

AN EMPIRICAL ANALYSIS OF FACTORS EFFECTING SERVICE QUALITY IN E-RETAIL

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ABSTRACT

Measurement and improvement of E-service quality is important for sustaining competitive advantage of an e-retail website. If online retailers understand what dimensions customers use to judge quality ,they can take appropriate actions to monitor and enhance performance on those dimensions and remedy service failures. This paper focuses on investigating the effective factors in successful electronic retailing. In order to test the factors a questionnaire survey was designed and questionnaires were send to online customers of e-retailing.By conducting exploratory factor analysis we found that responsiveness, functionality,security,design ,information,reliability and ease of use are the eight dominant factors which influence consumer perception of e-retailing.

CONSUMER PERCEPTION AND SATISFACTION IN E-SHOPPING: A SOCIO-CULTURAL ANALYSIS OF INDIAN CONSUMERS

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ABSTRACT

The online consumer market place is growing at an exponential rate. At the same time, technology has enhanced the capacity of online companies to collect, store, maintains, transfer and analyse vast amount of data from and about the consumer who visit their web sites. This increase in the collection and use of data has raised public awareness and consumer concern about the online privacy. Number of studies has been done in this field some of which are discussed in this paper. Several past studies revealed the difference of shopping in the traditional shopping channel and online shopping channels. In this paper, a sincere effort has been put to find the reason the socio-cultural factors , role of perception in the buying decision to shop through online .the study found that there is a significant importance of cultural and social factors i.e. socialstatus, family, friends, reference groups , cultures norms etc. that play a pivotal role in the decision making to buy online.

Currency Derivative Market In India

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ABSTRACT

The most popular instruments that allow market participants to manage risks in the modern securities trading are known as derivatives. Derivatives are the contracts that have no intrinsic value, but derive their value from some other asset and such asset is called underlying asset. In the last decade, many emerging economies have started introducing derivative contracts. In India, derivatives trading commenced in June 2000 after SEBI granted final approval to this effect in May, 2000. Financial Derivative products like futures and options in Indian stock market have become important instruments of risk hedging and portfolio diversification.

The present paper is an attempt to study the relationship of index futures market and underlying spot market. Monthly averages of S&P CNX Nifty and Nifty future from April 2000 to March 2014 have been calculated by taking daily closing prices from website of National Stock Exchange. This data is processed through statistical measures of Correlation and Regression. After that, significance level is tested by using t- test.

Such study is important because introduction of financial futures has increased instability in the spot market. Another reason for examining the relationship is to find out whether futures market plays an important price discovery role in spot market i.e. whether price change in futures market leads to the price change in spot market. The results of the study will be useful for the investors to take their investment decisions.

Key words: Market Participants, Underlying asset, Risk hedging, Portfolio diversification, Price Discovery.

EMPLOYEE RETENTION PRACTICES

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The retention of employees has been shown to be significant to the development and the accomplishment of the organisation's goals and objectives. Retention of employees can be a vital source of competitive advantage for any organisation.

This study attempted to explore the main factors that contribute to employee retention existing in the private sector banks in India. Further we will discuss the background of the study by clarifying the theoretical framework for the main problems with employee retention in the private sector banks in India. The reason behind choosing banking sector for this study is, it plays an important role in our economy. Such institutions play a pivotal role in capital formation and stimulate the level of industrialisation, poverty alleviation and human development. In a sense, healthy banks and healthy economies seem to go together (Frauk , Kashem, 2005) and healthy banking system depends on the performance of sound personnel.

IMPACT OF JOB STRESS ON ORGANIZATIONAL EFFECTIVENESS OF EMPLOYEES OF CALL CENTRES

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ABSTRACT

Job stress has a profound effect on organizational performance in the workplace. Worries about job security increases stress level and ends up to cause variety of emotional and physical ailments. It can affect one's ability not to perform well. The concept of organizational effectiveness is central to investigation of organizational structures, processes and outputs. The main purpose of organizational development is to increase effectiveness in organizational performance. To induce effectiveness in systems, it is to improve strategic plans, organizational health, encouraging the effectiveness by learning and innovations. Hence this study investigates the relationship between job stress and organizational effectiveness of call centre employees. This sample was selected with the help of convince sampling survey method using personal interview was adopted for collection of data structured and no disguised questionnaire was used as instrument for good responserate. Filtering was done thoroughly during pre and post testing considering the inclusion criteria. Hence this undertaken study found out impact of job stress on organizational effectiveness. The reason to conduct this study was to classify some significant variables which contribute towards stress symptoms which involve direct and indirect effects on various relevant outcomes (organizational effectiveness). This analysis provide us the information of data through mean, standard deviations and t-testing procedures. Multiple regression analysis was used that allowed simultaneous investigations of selected variables. Finally it is concluded that there is need to control the consistently put off the projects, risk in job security, difficulty in choosing alternative, consistently marginal performance of subordinates, problems and obstacles due to unawareness and poor communication due to unawareness which would ultimately reduce pressure and less stress hence more will be organizational effectiveness.

