



M.A.M. B-SCHOOL
Siruganur, Tiruchirappalli - 621 105.
NAAC Accredited with 'A' Grade

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CRITERION: 3.3.3

3.3.3 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during year 2023 - 2024

2023-2024

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Institutional data in the prescribed Format
(Data Template)

3.3.3.1. Number of books and chapters in edited volumes/books published and papers published in national per teacher during year 2023 - 2024

Year	2023-2024
Number	2

3.3.3.1. Number of National conference proceedings published in national per teacher during year 2023 - 2024

Year	2023-2024
Number	131



3.3.3 Number of books and chapters in edited volumes/books published/ proceedings per teacher during year 2023-24

Sl. No	Name of the teacher	Title of the book/chapters published	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	S. Senthil kumar	Enterprise Resource Planning	2023-2024	978-93-5755-542-5	M.A.M. B-School	Thakur Publication Pvt. Ltd
2	R. Karthika	A Journey Towards Restfulness or Restlessness: An Inquiry into the Impact of Online Education in Working Women Parents	2024	10.1007/978-3-031-43490-7_48	M.A.M. B-School	Springer

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(Handwritten signature in green ink)

Read To Lead

Enterprise Resource Planning



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Dr. G. Sindhu
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ENTERPRISE RESOURCE PLANNING

MBA, THIRD SEMESTER

According to the new syllabus of 'Anna University, Chennai'

10/8

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Ph.D., M.Phil., M.Com., MBA

Professor & HOD

Sri Ramanujar Engineering College, Chennai



Dr. G. Sindhu

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- Prof. (Dr.) V.R Radhaakrishnan
- Dr. G. Sindhu
- S. Senthilkumar

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About the Book

This book of "Enterprise Resource Planning" provides detailed information related to the enterprise system. The material in this book is designed to provide maximum flexibility of use for teachers and students alike. Each topic has been started with fundamental introduction and developed steadily up to the standard form. Case studies and exercises are also provided in this book.

About the Author



Prof. (Dr.) V.R Radhaakrishnan is working as Professor & Head of the Department of Management Studies Department in Sri Ramanujar Engineering College, Chennai. He has got more than 22 years of Teaching Experience. He holds M.Com., MBA., M.Phil., and Ph.D degrees. His area of interest is Strategic Management, Financial Management, HRM, Entrepreneurship Development; ERP. He has published many papers in SCOPUS indexed and UGC approved Journals.



Dr. G. Sindhu is currently working as an Professor at PPG Business School Saravanampatti, Coimbatore. She has more than 20 years of academic experience in Management and Information Systems. Her area of interest is Organisational Behaviour, Information Management, Business Analytics, Strategic Human Resource Management, Industrial Relation and Labour Law, Reward and Compensation Management, Data Mining and Business Intelligence, Enterprise Resource Planning, E- Business Management. She has been qualified with State Level Eligibility Test for Lectureship (SLET). She has added feathers to her crown by winning proficiency in PGDCA course from Avinashilingam University. She has participated and presented several papers in various national and International conferences. She has published papers in various National and International Journals.



S. Senthilkumar is an Assistant Professor in the Department of Management Studies at MAM.B-School, Trichy. He has 14 years of experience in teaching. He completed MBA., M.Phil., M.Com, B.L.I.Sc. His areas of interest Finance, Marketing Entrepreneurship and System. Received NPTEL Certification in the area of Marketing. He has actively participated and presented more than 20 papers in various National and International Conferences, Seminars and published papers in Scopus indexed journals, also got 02 patents in the area of Big Data Analysis. He has published 02 books on Security Analysis and Portfolio Management and Universal Human Values.

