



Asian Journal of Management

ISSN- 0976- 495X

Volume 02, Issue 04: October-December 2011

CONTENT

RESEARCH ARTICLE

- **Need Vs Created Need: A Case Study on Motivational Books**
Sanskriti Joseph..... 159
- **Human Dimensions of Organizational Restructuring- A Study**
Dr. R. P. Das and Dr. S. M. Das 162
- **Employee Engagement:-A study with reference to Employees of Bharat Aluminum Corporation Company Limited in Korba.**
P. Vakula Kumari..... 165
- **Service Quality of Public Sector Banks: A Study**
Sanskriti Joseph..... 169
- **NEO: A Win-Win Approach for Employee Retention**
G. Sindhu and R. Anitha..... 173
- **An Analysis of Pre and Post Leasing Performance of a Leased Out Cooperative Sugar Factory (CSF) In Maharashtra.**
Shinde Udaykumar R. 178
- **Impact of Liquidity Management on Profitability: A Case Study of Lanco Industries Limited (LIL), Srikalahasthi (AP)**
N. Venkata Ramana, S. Md. Azash and K. Ramakrishnaiah..... 182
- **Risk Management in General Insurance Business in India with Special Reference to Insurer**
A.K. Das Mohapatra..... 186
- **A study on ISO Quality Management System Certifications – Reasons behind the failure of ISO certified Organizations**
Durai Anand Kumar and V. Balakrishnan..... 191
- **General Life Satisfaction of Female Professionals Across Different Organizations**
Pratibha Barik..... 197

REVIEW ARTICLE

- **Stress Management**
P. Radha..... 202
- **Power, Authority and Legitimacy**
Kamalnath Nayak..... 204
- **Instruction to author** 207

ADMINISTRATIVE, EDITORIAL, ADVERTISING AND SUBSCRIPTION OFFICE

A and V Publications, RJPT House, Lokmanya Grih Nirman Society, Rohanipuram,
In-front of Sector- 1, Pt. Deendayal Upadhyay Nagar, Raipur 492 010. (CG) India.

Phone No. +919406051618. E. mail: editor.ajm@gmail.com;

Website: www.anvpublication.org

Abstract

Research Article:

Need Vs Created Need: A Case Study on Motivational Books

*Sanskriti Joseph**.....159

Senior Lecturer, Institute of Management, Pt. Ravishankar Shukla University, Raipur

ABSTRACT:

Indians are the world's most avid readers. A new survey shows that they spend twice as much time reading books, newspapers and magazines as the British, and nearly three times longer than the Japanese. Of late there is an increasing trend of reading motivational books and everybody seems to be looking for quick fix solution of all possible problems through the lens of motivational books. The debate among academicians and psychologists about efficacy of these books can be seen on number of internet sites and blogs. The aim of the research paper to study Indian readers who read motivational books and understand various issues such as the psychology of how readers think, feel, reason, and select between different categories of books and how the consumer is influenced by his or her environment (e.g. price of books, friends, media availability).

KEYWORDS: Motivational Books, Need, Buying Behaviour, Readership, Time Management, Self Improvement, Relationship Improvement, Communication Improvement, Stress Management, Personality Development

Human Dimensions of Organizational Restructuring- A Study

Dr. R. P. Das^{1} and Dr. S. M. Das²*.....162

¹Professor, Director and Dean, Faculty of Management Studies, Pt. Ravi Shankar Shukla University, Raipur (C.G.)

²Associate Professor, DRIEMS, Cuttack, Odisha.

ABSTRACT:

A strong trend since the mid-1980s has been called restructuring, downsizing or more euphemistically, rightsizing in which organizations cut their labour by reducing of the size of their permanent full time staff (Fisher, Schoenfeldt and Shaw, 2004, P.744). In the organizational restructuring process, the very employees, who are store houses of knowledge and experience and used to bring competitive advantages to organizations, are suddenly becoming burden on them Das and Das (2009). Present study was conducted in an organization which is involved in public utility services after independence to examine whether human considerations are considered when it was undergoing its organizational restructuring activities.

Employee Engagement:-A study with reference to Employees of Bharat Aluminum Corporation Company Limited in Korba.

P. Vakula Kumari.....165

Research Scholar , Guru Ghasidas Vishwavidyalaya, Bilaspur CG

ABSTRACT:

Employee Engagement is the buzz word term for employee communication. It is a positive attitude held by the employees towards the organization and its values. It is rapidly gaining popularity, use and importance in the workplace and impacts Organizations in many ways. The present research paper is based on the study of employee engagement with special reference to the employees working at BALCO, Korba(C.G.). The main objective is to find out the level of engagement of employees towards their organization and also to know the various factors which influence the employee engagement which leads towards the level of commitment. Both primary and secondary sources of data were used. Total sample size consists of one hundred employees' and the method of sampling is convenience sampling. Simple percentage analysis and tabulation is used to analysis the data. The study concludes that majority of the employees are satisfied with their job shows positive results towards engagement and commitment.

