

## RESEARCH PAPERS

### Demographic and Health Status of Agricultural Women Workers: A Study in Visakhapatnam District of Andhra Pradesh

*Dr. Dommeti Pulla Rao*

### An Empirical Analysis of Working Capital Decision and Profitability of Indian Corporate Sector

*Dr. Silky Kushwah, Manav Vigg*

### Effect of Gender and Age on the Emotional Intelligence of Employees of Indore Region

*Dr. Pallavi Pattan, Meenal Agrawal*

### Uber's Competitive Advantages of Its Direct Competition in the Private Transport Business in Guadalajara

*José G. Vargas-Hernández<sup>1</sup>, Carlos S. Bustamante-Hernández*

## CASE STUDY

### House of Bread Ltd: Case Study on Aggregate Planning Strategies

*Joseph Sungau*

## BOOK REVIEW

### The Robots are Coming: The Future of Jobs in the age of Automation

*Dr. Ritu Sinha*

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## **Demographic and Health Status of Agricultural Women Workers: A Study in Visakhapatnam District of Andhra Pradesh**

*Women do more than half of the agricultural works in India, still men are considered to be the bread winners. This sense of women being inferior is passed on from one generation through psychological conditionings. The most widespread and de-humanizing discriminations and assault against women are on the psychological level. According to National Committee of Women, the growth in the percentage of women labour force in the organized sector is minimal in the last sixty years i.e. 3.44 per cent in 1911 to 17.35 per cent in 1971. The status of women is connected with their economic status, which in turn, depends upon rights, roles and opportunities for the participation in economic activities. The economic status of women is now accepted as an indicator of a society's stage of development. The study is an attempt to analyse the different issues relating to the demographic and health status of the agriculture women workers and to examine the inter area variations in the selected agriculture women worker households in the relatively advanced Pendurthimandal and relatively interior Devarapallimandals in the Visakhapatnam district in Andhra Pradesh. The study suggested that there is improvement to some extent with regard to social status. But, there is no improvement in the power with dimension of social status.*

**Dr. Dommeti Pulla Rao**

**Keywords:** Demographic, Health Status, Agricultural Women Workers, Visakhapatnam District

## **An Empirical Analysis of Working Capital Decision and Profitability of Indian Corporate Sector**

*Maximising the wealth of the shareholders is what all companies aspire for. All financial decisions are included to achieve this objective. Working capital decision is also considered to be one of the vital financial decisions which lead to wealth maximisation. Working capital decision refers to the management of current assets and current liabilities of the company. The purpose of this study is to examine the impact of working capital decision on company's profitability and to identify which components of working capital effects profitability the most and its degree of effectiveness. This research study is causal in nature as it tries to investigate the impact of working capital management (current ratio, inventory turnover ratio, account receivables turnover ratio; independent variables) on company's profitability (return on assets; dependent variable) with special reference to pharmaceutical sector in India. To conduct this study, financial data has been collected using the official website of 10 pharmaceutical companies and some working capital ratios are calculated for last 10 years period from March 2009 to March 2018. Relationships between working capital ratios and profitability (Return on assets) have been analysed using multiple linear regression using SPSS software. Results indicate that only current ratio has a positive and significant impact on return on assets. Other two variables, inventory turnover ratio and account receivable turnover ratio are insignificant in affecting profitability of pharmaceutical companies in India. It can be concluded that among various components of working capital, cash came out to be the most substantial component that pharmaceutical companies may focus on. It can also be concluded that if pharmaceutical companies maintain high level of cash (both in hand and bank), the profitability of these companies will be high.*

**Dr. Silky Kushwah**

**Manav Vigg**

**Key Words:** Working Capital Management, Current Ratio, Inventory Turnover Ratio, Accounts Receivables Turnover Ratio

## Effect of Gender and Age on the Emotional Intelligence of

### Employees of Indore Region

*Today's service sector is characterized by increasing competitiveness, evolving technology and growing employees' sophistication. Emotional Intelligence is found to be vital for various organizational outcomes like job performance, job satisfaction, organizational citizenship behaviour, and organizational commitment. Organizations need to understand the key benefits of employee performance so that they can contribute towards the overall success of the company. The ability to recognize own feelings and those of others and manage emotions accordingly is the major contributing factor to employees' performance. In other words, to relieve work pressure at the individual level, to adjust with the difficult situations, and to become more productive, maintenance of emotional balance with intelligence is very essential. It involves managing the feelings of persons so that the feelings must be expressed appropriately, this enables the peoples to work together towards the attainment of common goals in a positive environment. Emotional intelligence plays a vital role in shaping and contributing to one's emotional strength. It affects the attitudes at the work place. It also ensures that a person's emotional balance and ability helps him to achieve the desired level of performance in the work place. Thus, the main objective of the paper is to analyze the effect of gender and age on the emotional intelligence of employees. The research was focused on primary data which was collected from 130 employees located in Indore city. The outcomes of this study will mainly be useful to develop strategies related to employees and their job performances.*

Dr. Pallavi Pattan

Meenal Agrawal

Keywords: Emotional Intelligence, Gender, Age, Employees

### House of Bread Ltd: Case Study on Aggregate Planning Strategies

*This case is intended to enlighten the students in classes of operations management to medium term aggregate planning. As a scenario, this case presents facts about small enterprise by the name House of Bread ltd. The enterprise is jointly owned by Mr. and Mrs. John Elitu. The owners of the enterprise wanted to expand the market coverage although they were not able to serve the entire market. The main problem with the owners was the failure to match the market demand with available enterprise capacity because the owners had little knowledge on aggregate planning. Since the owners had little knowledge on aggregate planning, they decided to engage a consultant to advise them on how they should work and supply breads in the existing market. The main tasks of the consultant were to study the past performance of the enterprise against the enterprise capacity, to forecast the future demand of bread in the market, to identify relevant costs the enterprise would incur in using any strategy. An efficient aggregate planning helps in balancing the capacity and demand in such a way that costs are minimized and allows organizations to use their assets more effectively. The consultant performed survey and analysis, and then came up with data which guided the choice of a strategy for aggregate planning. Therefore, based on the presented case, students are required to work on the case and suggest an appropriate aggregate planning strategy for the enterprise.*

Joseph Sungau

Keywords: Aggregate Planning, Strategies, House of Bread

### Uber's Competitive Advantages of Its Direct Competition in the Private Transport

#### Business in Guadalajara

*The objective of this article is to reveal information about the Uber company in Guadalajara, Jal. and its foray into the Mexican private transport market. To begin with, the document presents a general description of the strategic aspects of Uber and the service it provides. At this point, a description is made of how it has entered the Mexican market and has entered into direct competition with the conventional taxi service and other firms. with a platform model similar to Uber. In the same way, the present document deepens in Uber from a strategic and economic point of view, where an approach is made to the service that this firm provides through its platform, could conceivably be a part of the same important market of different types of transport private in the cities of Mexico. As a result, the analysis of this work shows the determining factors that have placed Uber as one of the leading companies within its area of influence and ends with some recommendations on the conflicts that the firm presents when entering a new market in location.*

José G. Vargas-Hernández<sup>1</sup>

Carlos S. Bustamante-Hernández

Keywords: Uber, Competitive Advantage, Private Transportation, Platform, Application, Supply and Demand.

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