Anna University, MBA 3rd Semester

Subject Name	Author Name
Strategic Management	Dr. G. Pandi Selvi, Dr. M. Hemalatha
International Business	S. Jebastine Suthan Raja, A Manikandan
Security Analysis and Portfolio Management	Dr. G. Amutha, Dr. Senthilkumar U S, S. Senthilkumar
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Studies in Systems, Decision and Control, pages 629-635

A Journey Towards Restfulness or Restlessness: An Inquiry into the Impact of Online Education in Working Women Parents

M. Shashi Kumar¹, A. Minu¹, Joshy Mathew¹, J. Chandrakhanthan¹, R. Karthika²

Show authors affiliations: 2 affiliations

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Abstract

The resilience and inquisitiveness of the world for new pastures is a wonder when it grappled with the pandemic Covid19. It transgressed all spheres of human life by agreeing with the theory of survival of the fittest. Whatever was ready to adapt to the unfamiliar order survived this pandemic phase. A revolutionary change took place in the field of education when the initial inhibition and unwillingness to adopt technology-enhanced learning faded away. Online platforms and the virtual world become places of academic deliberations and technology-integrated learning become the new normal and the end-word of this era. The world witnessed rapid growth in the development of software and programs enabling the virtual transaction of knowledge. Along with the advancements, studies have been conducted from multi-dimensional perspectives about the merit, drawback, impact, and validity of this new mode of education. The present study seeks to explore the impact of the online mode of education on parents specifically working women parents. The influence of online classes on the following binaries of mental and physical health, opportunities and challenges, and achievements and failures in the life of working mothers will be focused under the purview of this study. The targeted group of this study is 100 working women parents from Bangalore. The study adopts data collection through a questionnaire and collected data will be analyzed with the help of SPSS.




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3.3.3 Number national/ international conference proceedings per teacher during year 2023-2024

Sl. No	Name of the teacher	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISS N number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	C. Subha, MBA., M-Phil., Assistant Professor, M.A.M-B-School, Siruganur Trichy	A STUDY ON FINANCIAL MODELING AND FORECASTING TECHNIQUES FOR STARTUPS IN SHASAA GROUPS AT TRICHY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
2	Dr.R. SUGANYA, Associate Professor, M.A.M B-School, Siruganur, Tric	A STUDY ON TRAINING AND DEVELOPMENT IN SANTHI INDUSTRIES IN TRICHY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
3	Jeremiah Deepan, Professor M.A.M.B-School Siruganur, Trichy	A STUDY ON RECRUITMENT AND SELECTION	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
4	Jeremiah Deepan, Professor M.A.M.B-School Siruganur, Trichy	A STUDY ON DISTRIBUTION CHANNEL TOWARD WORKPLACE	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications

Sl. No	Name of the teacher	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISS N number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
5	KAYALVIZHI .N, MBA, Assistant Professor, MAM-B School Siruganur ,Trichy	A STUDY ON THE VARIOUS EMPLOYEE JOB DESCRIPTION WELFARE SCHEMEIN FMCG	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
6	Jeremiah Deepan, Professor M.A.M B-School Siruganur, Trichy- 621105	A STUDY ON RECRUITMENT AND SELECTION	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
7	KAYALVIZHI.N, ASSISTANT PROFESSOR, M.A.M B-School Siruganur, Trichy	* A STADY ON HR POLICIES AND IMPLEMENTATION AT BPO	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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8	C.SUBHA MBA., M.Phil, Assistant Professor, M.A.M B-School Siruganur, Trichy-621105	A STUDY ON EMOTIONAL INTELLIGENCE GURUENGINEERING WORKS IN TRICHY.	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
9	Mrs.S.Yogapriya, Assistant professor, M.A.M.B-SCHOOL, Trichy – 625009	A STUDY ON BILL OF LADING OPERATIONS IN MB CARGO PRIVATE LIMITED	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
10	KAYALVIZHILN M.A.M – B-School, Trichy – 625009	*A STUDY ON JOB SATISFACTION OF THE EMPLOYEE IN SRM MEDICAL COLLEGE AND RESEARCH CENTRE, CHENNAI.	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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11	KAYALVIZHI.N, Assistant Professor, M.A.M – B-School, Trichy – 625009	A STUDY ON IMPACT OF EMPLOYEE BENFITS IN CEMENT FACTORIES	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
12	Mr. S. Senthilkumar, Assistant Professor, M.A.M.B-School, Siruganur, Trichy 621 105	TO STUDY ON A HR OPERATIONS MANAGEMENT IN VELMURUGAN HEAVY ENGINEERING INDUSTRY, (SENGUPATTI) THANJAVUR	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
13	Kiruthiga assistant professor M.A.M B-School, Siruganur, Trichy-621105	A STUDY ON EMOTIONAL INTELLIGENCE IN HEALTH CARE	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



