

Motivational Factors Promoting Tourism in Jaipur City

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Tourism is travel for recreational, leisure or business purpose. Jaipur is a premium tourist destination attracts tourists for its historical forts, palaces, art & culture. This project aims to find out the motivational factors that promote tourism, perception of tourists regarding place and evaluating the satisfaction level of tourists during their stay in Jaipur. The survey is conducted at various tourist places of Jaipur. Sample of 81 tourists is taken and random selection method is used for valid and reliable results. It is revealed from the survey that historical places, Rajasthani attires, traditional culture are the most influencing factors that promote tourism in Jaipur.

Effectiveness of Economic Value Added (EVA) and Conventional Performance

Measures – Evidences from India

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During last decade, Economic Value Added (EVA) has gained popularity among companies around the world as a part of voluntarily financial disclosure. The paper examines whether selected companies are able to create value for their shareholders or not. For this, performance of selected companies have been analyzed using traditional performance measures such as ROCE, ROE and EPS along with value added measures called EVA. Using various statistical techniques like Regression, Trend analysis, Chi square and ANOVA, present study tests the various hypotheses and reveals that except few majorities of the sample companies are able to continuously create value for their shareholders during the study period. Study provides that EVA is gaining popularity in India as important measures of firm performance.

Help-Seeking From Locals and Its Impact on Expatriate Adjustment: A Study of Indian Expatriates in the United State

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This study investigated the role of locals in facilitating expatriate adjustment. Rather than focusing on the availability of help from locals, the emphasis was on seeking help from locals and studying its impact on expatriate adjustment. The context of the present research was on expatriates from emerging economies such as India. Based on in-depth interviews with Indian expatriates working in the U.S., a theoretical framework was developed in order to understand the types of help Indian expatriates seek from locals, the criteria that influenced their decision of seeking help and its effect on their adjustment in the U.S.

Strategic HRM Practices by Organizations and Their Impact on HRM Professionals' Work Attitudes and Performance

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This study aims at finding out whether the adoption of the strategic human resource practices in an organization adds more value to the work attitudes of human resource professionals in terms of increasing their job satisfaction, organizational commitment and performance levels. Primary data from a sample of human resource management professionals from organizations in Kerala were analyzed. SHRM was found to be directly and positively influencing individual performance, organizational commitment and job satisfaction of HRM professionals. Organizations adopting SHRM system can, therefore, expect improved levels of individual performance, job satisfaction and organizational commitment from the organization's human resource professionals.

Information and Technology Sector – A Champion in Corporate Social Responsibility (CSR): Myth or Reality

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The key objective of the study was to explore the notion, whether the IT sector was a champion in the field of CSR. It would help understand whether it is a reality or a myth. Further, the study would help bring out the other industries which are involved in socially responsible deeds but have failed to make an impression and convey themselves as propagators of socially responsible organizations. A comparative analysis would help bring out the sector which is involved most deeply into CSR and the dimensions where company's need to re-assess their CSR strategies. To meet the objectives of our study, 25 companies were chosen - the top 5 Companies according to the market standing from the following 5 sectors - steel, cement, oil, banking and IT.

Knowledge Transfer by Repatriates for Organizational Competitive Advantage

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The repatriates act as knowledge transferer, however the repatriation process is still both under-researched and the most overlooked phase of international assignments. The aim of the paper is therefore to further examine how a business can manage repatriates to transfer knowledge more effective. The findings showed signs of dissatisfaction among the repatriates especially about the formal mechanisms used for transfer of knowledge. Conclusions drawn from the analysis are that the management of repatriates needs to be further implemented & for the company to become more competitive through knowledge transfers - both formal & informal mechanisms must be used simultaneously.

Influence of Retail Atmospheric on Customer Value in an Emerging Market Condition

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The emerging retailing trend in India, especially in urban agglomerations, poses the need to understand how consumers' derive value from atmospheric cues within retail settings and its impact on consumer behaviour. This study examines the cognitive influences of atmospheric on customer value, store image, and patronage intentions in an emerging market condition. The exploratory framework of the study makes it easier to understand the emerging retailing conditions in terms of larger stores, design changes and architectural makeover. The respondents reported discrepancies between value experienced and expected value (hedonic and utilitarian) due to ambiguity in the role of factors in creating appropriate state of arousal (emotional appeal). The study may be helpful for managers to create and implement customer value strategies in retail setup.

Impact of Leader's Self-Monitoring on Transformational Leadership and Followers' Karma-Yoga

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Using a sample of 65 manager-subordinate dyads from various organizations across industry sectors, relationships between managers' self-monitoring, transformational leadership, and subordinates' Karma-Yoga (duty-orientation) were studied. It was hypothesized that manager's self-monitoring is positively related to transformational leadership, self-monitoring and transformational leadership are positively related to subordinate's Karma-Yoga, and self-monitoring enhances the relationship between transformational leadership and Karma-Yoga. Results show that self-monitoring is positively related to transformational leadership, and transformational leadership is positively related to subordinates' Karma-Yoga in case of male followers. Self-monitoring is not related to Karma-Yoga and self-monitoring does not moderate the relationship between transformational leadership and Karma-Yoga. Also, manager-rated Karma-Yoga of subordinates does not show any relationship with either self-monitoring or with transformational leadership.

A Descriptive Study on Entrepreneurial Traits

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This paper explores the influence of some of the demographic variables on entrepreneurial traits like initiative, opportunity seeking, information seeking, self-confidence, use of influence strategy, adaptability, perseverance, goal orientation, risk taking and ambiguity using survey data from 545 entrepreneurs. The multiple regression analysis used to identify the influence of the demographic variables and the entrepreneurial traits. The findings support the conclusion that entrepreneurship education has had an impact on the improvement of business. The findings also highlight the relationship level maintained by the entrepreneurs with their family & friends and their confidence level on their business.

Business Models of Vegetable Retailers in India

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The aim of this paper is to report the finding from study on business models of vegetable retailing, both traditional (unorganized) and organized retailing. The focus is on retail vegetable markets and final consumer destination is the city of Chennai. The research is primarily exploratory in nature and research instruments include interviews and survey through questionnaire with players in the vegetable supply chain viz agents, auctioneers, wholesalers, traditional retailers, organized retailers and customers. Additional data was collected through secondary sources and existing literature on Indian retail too. Entry of organized retail to India and its exponential growth, specifically in vegetable marketing, has impacted the whole spectrum of supply chain practices. The organized retailers model their business practices with inherent strength of local values and global practice advantages. They are noticeably different from the traditional retailer's model.

HR Innovative Practices to meet the Challenges of Globalization

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This paper reports on human resource functions and activities in the 21st century and how it should assist organizations to maintain their competitive advantage. The aim of this paper is to address these HRM issues through a variety of literature and views of authors in regards to the management of expatriate labor, diversity, cultural differences, retaining of employees and recruitment in a global environment to maintain sustainable competitive advantage. By adding value to the organization in which it exists, HR can secure its place for the future. Further this paper also highlights on how a HR manager can meet the challenges of workplace diversity, how to motivate employees through gain-sharing, through proper planning, organizing, leading and controlling their human resources.