

**SAJMMR**

**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 2017 = 5.169

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](mailto:sajmmr@saarj.com)

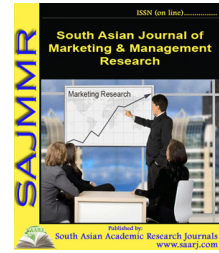
## VISION

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.



# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Reviewed International Journal)



SR. NO.	PARTICULAR	PAGE NO	DOI NUMBER
1.	A STUDY ON FACTORS INFLUENCING LEADERSHIP EFFECTIVENESS IN A LARGE PSU  Dr. RS. Ramesh, Mamta Kulkarni	4-9	10.5958/2249-877X.2018.00033.4
2.	CHANGE STAGES IN ADDICTED PEOPLE REHABILITATION  Gazieva Fotima	10-16	10.5958/2249-877X.2018.00034.6



# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2249-877X.2018.00033.4**

## **A STUDY ON FACTORS INFLUENCING LEADERSHIP EFFECTIVENESS IN A LARGE PSU**

**Dr. RS. Ramesh\*; Mamta Kulkarni\*\***

\* Professor,

Dept. of MBA, SJBIT.

Bangalore, INDIA.

Email id: raekawadi@hotmail.com

\*\*Research Scholar,

PGDMS, JSSATE,

Bangalore, INDIA.

Email id: mamtakrupa@gmail.com

### **ABSTRACT**

*This investigation aims to describe effective leadership and how it can bring progressive change that helps the organization to advance and be pioneering in the current industry environment. In this paper how extraneous factors influence and impact on effectiveness of leadership was discussed, for instance motivation, organizational effectiveness expressions, if there is no effective leadership in the organization there will not be motivate and influence followers /subordinates. In this way they are able to effectively and efficiently bring about the necessary transformations that will bring the organization into the future while keeping well-informed with current changes in the corporate world. Leader as well as follower must possess leadership and motivational traits. An effective leader must have a thorough knowledge of motivational aspects for others. He must realize the basic needs of employees, peers and his superiors. . The research findings may raise the awareness among top managers of implementing the influencing and motivating factors for effective leadership.*

**KEYWORDS:** Leadership, Effectiveness, Motivation.

## **BIBLIOGRAPHY**

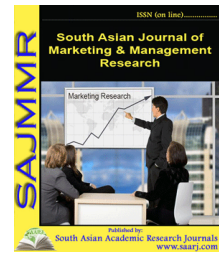
1. Abou- Moghli, A. (2015). The role of organizational support in improving employee's performance. *International Business Research*, 8(2),198-203.
2. Atkinson, P., & Mackenzie, R. (2015). Without leadership there is no change. *Management Services*, 59(2), 42-47.
3. Azzam, A. M. (2014) Motivation to learn: A Conversation with Daniel Pink. *Motivation Matters*, 72(1), 12-17.
4. Cabeza-Erikson, I., Edwards, K., & Van Brabant, T. (2008). Development of leadership capacities as a strategic factor for sustainability. Karlskrona: Blekinge Tekniska Högskola.
5. Du Plessis, M. (2007). The role of knowledge management in innovation. *Journal of knowledgemanagement*,11(4), 20-29.
6. Freifeld, L. (2013). EMERGING TRAININGLEADERS. *Training*,50(3), 20-31.
7. Friedman, B.A. (2007). Globalization implications for human resource management roles. *Mployee Responsibilities and Rights Journal*,19(3), 157-171.
8. Ganta, V. C. and Manukonda, J. K. (2014).Leadership During Change And Uncertainty In Organizations. *International Journal of Organizational Behaviour& Management Perspectives*,
9. Creativity And Innovation: The Leadership Dynamics:<https://www.fsb.unizg.hr/brodogradnja/UZIR-Essay-2017-Maric>.
10. Dunne TC, Aaron JR, McDowell WC, Urban DJ, Geho PR. The impact of leadership on small business innovativeness. *Journal of Business Research*. 2016; 69(11):48764881.
11. Daniel Goleman, Richard Boyatzis, Annie McKee: Leadership: Realizing the Power of Emotional Intelligence :Harvard Business review:(2013)
12. Judith Glaser: Conversational Intelligence: How Great Leaders Build Trust and Get Extraordinary Results; Biblio motion Inc.(2014)





# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: **10.5958/2249-877X.2018.00034.6**

## CHANGE STAGES IN ADDICTED PEOPLE REHABILITATION

**Gazieva Fotima\***

\*Researcher,  
National University of Uzbekistan  
UZBEKISTAN  
Email id: independent.2017@inbox.ru

### ABSTRACT

*The article is dedicated to one of the most pervasive problems of the contemporary – drug addiction and its rehabilitation. Author describes in it psychological aspects of rehabilitants' behavior, cognitive, emotional, volitional qualities, self-assessment, expectations. It also contains correlation of change stages with other factors and recovery tandem. Scientist discovers peculiarities of addicted peoples' rehabilitation stages and makes important conclusions. The first group consisted of medical rehabilitants, which remained at least 20-30 days in the centre. Substance abuse experience embraced from 1 year to 18 years; average group score is 7 years. The other group named psychological rehabilitants' group consisted of 60 patients. These group members were involved in psychotherapy and stayed in centre from 3 month up to 9 and 12 months. Process of rehabilitation badly needs emotional involvement. During rehabilitation process patients with alcohol or drug addiction reassess life values and have more positive assessment of intellectual -,363(\*\*), personal abilities -,344(\*\*).*

**KEYWORDS:** *Locus Control Level, Readiness To Changes, Pre contemplation, Contemplation, Action Stages, The Total Correlation, Partial Correlation, General Internality, Internality In Achievements, Failures (Unsuccessfulness), Family Relationships, Interpersonal Relationships, Work Relationships, In Health And Disease.*

**REFERENCES**

1. Stacey C. Tobin (2018), Ph.D., How Cocaine Cues Get Planted in the Brain [Accessed 9th September 2018] Available from World Wide Web: [http](http://www.who.int)
2. <http://www.who.int>
3. Газиева Ф.Э. Аддиктив хулқлилар психологияси. – Т.: Nosir, 2014.
4. Газиева Ф.Э. Аддиктив хулқли беморларнинг эмпирик тадқиқоти. – Т.: Nosir, 2014.

## 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. Celaleddin 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

- ❶ Management and Economics
- ❷ Financial Management and Accounting
- ❸ Industrial and Business Management
- ❹ Entrepreneurship Management
- ❺ Marketing Management
- ❻ 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