Sl. No	Name of the teacher	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISS N number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
14	Ms. MALAR, MAM B-School Siruganur, Trichy- 621105	STUDY ON QUALITY OF WORK LIFE BALANCE SAMSUNG SMART CAFE [SMART CHOICE]	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163- 423-9	M.A.M. B- School	Shanlax Publications
15	Dr. R. PREMA, Associate Professor, M.A.M- B School, Siruganur, Trichy	A STUDY ON CHALLENGES OF TRACKING AND TRANSIT	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163- 423-9	M.A.M. B- School	Shanlax Publications
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Sl. No	Name of the teacher	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISS N number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
17	Dr.R.PREMA, Associate Professor, M.A.M-B School, Siruganur, Trichy	A STUDY ON OCCUPATIONAL EMPLOYEE HEALTH AND SAFETY MEASURE IN ACSEN TEX PVT LTD, MANIVILUNTHAN, ATTUR.	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
18	Dr. R. Suganya, Associate professor, Department of Mathematics, M.A.M Business School, Trichy.	A STUDY ON WORKING CAPITAL MANAGEMENT IN TIRUCHIRAPALLI DISTRICT COOPERATIVE MILK PRODUCERS UNION LTD, TRICHY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
19	Mrs. YOGAPRIYA .S Assistant Professor, MAM B-School, Siruganur, Trichy-621105	A STUDY ON PREDICTIVE ANALYSIS OF EMPLOYEE RETENSION INGLOBAL INNOV INDUSTRIAL SOLUTIONS	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



Sl. No	Name of the teacher	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISS N number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
20	Mrs.K.BANU MEENA, Assistant Professor M.A.M B – School, Siruganur, Trichy – 621 105	A STUDY ON JOB ROTATION IN SCOTTS GARMENTS TIRUPPUR	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
21	Akila Priyadharshini T, Assistant professor, M.A.M B-School, Siruganur, Trichy.	A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL IN TOOLFAB ENGINEERING INDUSTRIES PVT LTD AT TRICHY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
22	Akila Priyadharshini T, Assistant professor, M.A.M B-School, Siruganur, Trichy.	A STUDY OF THE RECRUITMENT AND SELECTION PROCESS	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



Sl. No	Name of the teacher	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISS N number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
23	Dr. R. PREMA, Associate Professor, M.A.M.B – School, Siruganur, Trichy –621105.	A STUDY ON ROLE OF TALENT MANAGEMENT IN EMPLOYEE RETENTION IN RANE ENGINE VALVE LIMITED, PUDUKOTTAI.	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
24	Dr. R. PREMA, Associate Professor, M.A.M.B – School, Trichy. – 621105.	A STUDY ON EMPLOYEE ATTITUDE TOWARDS WORK PLACE IN SHRI AMMAN STEEL AND ALLIED INDUSTRIES PRIVATE LIMITED, TRICHY.	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
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26	C.Subha, MBA., M.Phil., Assistant Professor, M.A.M – B-School, Trichy – 625009	A STUDY ON EMPLOYEE ENGAGEMENT AT MADHURAM HOSPITAL AT TRICHY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
27	Banumeena. K Assistant Professor, M.A.M – B-School, Trichy – 625009	ENHANCING OPERATIONAL EFFICIENCY AND PATIENT CARE AT SRINIVASAN HOSPITAL, THURAIYUR: A CASE STUDY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
28	S.YOGAPRIYA, Assistant Professor, M.A.M. B-School Siruganur, Trichy	A STUDY FINANCIAL PERFORMANCE OF TVS SRICHAKRA LIMITED, VELLARIPATI	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



