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VISION

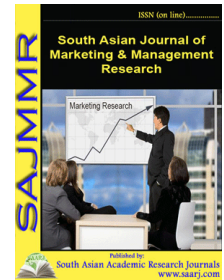
The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, 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.



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ACCESS TO UGC-INFONET E-JOURNALS CONSORTIUM BY THE PG STUDENTS AND RESEARCH SCHOLARS IN ALAGAPPA UNIVERSITY LIBRARY: A SURVEY

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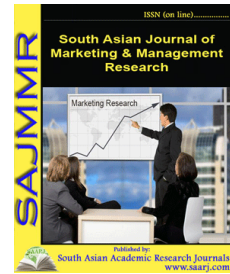
ABSTRACT

UGC-INFONET E-Journals Consortium launched by UGC is one of the biggest and ambitious programmes in the history of higher education in India. All universities and colleges who are under the purview of UGC have been provided UGC-INFONET connectivity and access to scholarly e-Journals and Databases. The purpose of this paper is to investigate the use of the Consortium by the PG students and Research Scholars in the Alagappa University, Karaikudi. Further, the data is collected through a questionnaire to study the information needs of the PG students and Researchers and in the Alagappa University, Karaikudi. The paper reveals that UGC- INFONET Consortium is very much essential to help in fulfilling the ever increasing information needs of the users. There is also need to create awareness and train the users to access the UGC-INFONET Journals to make its uses effectively and efficiently. Furthermore, addition of new of Journals in the Consortium is necessary to keep the users updated and satisfy their needs.

KEYWORDS: *UGC-INFONET; Consortium; Electronic sources of information; Users; Alagappa University Library.*



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A STUDY ON FACTORS AFFECTING BRAND LOYALTY OF CONSUMERS FOR PASSENGER CARS IN PUNJAB

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ABSTRACT

Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service, or other positive behaviors such as word of mouth advocacy. This study intends to identify the purchase behavior of customers of passenger cars in Punjab. The study also attempts to identify the various factors affecting brand loyalty for car brands in Punjab and an effort has been made to analyze the relation of brand loyalty with demographic characteristics of the consumers. The present study is based on primary data and the same has been collected through a non-disguised structured questionnaire consisting of questions on likert scale, multiple choice and open ended type. The study was conducted on 200 respondents from Punjab with different demographic characteristics using simple random sampling method.

KEYWORDS: Brand Switching, Brand Loyalty, Car Purchases, Reasons to purchase, Factor Analysis.



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LEARNING ORGANIZATION SURVEY IN PRIVATE AND GOVERNMENT AIDED EDUCATIONAL INSTITUTIONS – A COMPARATIVE STUDY

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ABSTRACT

In a very dynamic and competitive global scenario of today the key challenge is about how to develop, utilize and sustain continuously the knowledge potentials in an enterprise. For any growth or survival, learning is imperative. Learning organization is where continuous learning, development and innovation are as natural as breathing and an embedded part of the organization's culture (values and beliefs). Academic institutions play a significant role in nation building by providing rich minds and brains to the corporate world. The present study thus tries to compare and profile the learning organization of a private engineering college with that of a government aided college. The samples for the study consisted of 100 faculty members (50 from private, 50 from government aided college) with over 2 years of experience with the institution. The data was collected using Learning Organization Profile (LOP) survey developed by Dr. Udai Pareek (2002). The data collected was subjected to appropriate statistical analysis namely Reliability Analysis, One Way ANOVA and Correlation Analysis. The results revealed there is a significant difference between private and government college faculty members in Holistic Frame, Shared Vision, Empowerment, Information Flow, Internality, Learning, Synergy dimensions of the learning organization profile. There is no significant difference between private and government college faculty members in the strategic thinking dimension of learning organization profile. It is also found that there is a fair association among the dimensions of Learning Organization profile.



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PERFORMANCE APPRAISAL OF EMPLOYEES BY INDIAN CORPORATES

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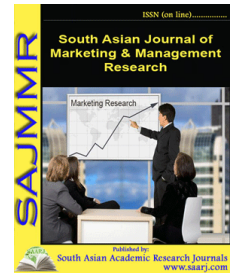
ABSTRACT

Performance appraisal is an analysis of an employee's recent successes and failures, personal strengths and weaknesses, and suitability for promotion or further training. It is also the judgement of an employee's performance in a job based on considerations other than productivity alone. Performance appraisal of an employee is important in managing the human resources of an organization. In this paper, we explain the modern methods used in the organization for appraise the performance. If the organization use the wrong methods or ineffective in performance appraisal, then it would very much affect the employees rewards, future carrier path and also affect the growth of the organization. So we portray the problems in the performance appraisal and also give suggestion for an effective performance appraisal in the theoretical way based on in this field experts' ideas.