KEYWORDS: Employee Engagement, Commitment, Job Satisfaction, Organization.

Service Quality of Public Sector Banks: A Study

*Sanskriti Joseph**.....169

Senior Lecturer, Institute of Management, Pt. Ravishankar Shukla University, Raipur

NEO: A Win-Win Approach for Employee Retention

G. Sindhu and R. Anitha*.....173

PPG Business School, Coimbatore
PPG Institute of Technology, Coimbatore

ABSTRACT:

Business have learnt that employee orientation plays a very important role in the development and performance of an employee. Managers often assume incorrectly that workers have the same work ethic and knowledge of the workplace that they do. They presume that people know what is expected out of them. But the real fact is employees need to know not only how to carry out their duties but also the organization's policies, procedures and expectations before they take up their responsibilities. Thus New Employee Orientation (NEO) is an important phase for all companies to offer. The orientation process familiarizes new employees with company rules, regulations, people and the office layout. A new-employee orientation program will help new employees feel welcome and become adjusted quickly to a new work environment. Though orienting employees properly to their new work place is time consuming process, it is considered to be a wise investment of time which will reward the company with more productive and satisfied employees in the long run.

KEYWORDS: New Employee Orientation, Retention, Induction, Training, Recruitment, Selection Process

An Analysis of Pre and Post Leasing Performance of a Leased Out Cooperative Sugar Factory (CSF) In Maharashtra.

Shinde Udaykumar R.178

Sadashivrao Mandlik Mahavidyalay, Murgud, Tal-Kagal Dist-Kolhapur (Maharashtra)416209

ABSTRACT:

India is leading sugar producing country. Maharashtra is one of the major contributors of National Sugar Production. State sugar industry is dominated by Cooperative sector. In changing economic environment to survive sick CSFs, leasing out is done. In this regard pioneer experiment in case of Ajara Taluka Shetakari Sahakari Sugar Factory Ltd. Gavase Tal- Ajara Dist-Kolhapur is done. It had been leased out for five years i.e 2004-05 to 2008-09. This paper intends to make analysis of pre and post leasing performance of the said factory. Pre leasing period is known as Cooperative management period and post leasing period is known as private management period. For the analysis and evaluation seven key parameters e.g. Cane crushed, Sugar produced, Recovery, Capacity utilization, Reduced Mill Extraction, Gross Season and Cane price paid to the cane growers are selected. The performance of the leased out cooperative sugar factory is analysed separately for pre and post leasing period. For that purpose students 't' Test is used. By comparing tabulated 't' and calculated 't' analysis and evaluation is done. The study reveals that out of seven key parameters, in case of cane crushed and gross season taken, there is no significant difference in performance. Whereas in terms of Sugar produced, RME, Capacity utilization, Recovery and finally cane price paid, the performance of private management is better than that of cooperative management. It shows that the post leasing performance of the same sugar factory is better result oriented. A factory which was on the threshold of closure down is survived by better management practices adopted by private management during post leasing period.

KEYWORDS: Cooperative Sugar Factory (CSF), Pre and Post Leasing, RME, Recovery, Capacity Utilisation, Private Management.

Impact of Liquidity Management on Profitability: A Case Study of Lanco Industries Limited (LIL), Srikalahasthi (AP)

N. Venkata Ramana, S. Md. Azash and K. Ramakrishnaiah.....182

¹Annamacharya P.G.College of Management Studies, Rajampet-516126, Kadapa District (AP)

²Annamacharya Institute of Technology and Sciences, Rajampet-516126, Kadapa District (AP)

³Sri Venkateswara University, Tirupathi-517502

ABSTRACT:

The study mainly focus on to study the impact of liquidity management on profitability of Lanco Industries Lid, Srikalahasthi(AP).To accomplish these research objectives, data were collected from 2004-2005-to-2009-10 from annual reports of Lanco Industries Ltd, Srikalahasthi(AP).The principal tools for assessing the impact of liquidity management on profitability with the help of selected ratios such as Size of Working Capital ,Current Ratio, Absolute Liquidity Ratio, Current Assets to Total Assets, Current Assets to Turnover Ratios, Working Capital Turnover Ratio, Debtor Turnover Ratio ,Average Collection Period, Return on Equity (ROE) and Rank Correlation were utilized. The results reveals that liquidity assets were not maintained sufficiently to meet the creditors obligation, current assets were not maintain properly, the average collection period is very high and negative correlation between liquidity and profitability. The few suggestions have been offered to improve the above problems, but the overall liquidity position of the Lanco Industries Ltd, Srikalahasthi (AP) is good.