Sl. No	Name of the teacher	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISS N number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
29	KAYALVIZHI N, Assistant Professor, MAM-B School, Siruganur, Trichy.	A STUDY ON PREDICTIVE ANALYSIS OF EMPLOYEE RETENSION IN MOBITECH WIRELESS SOLUTION PERUNDURAI.	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
30	Dr. DEVASAKTHI, Assistant Professor, M.A.M.B-School, Siruganur, Trichy-621105.	A STUDY ON EMPLOYEE RETENTION STRATEGIES TOWARDS Q MED HOSPITAL IN TIRUCHIRAPPALLI DISTRICT	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
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32	S.YOGAPRIYA., Asst Professor M.A.M- SCHOOL,Trichy- 62110	A STUDY ON EMPLOYEE MORALE WITH REFERENCE TO SHRI AMMAN STEEL AND ALIED INDUSTRIES (P) LTD. TRICHY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163- 423-9	M.A.M. B- School	Shanlax Publications
33	Yogapriya.M, Assistant Professor, MAMB SCHOOL, Trichy.	A STUDY CUSTOMER SATISFACTION IN DRINKING WATER SERVICE WTH REGIONAL REFERENCE IN TRICHY DISTRICT.	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163- 423-9	M.A.M. B- School	Shanlax Publications
34	C. SUBHA. MBA, M.Phil, Assistant Professor -M.A.M B- School, Siruganur- 621105 Trichy	A STUDY ON JUTILISING DATA- DRIVEN APPROACHES TO OPTIMIZE HOSPITAL STAFFING LEVELS	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163- 423-9	M.A.M. B- School	Shanlax Publications
35	Mrs. S. Sanythala Devn Assistant Professor M.A.M B-School, Trichy	A STUDY ON THE EFFECT OF MOTIVATION ON EMPLOYEE PERFORMANCE	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163- 423-9	M.A.M. B- School	Shanlax Publications



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36	Dr. P. Balasuburamanian Associate Professor M.A.M.B-School Siruganur, Trichy	A STUDY OF TRAINING EFFECTIVENESS AT INDIA CEMENTS LIMITED, SALEM	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
37	S.YOGAPRIYA, Assistant Professor, M.A.M B. School	A STUDY ON EFFECTIVENESS MEASURES OF EMPLOYEE WELFARE ACTIVITIES AT LAKS TEX, KARUR	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
38	M. VIJAY, Assistant Professor, M.A.M B-School, Siruganur, Trichy 621105.	A STUDY ON FINANCIAL PERFORMANCE OF RATIO ANALYSIS	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