KEYWORDS : *Performance appraisal, employee, modern methods, experts ideas.*



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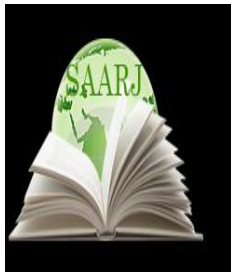
A STUDY ON EMPLOYEE ENGAGEMENT IN TAMIL NADU NEWS AND PAPERS LIMITED

P.Rathinam*

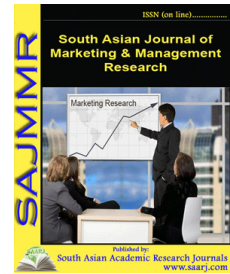
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ABSTRACT

A positive attitude held by the employee towards and its values. Today most of the organizations realize that a satisfied employee is not necessarily the best employee in terms of loyalty and productivity. It is only an engaged employee who is intellectually and emotionally bound with the organization, who feels passionate about its goals and is committed towards its values thus he goes the extra mile beyond the basic job. An engaged employee works with colleagues to improve performance within the job for the benefit of the organization. The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employee. Employee Engagement reflects on the imported phase that is productivity. There are many other factors other than monetary benefits. Here, the investigator has received the feed back of the employees regarding twenty statements, which are important for the employee engagement.



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INFLUENCE OF FEMININE TRAITS ON THE JOB PERFORMANCE OF WOMEN EXECUTIVES IN COMMERCIAL BANKS IN PONDICHERRY

P. Ashok Kumar*; Dr. K. Sundar**

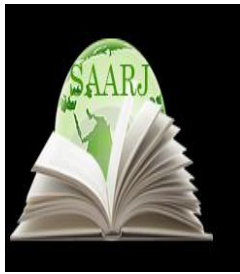
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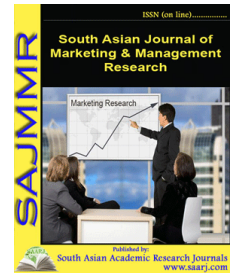
ABSTRACT

The distinctive feature of Indian career women is that they do not abandon their conventional role of home maker while taking any job. In the context of epoch making changes that the Indian banking scenario witnesses, their level of performance needs an in-depth analytical study further, women are said to blend judiciously the traditional love for home and professional excellence. They possess certain inborn qualities of patience, tolerance, courtesy, affability etc. – qualities most required for banking which is essentially a service industry. The present study is aimed at helping the high level authorities to frame a suitable policy for recruitment of women employees on a large scale if the findings confirm that their innate traits influence significantly their performance efficiency. The present study investigated the relationship between demographic factor of women executives and their level of feminine traits. The conclusion has been given. As for banks all the three kinds of banks – public sector, private sector and new generation private sector commercial banks were surveyed. The conclusion has been given.

KEYWORDS: *Feminine Traits, Women Executives, Women in Banking, Work Performance, Working Women.*



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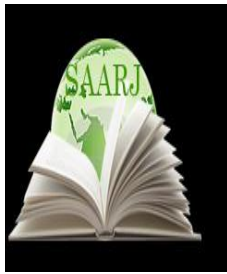
IS MIGRATION A STRATEGY FOR BETTER QUALITY OF LIFE?

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ABSTRACT

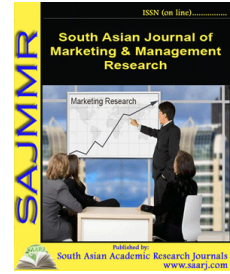
The pressures of human migrations, whether as outright conquest or by slow cultural infiltration and resettlement, have affected the grand epochs in history (e.g. the Decline of the Roman Empire); under the form of colonization, migration has transformed the world (e.g. the prehistoric and historic settlements of Australia and the Americas). Population genetics studied in traditionally settled modern populations have opened a window into the historical patterns of migrations, a technique pioneered by Luigi Luca Cavalli-Sforza. Smith (1997) despite the great variation in the migration patterns across the region and the extremely complex combination of economic and social motivations for migration, a number of similar motivations seem to underpin the decisions to migrate. International migration is often explained by a basic push-and-pull model: economic conditions, demographic pressures, and unemployment “push factors” in the sending countries work in coordination with higher wages, demand for labor, and family reunification “pull factors” in the migration receiving countries. An individual can have an economic opportunity in another place, but not take it up if their departure would cause emotional hardship in the sender community. In Sarah Harbison's words, the family "is the structural and functional context within which motivations and values are shaped, human capital is accrued, information is received and interpreted, and decisions are put into operation".