OPPORTUNITIES AND CHALLENGES BEFORE SMES IN UNORGANISED SECTOR

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ABSTRACT

The small manufacturing enterprises (SMEs) in India, as in other developing countries, occupy a prominent place in the production system. In the wake of economic reforms, small

and medium enterprises appeared to be the only hope for the growth and employment creation. The unorganised sector comprising the SMEs outperformed the organised sector in the output and employment growth in the late 90s. The contribution of the India's small entrepreneur to the entrepreneurial resources of the country has no parallel in other developing countries. And yet, the opportunities and threats to the SMEs sector in the context of the globalisation have not received adequate academic attention. This paper studies the performance of unorganised manufacturing units in Indian economy in the present scenario and analyses the various problems faced by these units which hinders their growth. So one domain of policy making should focus on enabling more segments, especially in the rural sector, access to markets and sustaining their market position. Policy measures for fostering the sector's growth need to consider the rural segment and ways and means to enhance its efficiency and productivity.

Keywords: Economic Reforms, globalisation, Hinders, efficiency

PRODUCTIVITY OF MAJOR FOOD GRAIN CROPS IN INDIA

ABSTRACT

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Indian Agriculture is broadly a story of success. It has done remarkably well in terms of output growth, despite weather and price shocks in the past few years. India is the first in the world in the production of milk, pulses, jute and jute like fibres, second in rice, wheat, sugarcane, groundnut, vegetables, fruits and cotton production, and is a leading producer of spices and plantation crops as well as livestock, fisheries and poultry. The Eleventh Five year plan (2007-2012) witnessed an average annual growth of 3.6 per cent in the gross domestic product (GDP) from the agriculture and allied sector against a target of 4.0 per cent. While it may appear that the performance of the agriculture and allied sector has fallen short of the target, production has improved remarkably, growing twice as fast as population. India's agricultural performance is a result of: a) farmer response to better prices; b) continued technology gains; and c) appropriate and timely policies coming together. Yet India is at a juncture where further reforms are urgently required to achieve greater efficiency and productivity in agriculture for sustaining growth

There is a need to have stable and consistent policies where markets play a deserving role and private investment in infrastructure is stepped up. An efficient supply chain that firmly establishes the linkage between retail demand and the farmer will be important. Rationalization of agricultural incentives and strengthening of food price management will also help, together with a predictable trade policy for agriculture.

Key Words: Agriculture production, Population, Food demand

Separating Three Simultaneous Speeches with Two Microphones by Integrating Auditory and Visual Processing

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Abstract

This paper addresses the problem of automatic recognition of three simultaneous speeches with two microphones, that is, that of sound source separation where the number of sound sources is greater than that of microphones. The approach used is the direction-pass filter, which is implemented by hypothetical reasoning on the interaural phase difference (IPD) and interaural intensity difference (IID). Auditory processing calculates IPD and IID for each subband, and generates hypotheses for precalculated IPD and IID for every direction including one obtained by visual processing. Then the system calculates the belief factor of hypothesis by Dempster-Shafer theory and determines the direction of each subband. Subbands of the specific direction are collected and then converted to a wave form by inverse FFT. With 200 benchmarks of three simultaneous utterances of Japanese words, the average 1-best and 10-best recognition rates of extracted speeches are 60% and 81%, respectively.

SOCIOLOGICAL AND PSYCHOLOGICAL MOTIVES BEHIND LUXURY BUYING AMONG INDIAN CONSUMERS

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ABSTRACT

Purpose-The purpose of this paper is to gain better understanding and awareness of the various sociological and psychological motives behind the purchase of luxury brands among the Indian consumers.

Design /Methodology/Approach- A Study was conducted in the two metropolitan cities of India, Delhi and Mumbai, where 203 luxury consumers were examined for understanding the luxury buying motives. A thorough literature study produces a comprehensive list of sociological and psychological values. For an empirical test of the values, a survey is performed using a consumer sample in India.

Findings- For Indian luxury buyers, social and hedonic motives are much stronger as compared to financial motives. The prime motives being, first, value expressive functions-where consumer is indulging into luxury buying to express self-values and self-personality ;second social motives-where consumers are indulging to relate to or impress significant others and third, emotional motive-where the prime need to fulfil unsaid desires namely reward and achievement.

Research Limitations- The findings are only limited to Indian consumers and cannot be generalised to other nationalities.

Practical implications- The result of this study show that marketers need to tailor messages to different consumer motives. There are different motivations for buying luxury products among the consumers. Marketers need to understand these social and psychological motivations and develop communication campaigns targeting these motives with appropriate messages.

Originality/value- For the luxury brand marketers, practical implications of what motives Indian consumers to buy luxury brands were discussed.

Keywords-luxury buying, luxury buying behaviour, psychological motives ,sociological motives, India.