Sl. No	Name of the teacher	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISS N number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
39	Mr.S.Senthilkumar, Research Scholar, Department of MBA, Anna University.	A STUDY ON NECESSITY OF EVALUATING FACULTY PERFORMANCE, FACULTY PROFESSIONAL DEVELOPMENT OF HIGHER EDUCATION	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
40	MS.RUTH MARY, Assistant Professor, Department of Business Administration, Auxilium College (Autonomous), Vellore – 06	A STUDY ON THE OPD LINEN INVENTORY AT CHRISTIAN MEDICAL COLLEGE, VELLORE	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
41	Dr.M.VIJAY MBA., M.Phil., Ph.d., Assistant Professor, M.A.M. B-School, Trichy	A STUDY ON HUMAN RESOURCE INFORMATION SYTEM IN TRAINING AND DEVELOPMENT AT THE KITE LOGISTICS TRICHY.	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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42	Mr. S. Senthil kumar, assistant professor, M.A.M B-School Siruganur, Trichy 621105.	A STUDY ON ROLE OF WOMEN IN TOP MANAGEMENT AND IT'S IMPACT ON LEADERSHIP.	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
43	Subha C , MBA, M.Phil, Assistant Professor, M.A.M B-School, Siruganur, Trichy-621105	A QUALITY OF WORKLIFE BALANCE WITH SPECIAL REFERENCE TO JAGANATHAN ENGINEERING WORKS IN TRICHY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
44	Dr. Balasubramanian, Associate professor, M.A.M B-School, Siruganur, Trichy 621105	A STUDY ON HUMAN RESOURCE: RECRUITMENT AND SELECTION PROCESS IN PENNAR INDUSTRIES TRICHY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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45	C. Subha, MBA. M. Phil., Assistant Professor, M.A.M-B-School, Siruganur Trichy	A STUDY ON PERFORMANCE APPRAISAL AND BONUS PAYMENTS AT HARIHAR ALLOYS PRIVATE LIMITED	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
46	Dr. Deva Sakthi, Professor M.A.M.B-School Siruganur, Trichy-621105	A STUDY ON KRISHNAA LAKSHMI ENTERPRISES	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
47	S. Yogapriya, MBA B - School, siruganur, Trichy	A STUDY ON CUSTOEMER SATISFACTION IN OFFLINE AND ONLINE MODES OF SHOPPING IN KITE LOGISTICS TRICHY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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48	Dr.M. Hemalatha, Director, M.A.M B-School, Siruganur, Trichy-621105	A STUDY ON ASSESSING THE ROLE OF DIGITAL TOOLS AND AUTOMATION ON EMPLOYEE PRODUCTIVITY IN ITECHTUNERZ	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
49	Dr.M. Hemalatha, Director, M.A.M B-School, Siruganur, Trichy-621105	A STUDY ON CREDIT APPRAISAL OF HOME LOANS AT SMFG GRIHASHAKTI (FORMELY FULLERTON INDIA HOME FINANCE CO. LTD)	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
50	Dr.M. Hemalatha, Director, M.A.M B-School, Siruganur, Trichy-621105	A STUDY ON TACKLING THE WORK-LIFE BALANCE DILEMMA AMONG HEALTHCARE PROFESSIONALS IN MAHATHMA EYE HOSPITAL	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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51	Dr.M. Hemalatha, Director, M.A.M B-School, Siruganur, Trichy-621105	A STUDY ON IMPLEMENTING QUALITY IMPROVEMENT INITIATIVES (ANNAI HOSPITAL)	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
52	Dr.M. Hemalatha, Director, M.A.M B-School, Siruganur, Trichy-621105	A STUDY ON FACTORS INFLUENCING EMPLOYEE RETENTION IN L&T CHENNAI	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
53	Dr. M. Hemalatha, Director, M.A.M B-School, Siruganur, Trichy-621105	A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE ON RISK ASSESSMENT IN HOME FIRST FINANCE	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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54	Dr. M. Hemalatha, Director, M.A.M B-School, Siruganur, Trichy-621105	A STUDY ON THE IMPACT OF TALENT MANAGEMENT PRACTICES IN ORGANISATIONAL PERFORMANCE IN MANUFACTURING INDUSTRY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
55	Dr. M.Hemalatha, Director, M.A.M.B-School Siruganur, Trichy-621105	A STUDY ON WASTE DISPOSAL MANAGEMENT IN HOSPITAL AT GVN RIVERSIDE HOSPITAL (P) Ltd	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
56	J. Jeremiah Deepan, Assistant Professor, M.A.M.B-School, Siruganur, Trichy-621105	A STUDY ON EMPLOYEE ATTITUDE TOWARD WORKPLACE	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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57	J. Jeremiah Deepan, Assistant Professor, M.A.M B-School, Siruganur, Trichy-621105	A STUDY ON EMPLOYEE ENGAGEMENT AMONG THE EMPLOYEE WITH IN THE ORGANIZATIONS	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
58	Dr. P. Balasubramanian, Associate Professor, Siruganur, Trichy-621105	A STUDY ON EMPLOYEE ENGAGEMENT TOWARD WORKPLACE	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
59	Mr. S. Senthilkumar Assistant Professor, M.A.M B-School, Siruganur, Trichy, 621105	STUDY ON TECHNOLOGY ADOPTION AT MEENAKSHI HOSPITAL	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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61	Jeremiah Deepan, Professor M.A.M.B-School Siruganur, Trichy-621105	A STUDY ON EMPLOYEE SATISFICATION TOWARD WORKPLACE	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