KEYWORDS: Liquidity Ratios, Profitability Ratios and Rank Correlation, current ratio, Return on Equity (ROE).

Risk Management in General Insurance Business in India with Special Reference to Insurer

A.K. Das Mohapatra.....186*

Professor, Department of Business Administration, Sambalpur University, Orissa, India

ABSTRACT:

General insurance businesses in India are exposed to a host of financial and non-financial risks. The financial risks include capital risk, asset liability management risk, insurance risk and credit risks whereas non financial risks include enterprise risk and operating risk. These risks, unless managed effectively, are bound to affect the overall performance of the business and even threaten its survival. General insurance businesses in India are found to be managing their exposure to financial and non financial risks by employing two broad techniques, risk based capital management and reserving, with the former consisting of management role, capital and solvency margins, and risk based capital and the later consisting of unearned premium reserves, unexpired risk reserves, outstanding claim reserves, incurred but not reported reserves, catastrophe reserves and claims equalization reserve.

KEYWORDS: Capital risk, credit risk, enterprise risk, operating risk, insurance risk, asset/liability management risk, reserving, catestrophe risk, risk based capital

A study on ISO 9001 Quality Management System Certifications – Reasons behind the failure of ISO certified Organizations

Durai Anand Kumar and V. Balakrishnan.....191

Anna university of Technology, Coimbatore, Tamil Nadu, India

ABSTRACT:

The purpose of this study is to highlight the basic facts about the ISO certification and why considerable proportion of organizations fail even after getting certified to International system standards such as ISO 9001 Quality Management System (QMS)

This study investigated the practical problems faced by the certified organizations represented by a sample group of 100 contractors from the UAE (40 Mechanical Contractors, 30 Electrical Contractors and 30 Civil contractors and a stratified random sample of 40 organizations with 1-50 staff,40 organizations with 51-100 staff and 20 organizations with more than 100 staff) and classified them through 25 variables, evaluated the effectiveness of the organizations and highlighted the major areas of system gaps.

This study has revealed that there were certain system gaps in majority of the ISO 9001 QMS Certified organizations. The gaps were classified into 4 basic categories such as a) Leadership related issues b) Strategy

related issues c) Quality system related issues and d) Social responsibility related issues. Out of the ten constructs tested hypothetically, nine constructs revealed a significant relationship impacting the overall system performance. Out of these 9 significant elements, only 5 have been specified in ISO 9001 Standard explicitly. With these gaps, compliance to the minimum requirements of ISO 9001 QMS is a challenge and such organizations need a solution to rectify these gaps and achieve business excellence.

This study can be used as a basis to verify the effectiveness of management system in any organization and also to identify the barriers which hinder the business benefits. This study remains a basis for further research to develop and customize a model for organizations to achieve business excellence.

KEYWORDS:

General Life Satisfaction of Female Professionals Across Different Organizations

Pratibha Barik.....197

Pt. Ravi Shankarshukla University, Raipur (C.G)

ABSTRACT:

The present study examines the level of general life satisfaction among women in different organizations. A total of 65 female professional from different organizations- SBI Bank, Chhattisgarh State Electricity Board and ICICI Bank were randomly selected. The women play a multiple role which raise a question that are they able to manage the balance between different multiple roles or not. This gives rise to several prickly issues: Is life satisfaction depends on factors like age, income, status etc. Result revealed that women employed in government sector organizations are more satisfied in their life than women's employed in private sector organizations.

KEYWORDS: Liquidity Ratios, Profitability Ratios and Rank Correlation, current ratio, Return on Equity (ROE).

Review Article:

Stress Management

P. Radha.....202

Associate Professor, Management Studies, RVS College of Engineering & Technology, Kannampalayam, Coimbatore-641 402.

Power, Authority and Legitimacy

*Kamalnath Nayak**.....204

Hidayatullah National Law University Raipur (C.G.)

ADMINISTRATIVE, EDITORIAL, ADVERTISING AND SUBSCRIPTION OFFICE

A and V Publications, RJPT House, Lokmanya Grih Nirman Society, Rohanipuram,

In-front of Sector- 1, Pt. Deendayal Upadhyay Nagar, Raipur 492 010. (CG) India.

Phone No. +919406051618. E. mail: editor.ajm@gmail.com;

Website: www.anvpublication.org