

Reinventing Issues in
BUSINESS MANAGEMENT & RESEARCH

Reinventing Issues in
Business Management & Research

Editors

Dr. Ajay K. Rajan

Dr. Suman Pahal

BHARTI PUBLICATIONS
DELHI (India)

Copyright © Reserved

All rights reserved. No part of this publication may be reproduced or transmitted, in any form or by any means, without permission. Any person who does any unauthorised act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

First Published, 2013

ISBN : 978-93-81212-49-3

Printed in India:

BHARTI PUBLICATIONS

C-1/181, Nand Nagari, Delhi-110 093

Mobile : 09210047042

E-mail : bhartipublications@gmail.com

info@bharatipublications.com

Website : www.bhartipublications.com

PRINTED IN INDIA

Published by Onkar Bharti for Bharti Publications. Typeset by Gaurav Graphices, Rajouria Printers, Delhi.



From the Desk of Editor

The parameters of doing business today - the rapid change, extreme volatility and high uncertainty - have become critical business differentiators. Deep structural shifts in markets and in economic values are profoundly altering the nature of wealth and its owners. Technology has bought access to colossal amount of information at workstations everywhere. Such unrelenting changes blur the view of corporate leaders. As global competition is shifting from infrastructure intensive to knowledge intensive environment, we need to know how to capitalize on human capital and its pool of knowledge. Therefore, what organizations needs today is not just people who do, but those who dream, think and perform. The synergy of creativity and innovation, coupled with total commitment, becomes paramount in fulfilling dreams.

As the need to dwell upon how to create and adopt innovative strategies to succeed in emerging competitive scenario has been increasingly felt by corporate leaders and management scholars, the International Conference on Management and Business Research (ICMBR) was conceptualized and organized by STMP so as to provide platform to business executives, academicians, researchers, industry leaders, government and non-government representatives, management consultants, and service providers to deliberate upon the challenges unleashed by radical changes triggered by economic, social, technological, political and cultural drivers the world over. This conference was aimed to facilitate the examination, brainstorming and analysis of the issues considered vital and critical for survival and growth.

(vi)

The results of this conference was not only enlivening experience for the participants but also an opportunity to take back with them a set of enduring strategies to accelerate the rate and quality of respective businesses. This book is an outcome of the such enriching latest business and management research studies presented in this conference and the experiences shared by the leading practioners in form of empirical studies, industry research, case studies, best practices, and technology solutions enabling the business executives and academia to understand and apply the evolving paradigms of business. This book captures the essence of the deliberation to reach them to management students, scholars, industry and business leaders and practitioners.

A handwritten signature in blue ink, appearing to read 'Ajay K. Rajan', with a stylized flourish at the end.

(Ajay K. Rajan)

Contents

From the Desk of Editor v

**SECTION-I
FINANCE AND ECONOMICS**

- 1. Inventory Allocation in Manufacturing-Distribution Supply Chain Network** 3
Bassem Roushdy
- 2. An Overview of Banking Sector** 15
Ankita Srivastava
- 3. A Survey on Implementing IFRS in India** 24
Anu & Dinesh Sharma
- 4. Innovation and Growth: A Perceptive to the Indian Banking Industry** 33
Bimal Jaiswal & Preksha Singh
- 5. Self Help Group (SHG) Bank Linkage Programme and their Role on Women Empowerment** 44
Bimal Jaiswal & Saloni Bhasin
- 6. Operational Risk in Commercial Banks: An Introduction and Guidelines to Prevent** 64
Meenakshi Chaturvedi & M.K. Rastogi
- 7. Impact of US Financial Meltdown on Indian Stock Brokerage Firms: Insights & Implications for the Future** 72
Naveen Kumar Baradi, Guroinder Sandhu & Pratik Shah