62	Mr.S.Senthilkumar , Assistant Professor, M.A.M.B-School Siruganur, Trichy-621105	A STUDY ON WORK SAFETY FOR EMPLOYEES IN THE WASTE DISPOSAL DEPARTMENT WITH SPECIAL REFERENCE TO GVN RIVERSIDE HOSPITAL TRICHY.	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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64	Dr. R Karthika Professor M.A.M B-School, Siruganur, Trichy-621105	PREDICTIVE CUSTOMER SEGMENTATION THROUGH RFM ANALYSIS FOR ENHANCING MARKETING STRATEGIES AT SRI VELAVAN AGRO, TRICHY	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
65	Dr. P Balasubramanian, Associate Professor, M. A. M B School, Siruganur, Trichy - 621105.	A STUDY ON EMPLOYEE ABSENTEEISM AT BHEL.	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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67	Mr.S.Senthilkumar , Assistant Professor, M.A.M.B-School Siruganur, Trichy-621105	A STUDY ON WORKING CONDITION AND ITS IMPACT ON PERFORMANCE WITH REFERENCE IN JAI RAJ INDUSTRIES AT TRICHY	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Confrence	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
68	Dr. P Balasubramanian , Associate Professor, M. A. M B School, Siruganur, Trichy – 621105.	A STUDY ON EMPLOYEE ATTRITION	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Confrence	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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75	Mrs. S. Sagunthala Devi, Assistant professor, M. A. M B- School, Trichy.	A STUDY ON IMPACT OF TECHNOLOGICAL ADVANCEMENTS IN OPHTHALMOLOGY IN EYE CARE HOSPITALS	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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77	Dr .R.PREMA, Associate Professor, M.A.M-B School, Siruganur, Trichy	A STUDY ON CHALANGES OF TRACKING AND TRANSIT	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
78	S. Kiruthiga Assistant Professor, M.A.M. B-School Siruganur, Trichy - 621105.	A STUDY ON WORK LIFE BALANCE AMONG EMPLOYEES WITH SPECIAL REFERENCE TO R.K. METALS AND ROOFINGS (P) LTD, AT TRICHY.	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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80	K. BANUMEENA MBA, M.Phil., Assistant Professor, M.A.M-B-School, Siruganur Trichy	A STUDY ON EMPLOYEE WELFARE MEASURES TOWARDS EMPLOYEE SATISFACTION.	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
81	Mrs. S. Sagunthala Devi, Assistant professor, M.A.M B - School, Trichy.	A STUDY ON MANAGING WORKFORCE DIVERSITY IN GARMENTS MANUFACTURING UNIT	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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83	SURYA M MBA, M.Phil, Assistant Professor, B - School, Siruganur, Trichy.	A COMPREHENSIVE STUDY ON HR POLICIES AND ITS IMPLEMENTATION OF NAVA SATHI PACKS PRIVATE LIMITED	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
84	Banumeena K, Assistant professor, M.A.M. B - School-Trichy	A STUDY ON EFFECTIVENESS OF INTRINSIC AND EXTRINSIC MOTIVATION ON EMPLOYEE PERFORMANCE	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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86	JEREMIAH DEEPAN J, Assistant Professor, B - School, Siruganur, Trichy 621-105.	A STUDY ON TOTAL QUALITY MANAGEMENT	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
87	Subha .C, MBA., M Phil, Assistant professor, M.A.M. B-School, Siruganur, Trichy	A STUDY ON LOOK PATIENT ŠATISFACTION IN DR.G.VISWANATHAN SPECIALITY HOSPITAL TRICHY	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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89	Jeremiah Deepan J, Assistant Professor, M.A.M. B-School, Siruganur, Trichy-621105	A STUDY ON HOW TO ENHANCE EFFECTIVE LOGISTICS SERVICES USING A STRONG NETWORK	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
90	C. Subha, MBA, M.Phil., Assistant Professor, M.A.M B-School, Siruganur, Trichy	A STUDY ON REQUIREMENT OF EMPLOYEE SELECTION AT SAMY COTTON MILLS	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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91	Dr.R.Devasakthi Assistant professor M.A.M B-School Siruganur,	A STUDY ON FINANCIAL PERFORMANCE AND ANALYSIS OF NLC INDIA LIMITED	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
92	Yogapriya.M, Assistant Professor, M.A.M B-School Siruganur, Tiruchirappalli 621 105	A STUDY CUSTOMER SATISFACTION IN DRINKING WATER SERVICE WTH REGIONAL REFERENCE IN TRICHYDISTRICT.	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
93	Dr.R .Karthika, Professor ,M.A.M B-School, Siruganur Trichy- 621105	A STUDY ON NEW INNOVATION IDEAS DEVELOPMENT AND ADOPTION WITH THE EMPLOYEES ANNAMALAIS TOYOTA	National Confrence on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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94	S.Yogapriya, MBA Assistant professor, M.A.M B school, Trichy	A STUDY ON EMPLOYEE RELATIONS ON ORGANIZATION PERFORMANCE	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
95	Dr.R. DEVASAKTHI, Assistant Professor M.A.M.B-School Siruganur, Trichy-621105	A STUDY ON EFFECTIVENESS OF EMPLOYEE WELLNESS PROGRAM IN HOSPITAL	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications
96	Ms. MALAR, MAM B-School., Siruganur Trichy.621105	STUDY ON QULITY OF WORK LIFE BALANCE SAMSUNG SMART CAFE [SMART CHOICE]	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163-423-9	M.A.M. B-School	Shanlax Publications