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DEVELOPMENT OF WOMEN ENTREPRENEURSHIP AS CORPORATE SOCIAL RESPONSIBILITY INITIATIVE- A CASE STUDY APPROACH

Dr. V.Sailaja*; Prof. P.Murali Krishna**

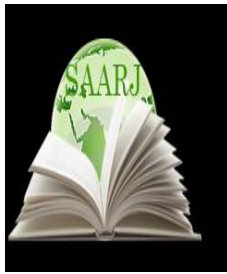
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ABSTRACT

Corporate Social Responsibility is becoming an important component in the organizational programs. The basic motto of business organizations was always maximization of profits. All their strategic initiatives were associated towards it. But now many companies have understood that they have a significant role to play in improving the welfare of the society. Moreover they have realized that organizations sustainability depends upon the society in which they are operating. In the past few decades companies have decided voluntarily to bestow to a better society and a hygienic environment. Many researches focused on the behavior of female entrepreneurs in terms of traits, motivations, and success rates and their gender-related distinctiveness etc. Even though large amount of literature is available on Women Entrepreneurship, still there is a need for more research on female entrepreneurship—particularly on intervention of successful corporate paramount's of developing countries which are initiating many programs aiming at promotion of entrepreneurship and empowerment of women in the process. In this back drop an attempt has been made to review the literature on corporate social responsibility, women Entrepreneurship thus bringing the conceptual insights of Corporate Social Responsibility and Women entrepreneurship. The present paper aims to understand the emerging trends in corporate social responsibility. An attempt is thus made to examine the CSR initiatives of organizations that aim at development of women entrepreneurship with reference to various case studies. There is a paradigm shift in the concept of CSR where in most of the organizations are viewing it as a serious activity. They are not undertaking CSR just to Market their products, or to maintain public relations. Now days, most of the organizations are viewing it as a serious activity. Moreover many companies like HUL, Canara Bank, IBM, and The Goldmansachs are concentrating on Women Entrepreneurship Development in pursuit of CSR Initiative.

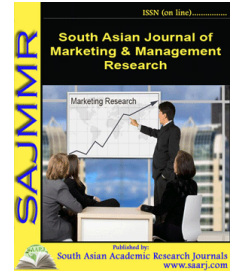
KEYWORDS: *Corporate Social Responsibility, Women Entrepreneurship, Women Entrepreneurship development as CSR initiative.*



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IT AND INFORMATION SECURITY

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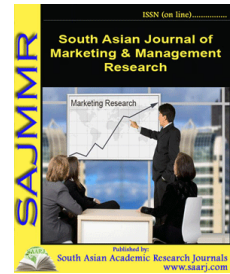
ABSTRACT

Internet has come to stay in all activities of most of the people who carry out transactions such as reservation for journey, payment of bills, bank transactions, medical prescriptions and so on and so forth in their every day life. Such activities involve handling of storage and retrieval of information. When computers became popular in public use, the devices were of stand alone nature. Therefore there was no problem for individuals or organisations in ensuring the security of information stored in the computers. However, with the connectivity of computers with outside world through Internet the information held privately in computer became accessible to unknown persons who could play mischief by hacking, phishing, etc. That is, information stored in computers fallen prey to unscrupulous and unauthorised persons for manipulations by them. Sometime ago, strangers entered the house of a owner of private company running the business of employment exchange at mid of night, opened his computer and attempted to steal the data of prospective candidates who had applied for job. On hearing the commotion the owner woke up and the thieves ran away. The number of such cyber crimes have increased recently thus putting at grave risk the business of corporations. Of late, there have been a large number of cases of abuse of computer information. In this modern age of widespread internet use for various business activities of an organization, it has unwittingly exposed the confidential information of these organizations to hackers and antisocial elements. This has endangered the security of information of the organizations to very high level of risks. Classified information at the hands of anti-social elements could jeopardize the security of the country too. Information Security (IS) is the most important aspect of IT and its risk management helps the organizations to identify and manage the potential risks associated with information and information technology in a cost-effective way.



