

IIES

VALUE ADDITION
THROUGH EDUCATION

ANVESHHA

The Journal of Management

Abstract Compilation

Vol. 8 No. 4

October - December 2015

ISSN 0974-5467

RESEARCH PAPERS

Equity Shares Vs Mutual Funds: A Study

Dr. Ritesh Dwivedi

Conflicts between Employee and Employee and Management in Private Organisations

Dr. N. Srividya, Dr. Rita Basu

Financial Literacy and Planning of Retail Investors in Dakshina Kannada District, Karnataka

Dr. Prakash Pinto, Dr. M.M. Munshi, Ajaya

Emotional Intelligence: A Catalyst in Better Service Encounters in Retail Sector

Dr. Anjali Ahuja

Disclosure of Accounting Policies in Compliance with Accounting Standards: A Study of Manufacturing Companies in India

Dr. Shrikrishna S. Mahajan, Walvekar Sagar Baburao

Comparison of IIT Roorkee e-Waste Management Practices with Benchmark Practices: A Case Study

Dr. Rajeew Srivastava

BOOK REVIEWS

Getting Beyond Better : How Social Entrepreneurship Works

Ritu Sinha

Included in ProQuest Database
Available at search.proquest.com

Editorial Advisory Board

Dr. Pankaj Kumar
Professor – HRM
Indian Institute of Management
Lucknow

Dr Hariom Upadhyay
Director (MCA program)
ABES Engineering College,
Ghaziabad

Dr. Saji Krishna
Professor – Marketing
Indian Institute of Management
Lucknow

Dr. Devanathan Sudarshan
Dean
Gatton Business School
Kentucky University, USA

Dr. Sanjay Rastogi
Associate Professor – Decision Sciences
IIFT, New Delhi.

Dr. Sanjay Kaushik
Professor
Punjab University, Chandigarh

Dr. S. K. Jain
Professor & Head Deptt. of Mgmt Studies
IIT Delhi

Dr. R. B. Smarta
Managing Director
Interlink Marketing Consultancy Pvt. Ltd.
Mumbai

Dr. Vinod Kr. Jain
Professor
Logistics, Business and Public Policy
Department, Associate Director, Research
Robert H. Smith School of Business
University of Maryland, College Park

Prof. Parag Mahulikar
Dean
IES Management College and Research
Centre
Mumbai

Dr. Neeraj Dixit
Associate Professor - Marketing
IES Management College and Research
Centre, Mumbai

Dr. G Sridhar
Associate Professor – Marketing
Indian Institute of Management
Kozhikode

V. Ranganathan
Professor, Economics & Energy
RBI Chair Professor on Infrastructure
Indian Institute of Management Bangalore
Bannerghatta Road, Bangalore

Chief Patron : **Dr. Dinesh D. Harsolekar**
Director
IES Management College and
Research Centre

Chief Editor : **Prof. Parag Mahulikar**

Associate Editor : **Prof. Ritu Sinha**

About the Journal

Anvesha-Journal of Management is an academic forum for encouragement, compilation and dissemination of research on various aspects of management and business practices. It includes original empirical research as well as theoretical and conceptual works related to the field of management. It also publishes case studies, critical evaluation of existing business models and theories, and reviews of the latest books relevant to the scope of the Journal.

Anvesha is a quarterly refereed Journal. All papers go through blind review process by peers. Based on the reviewers' recommendations, highly competitive papers are considered for publication. The Journal is to provide a platform for discussion and debate, thus aiding towards development of new processes in Management Theory and Practice.

The information and opinion appearing in the papers/articles are the sole responsibility of the author(s) and do not reflect the opinion of the editor and the Institute.

All correspondence may be addressed to:

The Chief Editor – **Anvesha**
IES Management College & Research Centre
'Vishwakarma' M.D.Lotlikar Vidya Sankul,
791, S.K.Marg, Bandra Reclamation,
Bandra (W), Mumbai 400050
Email: anvesha.ies@gmail.com, anvesha@ies.edu

Anvesha is included in the ProQuest and EBSCO database. You can access the ProQuest and EBSCO website if your institution is a member.