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98	Dr.R. Karthika, Professor, M.A.M B-School, Siruganur, Trichy- 621105	EMPLOYEE ENGAGEMENT ANALYSIS	National Conference on Business Opportunities and Challenges to Entrepreneurship	National Conference	National	April, 2024	978-93-6163- 423-9	M.A.M. B- School	Shanlax Publications
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128	Dr. M. Hemalatha	Location selection model for a veterinary clinic with conceptual design	Innovative and Sustainable Management Practices in Post Covid Business Scenario	National Conference	National	2027	ISBN: 978-93-80430-51-9	Gnanam School of Business, Thanjavur.	CBA Publishers, Chennai.
129	Dr. M. Hemalatha	A conceptual design for determining success of goat farming	Innovative and Sustainable Management Practices in Post Covid Business Scenario	National Conference	National	2028	ISBN: 978-93-80430-51-10	Gnanam School of Business, Thanjavur.	CBA Publishers, Chennai.
130	Dr. R. Karthika, A. Anburaj	Artificial Intelligence in Investment Management	BODHI	International Conference	International	BODHI-2023	ISBN: 978-81-953396-3-1	SRM Valliammai Engineering College, Chennai	SRM Valliammai Engineering College, Chennai



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131	Ms. C. Subha	Performance Appraisal System Towards Dalmia Cemen, Dalmiapuram	International conference on Recent trends in Science Engineering and management (ICRTSEM 2023)	International Conference	International	2023	ISBN: 978-93-5768-336-4	Er.Perumal Manimekalai College of Engineering	Er.Perumal Manimekalai College of Engineering



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A STUDY ON TRAINING AND DEVELOPMENT IN SANTHI INDUSTRIES IN TRICHY

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Abstract

Training and development are a necessary factor in the attainment of organizational objectives of any organization. In every organization exists some form training and development programmed. The manpower has to be trained and developed in terms of quality and quantity so that they can effectively and efficiently control the commanding height of our profit. The business organization has risen to this by providing the national Council for management education and training and the Centre for management development schemes. It is important because it directs and development towards organization need and aspiration. In shanthi manufacturing industry there is already a formalized system of staff training and development in the organization to help it attain it objectives.

A STUDY ON RECRUITMENT AND SELECTION

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Abstract

This study examines employee attitudes toward workplace projects and their impact on project outcomes. Through surveys and interviews across diverse industries, key factors influencing attitudes were identified. Employees highly valued projects aligned with their roles and career goals. Support from management significantly influenced engagement levels, with autonomy and clarity of objectives enhancing positivity. Fairness in evaluation and recognition processes emerged as crucial for satisfaction. Findings highlight the importance of aligning project goals with employee interests, providing support, clarity,

and fair practices. Practical implications include optimizing project management strategies to foster positive attitudes, thereby enhancing project success and organizational performance. This research contributes valuable insights for project managers and organizational leaders aiming to optimize employee involvement and commitment to workplace projects, thereby improving organizational performance.

THE THREAD OF ENVIRONMENTALLY SUSTAINABLE PRACTICES WITH GREEN SATISFACTION AND CUSTOMER CITIZENSHIP BEHAVIOUR IN THE INDIAN FASHION INDUSTRY

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Abstract

This research project report titled "The thread of Environmentally Sustainable Practices, Green Satisfaction with Customer Citizenship Behaviour in the Fashion Industry" explores the relationship between environmentally sustainable practices and customer citizenship behaviour in the fashion industry. The study conducted examines the impact of green satisfaction on customer behaviour and its implications for sustainable practices in the fashion sector. Through a systematic analysis and interpretation of data, the report sheds light on the importance of integrating environmental sustainability into business strategies to enhance customer satisfaction and loyalty.