8. An Econometric Modelling of Tourism, Globalisation and Growth: Evidences from India	85
<i>Onkar Nath Mishra</i>	
9. Investment Strategy Through Mutual Funds	95
<i>Rajpal Singh Rawat, Harish Chandra Raturi & Kamal Ahemd</i>	
10. Economic Scenario in Europe and its Impact on India	105
<i>Amit Chakrapani</i>	
11. Financial Inclusion: Issues and Challenges	116
<i>Nallabelli Radhika</i>	
12. Global Financial Crisis: Impact on Life Insurance Sector in India	122
<i>Mohd Taqi & Nikita Kumari</i>	
13. Foreign Direct Investment Flows in India with World Scenario: An Analytical Study	132
<i>Anshu</i>	
14. Volume of Equity Market in India	143
<i>Rishikesh Agarwal</i>	
15. Developing Linear Programming Model to Reduce Bottleneck Operation: An Approach to Minimize Labor Cost of Ready Made Garments Sector in Bangladesh	149
<i>Mohammad Masum Iqbal, Sayedul Anam & Anuz Kumar Chakrabarty</i>	
16. RBI's Repo Rate: Past and Present Senario	159
<i>Azra Bano</i>	
17. Changing Scenario in Finance: An Innovation	165
<i>Samiron Mukherjee</i>	

SECTION – II
MARKETING MANAGEMENT

18. Radio Advertisements and Promotion of Insurance and Mutual Funds Products	177
<i>B.S. Arjun</i>	
19. Association of Brands as an Integral Part of Consumer Lifestyle for Household Electronic Items	183
<i>Kiran L Maney & Soney Mathews</i>	

20. Guerrilla Marketing: Achieving Conventional Goals with Close to Zero Budget Creative Tactics	193
<i>Ruchi Singh Maurya</i>	
21. Impact of Print Recruitment Advertisement Applicable for IT Organisations	200
<i>Soney Mathews & Devpriya Dey</i>	
22. Glimpse of Sensory and Experiential Marketing: A Study on Consumer Buying Behavior	212
<i>Uday Prakash Tiwari & Dilip Kumar Pandey</i>	
23. Understanding Brand Life Cycle-Important Tool of Marketing	224
<i>Meeta Gawri & Prabhdip Brar</i>	
24. Impact of Mass Media in Society	232
<i>Sushil Kumar Lal</i>	
25. Effectiveness of Social Marketing and Media in Redressal of the Problem of Female Foeticide	237
<i>Payush</i>	
26. Factors Motivating the Customers to Purchase Two-Wheelers and Three-wheelers in Kerala: An Application of Friedman Test	243
<i>P.N. Harikumar</i>	
27. Impact of Bulk Buying on Customer Store Choice and Patronage Behavior: A Study of Indian Hypermarkets	248
<i>Nidhi Gupta & Sapna Singh</i>	

SECTION – III
HUMAN RESOURCE MANAGEMENT AND ORGANIZATION
BEHAVIOUR

28. Flexible Working Arrangement and Employees' Retention at Nigerian Bottling PLC	259
<i>Ekwoaba Joy Onyinyechi & Ideh Dumebi Anthony</i>	
29. Exploring Consumer Expectations and Satisfaction in Cellular Services	271
<i>Astha Sharma, Smita Singh & Himanshu Yadava</i>	
30. A Study on Integration of SCM, ERP and CRM	280
<i>Biju M. K., Saji Kuriakose & Faisal U.</i>	