Copyright:

©Vol-8 Issue-4, 2015, IES Management College and Research Centre

CONTENTS

From The Editor's Desk

Research Papers

1. **Equity Shares Vs Mutual Funds: A Study**
Dr. Ritesh Dwivedi
2. **Conflicts between Employee and Employee and Management in Private Organisations**
Dr. N. Srividya, Dr. Rita Basu.....
3. **Financial Literacy and Planning of Retail Investors in Dakshina Kannada District, Karnataka**
Dr. Prakash Pinto, Dr. Munshi, Ajaya.....
4. **Emotional Intelligence: A Catalyst in Better Service Encounters in Retail Sector**
Dr. Anjali Ahuja
5. **Disclosure of Accounting Policies in Compliance with Accounting Standards: A Study of Manufacturing Companies in India**
Dr. Shrikrishna S. Mahajan, Walvekar Sagar Baburao.....
6. **Comparison of IIT Roorkee e-Waste Management Practices with Benchmark Practices: A Case Study**
Dr. Rajeev Srivastava.....

Book Reviews

Getting Beyond Better : How Social Entrepreneurship Works

Ritu Sinha

Equity Shares Vs Mutual Funds: A Study

Household investments are important for the domestic economy of the country. The earning from employment should be calculated in such a manner that a portion should be put away as a savings. Taxation is one of the other factors in any country that introduces an element of compulsion saving. Currently when interest rates on savings are not promising good returns on investments, fluctuation of the stock market has also put investors in a big confusion. Investors are getting it difficult to make decisions regarding the investment of their surplus funds. Stock investment can never be done on predictions as they are risky in nature and investors should consider several factors before investing in mutual funds and share market. A new investor, who wants to invest in stocks and mutual funds, should be provided adequate knowledge on how to measure risk and performance of particular certificates or mutual fund. The study recommends certain precautionary measures for new investors to opt for mutual funds rather than stocks because of market risk and volatility.

Dr. Ritesh Dwivedi¹, Head- Rural Management, Amity Business School, Amity University Noida, author can be contacted at ritesh_hariom@rediffmail.com

Keywords :- Investment, Mutual Fund, Equity, Shares

Conflicts between Employee and Employee and Management in Private Organisations

In today's competitive world, all employees want a conflict free and good work environment. Though conflict is unavoidable, everybody wants to avoid them. This paper deals with the various styles that are used to tackle them and the reasons for them along with the types. The study revealed the conflict management styles, reasons and the types are similar to the mentioned in the literature review. This also reveals that managers avoid rather than stimulating them. This paper studied various organization altogether to understand how the conflicts occur. This also deals with the various conflicts resolution techniques that are in practice in the field with the reference of previous researchers. In addition to it, this paper also suggests the integrating method of resolution is most suitable in the organization compared to the other styles.

Dr. N. Srividya¹, Senior Lecturer, School Of Business, Mzumbe University, Morogoro, Tanzania, oswallehe@yahoo.co.uk

Dr. Rita Basu², Faculty, Institute of Business Management, Jadavpur University.

Keywords : Conflict, Intra-personal conflict, Interpersonal conflict, Organisational conflict, Conflict management, Conflict Management Styles

Financial Literacy and Planning of Retail Investors in Dakshina Kannada District, Karnataka

Financial literacy is intended to enable individuals to handle their financial resources efficiently in order to sustainably develop their living conditions. The financial education needs of individuals vary with regard to their current levels of financial literacy. The financial needs of an individual keep on changing throughout the lifetime. Individuals also feel that they need a minimum level of knowledge that helps them to handle financial services that are easier, simpler and allow them to sustainably secure their livelihoods. For the current study, a survey has been conducted in Dakshina Kannada District of Karnataka State to extract the response of the investors. The key variables of the study are demographics, attitude of the investors towards money, financial planning, retirement planning and their behavior towards financial decision-making. The data analyzed in the paper provides an understanding of investors' level of financial literacy and assessment of their attitudes. The results of the study reveal that the investors have positive attitude towards money and financial planning. Moreover the retail investors have good idea about the financial instruments as well. However, level of financial literacy of the investors is not encouraging.