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**CUSTOMER PERCEPTION TOWARDS SERVICE QUALITY WITH
SPECIAL REFERENCE TO SPECIALTY RETAIL STORES**

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ABSTRACT

This research is focused on the Customers perception and satisfaction towards retail specialty Stores in Chennai City. Various Dimension related to service quality are been analyzed and measured. This study helps us to understand the customer's perception towards various dimensional SERVQUAL and identifying those dimensions which have to be concentrated which leads to customer satisfaction and retain loyal customers by providing additional services preferred.



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DRUG ABUSE ON HEALTH CONDITION

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ABSTRACT

Drug abuse is a complex phenomenon, which has various social, cultural, biological, geographical, historical and economic aspects. The disintegration of the old joint family system, absence of parental love and care in modern families where both parents are working, decline of old religious and moral values etc lead to a rise in the number of drug addicts who take drugs to escape hard realities of life. Drug use, misuse or abuse is also primarily due to the nature of the drug abused, the personality of the individual and the addict's immediate environment. The processes of industrialization, urbanization and migration have led to loosening of the traditional methods of social control rendering an individual vulnerable to the stresses and strains of modern life. The fast changing social milieu, among other factors, is mainly contributing to the proliferation of drug abuse, both of traditional and of new psychoactive substances. The introduction of synthetic drugs and intravenous drug use leading to HIV/AIDS has added a new dimension to the problem, especially in the Northeast states of the country. Drug abuse has led to a detrimental impact on the society. It has led to increase in the crime rate. Addicts resort to crime to pay for their drugs. Drugs remove inhibition and impair judgment egging one on to commit offences. Incidence of eve-teasing, group clashes, assault and impulsive murders increase with drug abuse. Apart from affecting the financial stability, addiction increases conflicts and causes untold emotional pain for every member of the family. With most drug users being in the productive age group of 18-35 years, the loss in terms of human potential is incalculable. The damage to the physical, psychological, moral and intellectual growth of the youth is very high. Adolescent drug abuse is one of the major areas of concern in adolescent and young people's behavior.

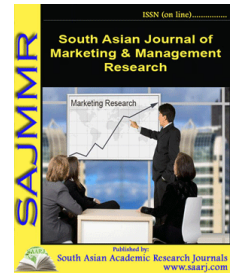
KEYWORDS: Drug abuse, Health and Social Evil.



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PROCUREMENT OF RICE IN INDIA

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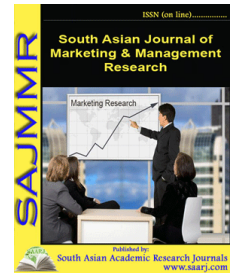
ABSTRACT

The main purpose of the study is to analyze the procurement of food grains by government of the system of procurement by FCI and the states; efficiency and economy in storage and movement operations; effectiveness of distribution arrangements of government to ensure that all people has access to food grains; procurement has been undertaken mainly under price support operations.



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**A STUDY ON STRESS IN THE WORK PLACE
& COPING STRATEGIES**

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ABSTRACT

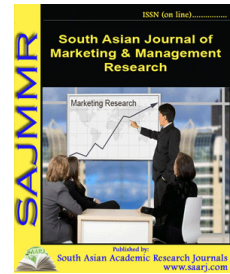
Stress is a fact of everyday life. When people reach out for help, they are often dealing with circumstances, situations, and stressors in their lives that leave them feeling emotionally and physically overwhelmed. Stress can best be described as an individual's responses to pressure. The pressure at work comes from the physical environment, the characteristics of the job, the organization's culture, and the people in the organization. The VST Motors Group is a well recognized brand name in India's automobile dealership fraternity. The various companies in the group have long standing associations with multiple automobile manufacturers, generations of loyal customers, the local community and workforce and the finance and banking industry. The group comprises of various companies that deal in the retail and servicing of passenger cars, multi-utility vehicles and commercial vehicle across Tamilnadu. Here we study the level of stress in work place in relation to VST Motors employees at Katpadi.

KEYWORDS: *Stress, Organisational Stress, Stressors.*



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**A STUDY ON WORKING CAPITAL MANAGEMENT IN
LOYAL TEXTILE MILLS LIMITED, CHENNAI**

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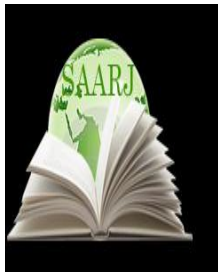
ABSTRACT

Working capital is very important for any organization to meet its day to day expenses and to meet short term due obligations. An efficient management of working capital is necessary for smooth functioning of the organization and also for maintaining its profitability.