31. Retaining Talent in Retail Sector: A Study from City Kota	289
<i>Miss Chandan Medatwal</i>	
32. Work Engagement at BSNL: A Study of Executives	298
<i>G.V. Bhavani Prasad & D. Pranathi</i>	
33. Employee Attrition: A Case Study of Cooper Corporation Pvt. Ltd. Satara (M.S.)	307
<i>R.D. Kumbhar & S.R. Nikam</i>	
34. Human Capital Creation Through The Application of Adam Grant's Give and Take Model: An Empirical Study	322
<i>Minu Mehta & Dinesh Pursnani</i>	
35. Goal Setting for Employee Engagement	332
<i>Sapna Malhotra</i>	
36. Logistic Performance in the Textile Sector	340
<i>Siddhartha Rajagopal & V.B. Khanapuri</i>	
37. Critical Success Factors of HR Outsourcing in Manufacturing Sector	350
<i>Ajay Rajan & Suman Pahal</i>	
38. Job Satisfaction and Turnover Intention of Employees in Retail Sector	359
<i>Suman Pahal</i>	
39. Challenges faced by Indian organisation for Human Resource Development	370
<i>Mukund Chandra Mehta</i>	
40. Ways to Improve the Levels of Emotioinal Status of Employees-Work Motivation, Job Satisfaction and Organisational Commitment by Analysis Method of Literature Review & Strategies, Commitment	376
<i>Lalit Kumar Pant</i>	
41. Exploring Consumer Attitude and Behavior towards Green Practices in the Lodging Industry in India	386
<i>Pooja Vyas</i>	
42. Job Satisfaction Amongst IT Personnel	394
<i>Soniya Mohil & Monika</i>	
43. A Study of E-CRM Implementation Strategies	403
<i>Ruchi, Pradeep Dahiya & Kritika</i>	
44. The Role Played by Emotional Intelligence in Overcoming Stress	411
<i>Chandra Kala. A.</i>	

SECTION – IV
STRATEGIC AND GENERAL MANAGEMENT

45. Analysis of Tribal Poverty and Malnutrition: A Study Among the Paniya Tribes of Wayanad District	427
<i>N.J. Saleena</i>	
46. Waterless Dyeing: An Eco Friendly Approach for Dyeing	437
<i>Jasbir Kaur & Prabhdeep Brar</i>	
47. An Empirical Study of Perception towards Traditional Wear in Kumaon Region	444
<i>Deepak Joshi</i>	
48. The Evolution and Impact of Social Entrepreneurship	451
<i>S. Usha Priyadarshini & Soney Mathews</i>	
49. A Critical Study on Corporate Social Responsibilities of Coal India Limited: A Case Study of BCCL Dhanbad	460
<i>Sanatan Sadhu</i>	
50. Adsorption of Dye Olive BGL Using Two Different Samples of Activated Carbon By Static Batch Method	465
<i>Rita Kant & V.K. Rattan</i>	
51. An In-depth Analysis of Industrial Dispute Redresser Machineries Bargaining & Working together in Bokaro Steel Plant, Bokaro after Globalisation: A Case Study	473
<i>Sujit Kumar Mathur & Ravi Krishna</i>	
52. E-Governance in India: Efficiency and Challenges	480
<i>Ranbir Gulia</i>	
53. Government Development Programme and Political Awareness Among Muslim: A Study of Dhanbad District	490
<i>Amit Prasad & Ajit Kumar</i>	
54. Growth in Real Estate: An Overview	497
<i>Vikash kumar Keshri</i>	
55. Innovation in Services: Challenges in Conceiving and Commercializing a New Service idea	505
<i>Gaurav Awasthi</i>	
56. NREGA Issue and Challenge: A Case Study of Dhanbad District	518
<i>Sanjay Prasad & Amit Prasad</i>	

57. Six Sigma: The Breakthrough Management Strategy Revolutionizing the World's Top Corporations	525
<i>Pratibha Garg & Deepti Aggrawal</i>	
58. The Evolution of Statistical Software Design: A Futuristic Agenda	536
<i>Sumitha P.V & Rowena Wright</i>	
59. A Study on Working and Performance of Consumer Dispute Redressal Forums in State of Punjab	544
<i>Nidhi Gupta</i>	
60. Women of India: Story of Past One Hundred Years	557
<i>Nandita Rathee & Ombir Singh</i>	
61. Integrating Core Competencies in to CSR Strategies in India	562
<i>Poornima Mishra</i>	
62. Textile Dyeing Industry: Wastewater Hazards Assessment	575
<i>Tripti Basant & Shahnaz Jahan</i>	
63. Expansion of Trade Between India and Australia: A Conceptual Study	584
<i>Prerana Baber & George Thomas</i>	