Dr. Prakash Pinto¹, Professor and Dean, St Joseph Engineering College, Vamanjoor, Mangalore, prakashpinto74@gmail.com

Dr. M .M. Munshi², Associate Professor, Visvesvaraya Technological University, Jnana Sangama Belagavi, munshi@vtu.ac.in

Ajaya³, Lecturer, Government Pre University College, Punjalkatte, Mangalore, ajayaanchan@gmail.com

Keywords :- Financial literacy, retail investors, financial planning, retirement planning, financial decision making

Emotional Intelligence: A Catalyst in Better Service Encounters in Retail Sector

Retail industry in India has undergone a major transformation in the last decade. Success in retail sector depends on performance of front line executives. They are the ones who do emotional labor. They need to express right emotions in right manner and at right time. This is emotional intelligence. Many researchers have emphasized the importance of emotional intelligence in sales performance but a very few in retail sector. The objective of the current study is to explore whether high emotional intelligence leads to better work performance in retail sector. Data was collected from 100 executives on two parameters: Emotional Intelligence and Work Performance. Correlation and Regression analysis and ANOVA were conducted to test the hypothesis. The results signify the role of emotional intelligence in work performance of front line executives in retail sector. The findings of this study could have great implication for retail organizations, HR professionals, trainers and researchers.

Dr. Anjali Ahuja¹, Assistant Professor, DAV Institute of Management, Faridabad, anjali_bhakhar@yahoo.com

Keywords :- Retail, Emotional Intelligence, Work Performance, Service encounters

Disclosure of Accounting Policies in Compliance with Accounting Standards: A Study of Manufacturing Companies in India

The Indian Manufacturing sector is going through a phase of rapid change. The contribution made by the manufacturing sector in India's real gross domestic product has increased over the years. The specific type of investors playing in Indian capital market is always interested in manufacturing sector. It also reflects in Nifty as seven companies from manufacturing sector are part of fifty companies included in Nifty. The view presented in the financial statements of an enterprise of its state of affairs and of the profit or loss can be significantly affected by the accounting policies followed in the preparation and presentation of the financial statements. Accounting Standards are designed to apply to the general purpose financial statements and other financial reporting. Responsibility for the preparation of financial statements and for adequate disclosure is that of the management of the enterprise. The true and fair view is expected to be presented in financial statements of any enterprises. The paper aims at studying the Disclosure of Accounting Policies and compliance with accounting standards. The researchers have selected Top Seven listed Manufacturing Companies in India, which are listed with and a part of the Nifty index at National Stock Exchange. For the purpose of analysis we have collected data for Fourteen years (2001-02 to 2014-15). The researchers have made an attempt to measure the disclosure of accounting policies.

Dr. Shrikrishna S. Mahajan¹, Professor & Head, Department of Commerce & Management, Shivaji University, Kolhapur, ssm_commerce@unishivaji.ac.in
Walvekar Sagar Baburao², Research Student, Department of Commerce & Management, Shivaji University, Kolhapur, sagarsuk1986@gmail.com

Keywords : Disclosure, Accounting Policies, Accounting Standards, Manufacturing Companies, India.

Comparison of IIT Roorkee e-Waste Management Practices with Benchmark Practices: A Case Study

Developing countries are facing challenges related to the growing volume of e-Waste, which are either generated internally or imported from other countries. This paper presents the case study of one top organization (IIT Roorkee) with an objective to understand the process of e-Waste management in one of the reputed organization. One higher education institution was selected for the study. Although the policy related to e-Waste management exists in India, but its implementation serve as a big challenge. Under this context, comparison of e-Waste management practices of that organization was done with practices followed in the development countries' organizations (benchmark practices). During comparison of e-Waste management practices in developed countries (benchmark practices) and IIT Roorkee, it was found that practices followed in developed countries are far better as compare to practices followed in IIT Roorkee.

Dr. Rajeev Srivastava¹, Dean and Head, School of Computer Applications, IMS Unison University, Dehradun, rajeevsn21@yahoo.com

Keywords :- e-Waste Management, IIT Roorkee, Benchmark practices, Developed countries, Developing countries

JOURNAL SUBSCRIPTION FORM

The annual Subscription rates, including postage, are as follows:

	Institutional	Individual
Within India	Rs. 1000	Rs. 600
Within SAARC Countries	US\$ 50	US\$ 30
Rest of the World	US\$ 100	US\$ 50

The subscription order should be accompanied by payment in the form of Bank Draft drawn in favour Of "IES-MCRC", payable at Mumbai.

Name:

Position (If Individual):

Organization:

Mailing Address:

.....

.....

Telephone:

Fax:

Email:

Payment Details:

Bank Draft/Cheque at par drawn in favour of "IES-MCRC", payable at Mumbai

DD No. Dated:

Date: **Signature:**.....

