discussion of all issues and those who believe that thought of the youth be controlled. Aside from schools themselves, there are many educational organizations and administrations that influence the Youngs. These include education programme, boys and girls scouts and similar organisations, church schools etc. These are more limited in their scope and seldom raise the board problems which confront the school system.

KEYWORDS: *School, Social Control, School Administration, School Organisation etc.*

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UNDERSTANDING ENTREPRENEURIAL ORIENTATION AND BUSINESS PERFORMANCE THE ROLE OF CULTURE A REVIEW

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ABSTRACT

Entrepreneurial Orientation (EO) is a universally accepted concept that is applied by the small and medium sized organizations. The studies have shown a significant relationship between EO and business performance. One element that connects EO and business performance is 'Culture'. Organizational culture and the culture as a whole have significant place in the modern entrepreneurial firms. Culture refers to national culture, organizational culture, societal culture and also corporate culture. This study contributes to examine the literature to understand the role of culture in Entrepreneurial Orientation (EO) and business performance. Study will discuss the direct and indirect effect of various cultures that have the potential to influence business activities, decision making and productivity. The various dimensions of EO are considered as important source of firm's survival in the competitive market. The success of such firms depends on the culture of the business performance. This shows that EO, business performance and culture, are inter-related as well as inter-dependent. The findings of the study will help to enhance the understanding of this inter-dependence and role of culture in EO and business performance.

KEYWORDS: *Entrepreneurial Orientation, Business performance, performance, national culture, corporate culture, firm's performance, organizational culture*

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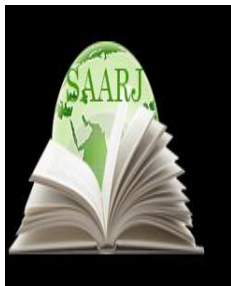
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PRODUCT PLACEMENT EFFECTIVENESS IN MOVIE: A CASE STUDY FROM INDIA

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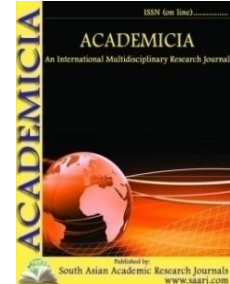
ABSTRACT

India has one of the world's biggest movie industries in terms of the number of movies produced every year. Product placement has always been an interesting topic of discussion with reference to the movies as well as TV serials/commercials. The dual purpose of this study was to ascertain the perception of the respondents towards debutant actors and to examine the relationship between product placement effectiveness and debutant actors. An experimental design was used for conducting the research. A total of 52 management students participated in this experimental setup. The results revealed that the actors were basically judged on two major criteria – Charisma and Credibility. The effectiveness of different forms of product placement, that is, implicit products placement, integrated explicit product placement, and non integrated explicit product placement were analyzed. The results showed a difference in the recall rates of the three types of product placements. For all the three types of placement, the viewers recall, that is, implicit memory measurement and explicit memory measurement received no impact from the feelings of the respondents towards the debutant actors. The results from the current study also put forward that the debutant actors had no significant effect on product placement. Thus, the major objective of the study, that is, finding out the impact of debutant actors on product placement effectiveness gave interesting results, where star presence was found to have no effect on product placement.

KEYWORDS: *Product placement effectiveness, McNemar test, Implicit and Explicit memory, debutant actor*

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ORGANIZATIONAL INTELLIGENCE IN KNOWLEDGE BASED PHARMACEUTICAL COMPANIES

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ABSTRACT

Organizational intelligence was defined as an organization's capacity and potential in mental power and focusing this power on the realization of the organization's mission. Organizational intelligence is a low standard for the efficiency of organization in releasing information, decision-making and implementation. Intelligent organizations enhance their mental power like their physical power. This study is aimed to identify different levels of organizational intelligence in the knowledge based pharmaceutical companies in Paradise Technology Park, Tehran. In this regard, the components of organizational intelligence were determined for identifying, investigating and measuring. The method applied in this study is descriptive survey and the population is the knowledge based pharmaceutical companies in Paradise Technology Park. The statistical population is 220 personnel of the companies having diploma or higher degrees among whom 140 were chosen using sample Cochran formula. Data collection tool was Carl Albrecht questionnaire including 49 questions whose validity was verified by experts of the field. Its reliability was obtained 0.7 using Cronbach's Alpha. For analyzing data, descriptive statistics including frequency percentage and inferential statistics including mean test of population were used. The results reveal that organizational intelligence of the study population

with the experimental mean of 3.49 was higher than the theoretical mean of 3 and the highest mean was the component of alignment and congruence and lowest one was appetite for change.

KEYWORDS: *organizational intelligence, strategic perspective, shared fate, appetite for change, alignment and congruence, enthusiasm, applying knowledge, performance pressure.*

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ASSESSMENT OF MENTAL HEALTH AND LEVEL OF STRESS AMONG FOREIGN AND INDIAN STUDENTS.

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ABSTRACT

Mental health has been defined variously by scholars from different cultures. Concepts of mental health, among others, include subjective well-being, perceived self efficacy, autonomy, competence, intergenerational dependence and self actualization of one's intellectual and emotional potential. From a cross-cultural perspective it is nearly impossible to define mental health comprehensively. It is, however, generally agreed that mental health is a broader term than lack of mental disorders. The present study aims to find the difference, if any, between the mental health and the level of stress of Indian and Foreign post-graduate students. The sample of this study comprised of 60 students (30 Indians and 30 Foreigners) studying at AMU, Aligarh. The tools were individually administered to all the participants of the study and all the possible precautions were taken. t-test was used for analyzing the data. Significant differences were found between the two groups. According to the world Health Organization (WHO), there is no "official" definition of mental health. Cultural differences, subjective assessments and competing professional theories all affect how "mental health" is defined. In general most experts agree that "mental health" and "mental illness" is not the same thing. In other words, the absence of a recognized mental disorder is not necessarily an indicator of mental health.

KEYWORDS: *Mental Health, Level of Stress, Foreign and Indian students.*

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