



VALUE ADDITION
THROUGH EDUCATION

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RESEARCH PAPERS

A Study of System Usage Related Factors Influencing the Expansion of E-Business in Logistics Companies

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Customer Satisfaction from Service Quality of Indian Banks: Gender Comparison

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Organizational Commitment of Mental Health Nurses in Kerala

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Comparison of Working and Retired Population of Anand City towards Investment Planning: An Empirical Study

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BOOK REVIEW

The Four: The Hidden DNA of Amazon, Apple, Facebook and Google

Devaki Nadkarni

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Book Review

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Abstract Compilation

A Study of System Usage Related Factors Influencing in the Expansion of E-Business in Logistics Companies

Logistics is the backbone of an economy and plays a vital role in countrywide economy. It refers to the art and science of managing and controlling the flow of goods, products, services, energy, information and people from the source point to the destination point. With the rapid growth of IT, many companies are taking advantage of information technology to better manage their supply chains. The Web-based SCM system has provided an alternative means of managing an ever-increasing number of suppliers and customers. At the time, the e-business is gaining influence by its effortless and speedy process; the system usage has a great role in it. Therefore the factors related to system usage in the expansion of e-business in Logistics companies have a significant importance. This study is an attempt to identify various factors of system usage in logistics companies. This study also finds out how those factors of system usage are contributing to the expansion of e-business in logistics companies.

Dr. Manasranjan Dashmishra¹

Dr. Rashmi Tiwari²

Keywords : E-business, Internet-enabled SCM, Systems Usage, Distribution chain

Customer Satisfaction from Service Quality of Indian Banks: Gender Comparison

Service marketing literature supports that service quality is the key to customer satisfaction. Services quality and customer satisfaction are often determined on abstract clues. Consumers are diversified by needs, expectations, culture, gender etc and hence consumption experiences differ. A key factor which explains why perceptions vary is the gender. Service quality studies have produced conflicting results regarding gender differences in customer satisfaction. The study explores if customer satisfaction with banking services vary with gender and what dimensions discriminate between them. Data from a convenient sample of 206 bank customers belonging to Indore city was collected during January and February 2016. The data were analyzed through Factor, Descriptive and Multivariate Discriminate Analysis. The study found that the five service quality dimensions are similar to those identified by Parasuraman et al. (1988). Males seem to be less satisfied with the service quality in banks. On two dimensions Reliability and Empathy gender discriminate significantly.

Dr. Manish Mittal¹

Keywords : Service quality, Customer Satisfaction, Gender, Empathy, Reliability, Assurance, Responsiveness, Tangibility

Constructing Indices for Efficient Management of Working Capital in Indian Iron and Steel Sector

Efficiency in managing the working capital is an integral part of the firm's goal in maximising the market value. At the time of increasing capital costs and scarce finance, the part of working capital management takes added advantage as it deeply affects the solvency, profitability and liquidity of the firm. The paper analysed the efficiency of working capital management of companies engaged in the sponge iron producing sector in India. In order to test the efficiency, the Bhattacharya model is adopted in which three indices are applied viz., Performance index, utilization index, efficiency index and OLS Regression model is used to measure the efficiency of working capital management. It is evident from the highly significant statistical test results prove the regression model is well fitted into the sample data. It is concluded from the empirical results, the Indian Iron and Steel sector well managed the working capital of the firm during the period under study.

A. Aroul Marie¹

Dr. R. Azhagaiah²

Keywords : Working Capital Management Efficiency, Alternative Ratio Model, Performance index, Utilization index

Organizational Commitment of Mental Health Nurses in Kerala

Nursing in the mental health sector is a critical duty and . The application of effective HRM skills can improve the quality of service offered. Organizational commitment is a topic of interest in the field of human resource management and organizational psychology. This study assesses the OC level of mental health nurses along with the effect of demographics on it. The data was collected from a sample of one hundred nurses in public and private institutions and the tool used was TCM Employee Commitment Survey. Results of the study indicated that mental health nurses are highly committed to their organisation with high scores in affective commitment scale and moderate scores in continuance and normative scales. Nurses in private institutions were found to be more affectively committed while public sector nurses scored very high in continuance commitment. Highly experienced nurses were more committed than low experienced one. Interestingly no meaningful significant differences were found in OC levels of nurses based on their gender.

Muhammad Abdul Rasheed KP¹

Dr B. Johnson²

Keywords : Organisational Commitment, Mental health nurses, Affective commitment, Continuance Commitment, Normative Commitment

Comparison of Working and Retired Population of Anand City towards Investment Planning: An Empirical Study

Financial investments offer the option of wealth multiplicity and social security. The investment cycle begins with current savings from current income and choosing the right kind of avenue for parking the surplus funds. With a disciplined investment approach and a focused financial roadmap, one can ensure a secured future. The study is an attempt to analyze the awareness and perceptions of working and retired households of Anand city towards investment planning. Besides, the research also analyses the investment habits of the respondents. The findings suggested that the awareness level for traditional investment options was higher as compared to contemporary options. The retired and the working households of the city were observed to be risk averse and believed investing in secured and safe securities. There is a need to spread financial literacy among the respondents of the city for diversified investment options so that they can make informed investment decisions and generate higher returns.

Dr. Bindiya Kunal Soni¹

Dr. Jigna Chandrakant Trivedi²

Keywords : Financial Literacy, Investment Planning, Retirement Planning, Working, Non-Working.

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