This study was undertaken to evaluate the extent to which working capital has been effectively utilised by Loyal Textile Mills Ltd. This was analysed with the past five year's financial statements of the Organisation.

The study helped in highlighting various statistical tools such as Ratio analysis, Correlation, Boumal's Model for calculating optimal cash balance and Z-Score model for finding the credit worthiness of the company.

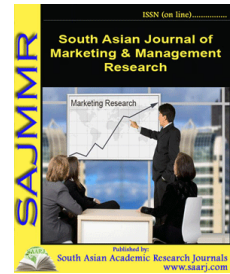
Based on the various analysis, it is found that the overall working capital management of Loyal Textile Mills Ltd. is satisfactory. However in certain areas, the company has to improve its efficiency for which suitable suggestions were given.



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A STUDY ON STRESS MANAGEMENT AMONG EMPLOYEES WORKING IN STEEL INDUSTRY

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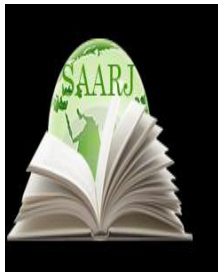
ABSTARCT

Problems of stress are very common in some industries such as Iron and Steel Mills, Glass and Ceramic Units, Forge shops, Foundries, Bricks and Tiles Factories, Thermoelectric plants, Cements, Coke ovens, Laundries, Mines and many others. There are many work places in these units where artificial hot climates are deliberately created for the requirement of some processes. Whenever an individual is exposed to stress condition, there is a resulting strain due to considerable changes in many physiological reactions such as 'sweat production', 'increased heart rate' and 'higher core temperature' etc. The greater the stress level, the greater is the degree of strain experienced.

Stress can be physical, psychological, or social, and can stem from virtually any circumstance, depending on the person. Positive stress is referred to as eustress, which often gives us our competitive edge in performance-related activities. Eustress is stress that the body can chemically dissipate without physiological damage—helpful in moving individuals toward achievement.

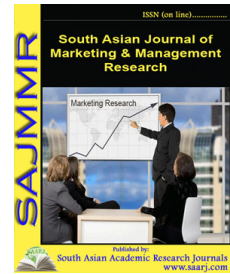
On the other hand, distress is negative stress, such as constant worry, that can be physically or psychologically harmful if ignored. Distress is what people aim to manage through use of coping strategies.

KEYWORDS: *Stress, Distress, Eustress, Psychology, Coping strategies, Competitive Edge.*



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**GENDER DIFFERENCES IN SEX EDUCATION –
A CASE STUDY OF GURGOAN**

Tika Ram*; Dalbir Singh**

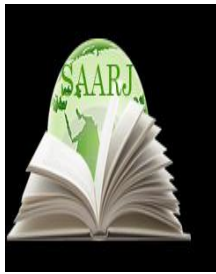
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ABSTRACT

Imparting sex education is a complex issue as it has social, political and religious implications. It is equally important too as it is integral part of life considering nature of sex needs. Most of the information on sex education is learned informally. The changing social and cultural environment due to explosion of information technology necessitates addressing issues of sex education. Imparting sex education needs achieving a balance between providing young people with information and developing their skills in sexual empowerment. The study is an attempt to identify issues of sex education and what are gender considerations in imparting sex education.

KEYWORDS: Sex Education, Gender.



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CELEBRITY ADVERTISING AND ENDORSEMENT: A CASE STUDY OF BHARTI AIRTEL LIMITED AND IDEA CELLULAR

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ABSTRACT

Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to help promote a product and service. In the present study we tried to know the effectiveness of celebrity endorsement on Brand Awareness and consumer buying behavior. The Association between the effectiveness of celebrity endorsement and brand has been also analyzed. Two case studies, Bharti Airtel Limited and idea Cellular have been discussed. To know the consumer views about celebrity endorsement, 300 respondents' views have been analyzed. After analyzing the data we found that the marketing strategy of Airtel is VAS oriented while idea is product feature and celebrity endorsement. We have also found that more than half of the respondents said that being familiar with celebrity is influencing the purchase decision. And the information coming from the celebrity influences the purchasing power. We concluded that the celebrity endorsement used by the idea is more and better than the Airtel because the awareness of celebrity of idea is more than Airtel and the suitability of celebrity is more and the when respondent see the picture of Abhishek then most of the respondent recall and recognizes idea as a brand.

KEYWORDS: Endorsement, Effectiveness, Campaign, Well-Known, Awareness,

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