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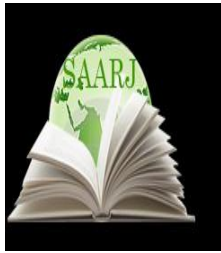
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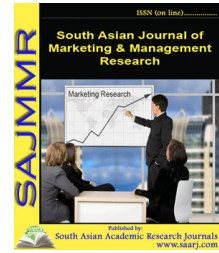
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South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Reviewed International Journal)



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ROLE OF CAREERISM IN THE RELATIONSHIP BETWEEN PROCEDURAL JUSTICE AND WORK ENGAGEMENT

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ABSTRACT

This study has examined the direct and interactive effect of employee's perceived organizational procedural justice and careerism on work engagement. Self-reported perceptual cross-sectional data obtained from 546 employees have been analyzed quantitatively. Direct effects of organizational procedural justice on work engagement was measured positive and significant. Likewise, direct impact of employees' careerism on their work engagement was measured negative and significant. Regarding the interactive effect of organizational procedural justices and careerism on work engagement; careerism moderated the relationship of organizational procedural justice with work engagement. Precisely, this study revealed that increase in level of careerism caused to decrease in strength of positive association of organizational procedural justice with work engagement. Moreover, buffering moderation of careerism in the relationship of organizational procedural justice with work engagement was comparatively stronger for those employees who have high level of organizational procedural justice and vice-versa.

KEYWORDS: *Procedural Justice, Careerism, Work engagement*

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INFLUENCE OF FAMILY RELATED ISSUES ON WORK LIFE BALANCE

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ABSTRACT

Human capital theory provides an avenue for understanding the direct influence of family based inputs in combination with the work-based inputs on work life balance. From this perspective, it is clear that inter role conflict occurs when one domain interferes with the other and in all probabilities; a struggle to maintain a balance between the two ensues. Family issues varies from region to region. This trend is more specific and important in the Indian context due to its patriarchal nature and traditionally male dominated etiquettes, which add more teeth to family related issues . Similarly, the recent trend of increased female enrolment in paid employment outside home has created particularly peculiar situations in the work places with its wide ranging ramifications on WLB issues. Service sector is one such area witnessing large scale employment opportunities for women. However, studies pertaining to the specific contributions of FRI on the WLB of service sector employees in the Indian context are very limited and there is a dearth of knowledge in this area of research, which has individual, organizational as well as social relevance. Therefore, the present study attempts to fill this gap to the extent to which it is possible so that the major objective of the present study is to test the nature of relationship between FRI and WLB among service sector employees in Chidambaram taluk, Tamil Nadu. The various service sector organizations covered in this study were education, healthcare, finance and banking, information and communication enabled services (ITES), transport, law and order, civil administration and hospitality sectors. The study revealed the presence of three clusters of employees with high, medium and low level of family related issues. High level Family related issues were found to be negatively associated with work-life balance.

KEYWORDS: *Human capital theory, work-life balance, family related issues, Service sector*

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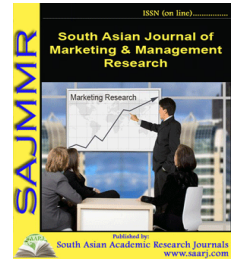
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RURAL DEVELOPMENT POSIBILITY BY SELFEMPLOYMENT AND SKILLED ENTERPRINER OF RAJNANDGAON CHHATTISGAH UNDER SWARNJAYANTI GRAM SAWAROZGAR YOJNA

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ABSTRACT:-

Rural development is a process to realize certain goal and values that can be viewed as giving better opportunity of employment to the population of rural Indian or can be said human resource for skilled and development source of India. Economy can only be get developed by effective management of resource both material and human with the objective of best output from it without any forceful action or it can be said that with their own wish and getting more income generation from it. Rural development programmes are playing their best role to fulfill it specially the impact of Swarnjayanti Gram Swarozgar Yojana can be clearly seen this process throw training, motivating, controlling, giving financial help to them and getting their value able remark towards the development not only by self employing rural area but towards the whole economic growth.

KEYWORDS: Opportunity, Consumed, Education, Improve Technology, Transportation,

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