Mail to:

*The Chief Editor – Anvesha,
IES Management College & Research Centre
'Vishwakarma' M. D. Lotlikar Vidya Sankul,
791, S.K.Marg, Bandra Reclamation, Mumbai - 400 050*

Guidelines for Authors

The editors invite original unpublished empirical and theoretical papers, case studies and scholarly articles consistent with the scope of the journal.

- **Review Process:** All contributions submitted for publication will be subjected to peer-review. To allow blind review, authors are advised to provide their identification, affiliation etc. in a separate sheet and not in the main text. The Chief Editor reserves the right of making editorial amendments in the manuscript to meet the journal's standards.
- **Format:** Articles/Papers (3000-8000 words), and book reviews should be neatly typed as Word document on one-side of A4 size paper with double spacing in Times New Roman, 12-point font size justified text. The author(s) must also submit the soft copy of article/paper either in a CD or through e-Mail.
- **Cover page** should provide the title of the paper, name(s), designation and contact details of the author(s), along with a short biography of the author(s) within 100 words.
- The paper should be accompanied with an Abstract (150-300 words) and a list of keywords included in the paper.
- **Footnotes** to the text should be avoided. If required, they should be numbered consecutively and presented as endnotes.
- **Citations** of other works should be limited to the name of the author and year of publication. Short quotations should be included in the text within parentheses, while quotations of more than 30 words should be placed in a separate paragraph indented from the main body of the text.
- **References** should be indicated in the text by giving the name of author(s), with the year of publication in parentheses. All references should be alphabetically listed at the end of the paper in the following standard APA format:

Books: Gregory, James R & Wiechmann, Jack G. (2002) Branding across borders: a guide to global brand marketing. Chicago: McGraw-Hill.

Journal Articles: Joseph, H. (1997) Social Work with Groups: A Literature Review, The Indian Journal of Social Work, 58(2), 195–211.

Conference Papers: Mehta, Minu (2007) 'Entrepreneurship & empowerment of women; how & why', paper presented at the International Conference on Empowerment of Women, CHM College of Arts, Science & Commerce, 28-29 May

Dissertations: Ahmed, Shahid (1994) 'An analysis of globalisation of Indian economy' M.Phil Dissertation, Maharshi Dayanand University, Rohtak

- In the covering letter accompanying the manuscript, the author(s) should certify that the manuscript has neither been published anywhere nor is it being considered elsewhere for publication.
- The authors should obtain copyright clearance for the information and data used in the manuscript
- Copyright of all accepted papers for publication and use in any form/format will vest with IES Management College.

For online submission of articles/papers, files can be attached in the email addressed to the Editor, Anvesha and sent to **anvesha.ies@gmail.com or anvesha@ies.edu**. In the Subject Column, indicate "Article for the Journal".

The manuscript should be sent on the following address:

The Chief Editor - **Anvesha**
IES Management College & Research Centre
'Vishwakarma' M.D.Lotlikar Vidya Sankul,
Opp. Lilavati Hospital, Bandra Reclamation,
Bandra (W), Mumbai 400050

Call for Paper

Anvesha, the Journal of IES Management College and Research Centre, is an academic forum for encouragement, compilation and dissemination of research on various aspects of management and business practices. It includes original empirical research as well as theoretical and conceptual works related to the field of management. It also publishes case studies, critical evaluation of existing business models and theories, and reviews of the latest books relevant to the scope of the Journal.

Anvesha, The Journal of Management is a quarterly publication offering researchers more opportunity to publish their papers / articles. It has ISSN No. 0974-5467 and is available online through ProQuest and EBSCO databases. All articles are subjected to a double blind refereeing process.

For the forthcoming issue, scholars/authors are requested to send their contribution to anvesha.ies@gmail.com, anvesha@ies.edu

The last date for the paper submission is Sep 15, 2016.

The authors of selected papers are awarded with suitable honorarium.

IES

VALUE ADDITION
THROUGH EDUCATION

Indian Education Society's Management College and Research Centre

'Vishwakarma' M.D. Lotlikar Vidya Sankul, 791, S. K. Marg,
Bandra Reclamation, Bandra (W), Mumbai - 400 050.

Tel: 91-22-61378484 / 61378349 / 61378329

Fax: 91-22-61378444

Email: anvesha.ies@gmail.com, anvesha@ies.edu

Website: www.ies.edu/management

Also available at search.proquest.com