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RESEARCH PAPERS

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Abstract Compilation

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Human Capital Efficiency: An Analysis of Indian Commercial Banks

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Sustainable Growth Rate and Select Firms' Performance

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Do Framing Effects of Investors Determine their Investment Personality?

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A Research Modeling to understand Quality of Work Life among Management Academicians

Dr. Shraddha Sharma, Barkha Gupta, Vimal Sharma

Leader Interpersonal and Influence Skills: The Soft Skills of Leadership

M. S. Rao

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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.

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An Empirical Investigation into the Factors Influencing a Consumer to buy Cereal Processed Food

Consumers are becoming health conscious and interested in foods that manages health concerns such as weight and high cholesterol. Consumers not only want good taste and superior taste but also look for nutrition. Customers are ready to pay more for safer food with a longer shelf life, certified organic or bio-dynamic, increased nutritional value, appealing with improved texture, taste and freshness. The purpose of this study is to examine consumers' behavior and their awareness towards cereal processed food. The main objective of the study is to find out the major influencing factors for preferring cereal processed food (CPF). Exploratory factor analysis has been used as a tool to analyze the data using SPSS with a sample size of 1200. The study suggests that marketers have to develop strategies to enhance the shelf life of the CPF and should offer different flavors which can be liked by the children and become brand loyal.

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Key Words: Cereal processed food (CPF), Food consumption, Breakfast cereal food, Exploratory Factor Analysis

Productivity and Profitability Performance: A Comparative Study of Commercial Banks in India

The onset of economic and financial reforms in India has changed the functioning of the banking system in India. The reforms have led to increased competition with the entry of private sector banks and foreign banks. This scenario has forced the existing banks and the new entrants to examine the efficiency of their operations. In this backdrop, the aim of the study is to measure the efficiency of commercial banks in India through productivity and profitability performance indicators by using a non-parametric Data Envelopment Analysis (DEA) technique. The study is conducted for the period of 10 years i.e. from 1999 to 2009 on a sample of 70 commercial banks (26 public banks, 19 private banks and 25 foreign banks). The results indicate that the public sector banks are having high efficiency in case of profitability, followed by private and foreign sector banks whereas in productivity foreign banks performed exceptionally well and placed after public sector banks.

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Key Words: Efficiency; Data Envelopment Analysis; Productivity; Profitability

Human Capital Efficiency: An Analysis of Indian Commercial Banks

Human capital relates to people working in an organization along with their experience, attitudes, abilities, culture and others which can help the organization to achieve their objectives. It is collective sum of the attributes, life experience, knowledge, inventiveness, energy, and enthusiasm that its people choose to invest in their work. The purpose of the study is to analyse the human capital efficiency of the Indian commercial banks for the period 2006 to 2010. The study is based on the secondary data. The Human Capital Efficiency (HCE) has been calculated using the Value Added Intellectual Coefficient method. Exponential trend method, ANOVA and GAP Analysis have also been used to analyse the data. The main findings of the study are that, there is a wide gap in the HCE of private sector, public sector and foreign banks, however the gap between public and private banks has significantly reduced (97.61 per cent) in the study period.

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Key Words: Human Capital, Human capital efficiency, Public sector banks, Commercial Banks, Intellectual Capital, Value Added.

Sustainable Growth Rate and Select Firms' Performance

Human capital relates to people working in an organization along with their experience, attitudes, abilities, culture and others which can help the organization to achieve their objectives. It is collective sum of the attributes, life experience, knowledge, inventiveness, energy, and enthusiasm that its people choose to invest in their work. The purpose of the study is to analyse the human capital efficiency of the Indian commercial banks for the period 2006 to 2010. The study is based on the secondary data. The Human Capital Efficiency (HCE) has been calculated using the Value Added Intellectual Coefficient method. Exponential trend method, ANOVA and GAP Analysis have also been used to analyse the data. The main findings of the study are that, there is a wide gap in the HCE of private sector, public sector and foreign banks, however the gap between public and private banks has significantly reduced (97.61 per cent) in the study period.

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Keywords: Actual Growth Rate, Firm's Performance, Liquidity, P/B Value Ratio, Sustainable Growth Rate.

Do Framing effects of investors determine their investment personality?

Investor's investment decisions are influenced by both emotional and cognitive biases. Behavioural finance consolidates these biases as psychological biases. Investors biased decisions are influenced by their heuristics, frame dependence and inefficient market. Amongst these factors, frame dependence contributes more on distracting their rational decisions and it affects individual's investment decisions. The focal point of this study is to find out how investors different frames determine their investment personality on making decisions. Further the significant relationship of investor's different investment awareness factors and their investment personalities are examined in this paper. Prospect and Big five personality theories were taken as a base to carry out this study. Multistage random sampling technique was adopted to collect the data from 742 retail investors. Findings of this study convey that investor's different framings have shown moderate influence of determining their investment personality. Further canonical correlations results suggest that investor's investment awareness factors have shown significant relationship with investor's investment personality.

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Key Words: Behavioural finance, Heuristics, Investment awareness, Investment decisions, Investment Personality.

A Research Modeling to understand Quality of Work Life among Management Academicians

The success of any organization depends on how it attracts recruits, motivates, and retains its workforce. Organizations need to be more flexible so that they develop their talented workforce and gain their commitment. Thus, organizations are required to retain employees by addressing their work life issues. Quality of Work Life refers to the favorableness and unfavorableness of a job environment for the individual. This research work is aimed at exploring the key factors affecting quality of work life of management academicians and proposes a model based on the same and empirically test the same. The study is based on primary data collected from a sample of 300 respondents by using convenient sampling from academicians of Management colleges in Indore. Collected data was analyzed in two stages. In the first stage, Exploratory Factor Analysis was conducted to explore the key factors of Quality of Work Life of Management academicians. Based on this, a structural model was proposed and validated with the help of AMOS software.

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Key Words: Branded clothes, Fashion, Social influence, Reliability, Trust.

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