A STUDY ON DISTRIBUTION CHANNEL TOWARD WORKPLACE

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This study examines distribution channel toward workplace projects and their impact on project outcomes. Through surveys and interviews across diverse industries, key factors

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A STUDY ON THE VARIOUS EMPLOYEE JOB DESCRIPTION WELFARE SCHEME IN FMCG

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Abstract

Employees' play a key role in the existence and growth of any organization, therefore their welfare is essential. During the past few years, organizations have been contributing towards the employee's benefits and also increase their efficiency. Employees' welfare facilities include housing facilities, free medical facilities, retirement benefits, children and adult educational benefits, welfare measures for the employee's families, loan facilities, etc. If the organizations do not bother about the employees benefit, but expect efficient and high performance from them, it is a mere waste. So there is utmost need for the employee's welfare in any type of organization. Organizations have to provide welfare facilities to their employees to keep their motivation levels high. Happy workers are productive workers and productive workers are likely to be happy. Employee job satisfaction is essential to face the dynamic and ever-increasing challenges of maintaining productivity of the organization by keeping their workforce constantly engaged and motivated. Furthermore, environmental pressures, rising health costs and various needs of the workforce also pose a challenge for the management. This could be overcome by creating a work environment that maintains employee job satisfaction as well as motivates people towards exceptional performance at the workplace achieving work-life balance.

Keywords: *Job requirement, Employee welfare, Employee job description, Employee benefits.*

A STUDY ON RECRUITMENT AND SELECTION

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This study examines employee attitudes toward workplace projects and their impact on project outcomes. Through surveys and interviews across diverse industries, key factors influencing attitudes were identified. Employees highly valued projects aligned with their roles and career goals. Support from management significantly influenced engagement levels, with autonomy and clarity of objectives enhancing positivity. Fairness in evaluation and recognition processes emerged as crucial for satisfaction. Findings highlight the importance of aligning project goals with employee interests, providing support, clarity, and fair practices. Practical implications include optimizing project management strategies to foster positive attitudes, thereby enhancing project success and organizational performance. This research contributes valuable insights for project managers and organizational leaders aiming to optimize employee involvement and commitment to workplace projects, thereby improving organizational performance.

A STADY ON HR POLICIES AND IMPLEMENTATION AT BPO

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Abstract:

Human resource management is concerned with people element in management. Since every organization is made up of people, acquiring their services, developing their skills/ motivating to high level of performances and ensuring that they continue to maintain their commitments to the organization which are essential to achieve organizational objectives. This project is meant to know the Human Resource Policies in the organization. The HR Policies are aimed to achieve employee satisfaction and thus highly motivated employees. The main objective of various HR Policies is to increase efficiency by increasing motivation and thus fulfill organizational goals and objectives. The objective is to provide the reader

with a framework of the HR Policy Manual and the various objectives that the different policies aim to achieve. The main focus was on the managerial levels of employees in nasant groups Trichy.

Keywords: HR policies, Employee Relationship, Organization, HR practices, payroll, recruitment.

ENTREPRENEURSHIP IN INDIA: OPPORTUNITIES AND CHALLENGES

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Abstract:

Entrepreneurship plays a vital role in economic development, offering opportunities across various sectors. India's burgeoning start-up ecosystem reflects this peak period of entrepreneurial activity, brimming with potential for aspiring business leaders. Despite extensive efforts by both central and state governments, many entrepreneurs struggle to identify available opportunities. Even educational institutions are actively addressing these barriers. This paper examines the existing entrepreneurial landscape in India, highlighting both the plethora of opportunities and the accompanying challenges faced by entrepreneurs.

Keywords: Entrepreneurship in India, Entrepreneurship Development, opportunities and challenges, Government.

A STUDY ON EMOTIONAL INTELLIGENCE GURU ENGINEERING WORKS IN TRICHY

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Abstract: The concept of "emotional intelligence" has been extensively popularized in the lay press and corporate world as individuals purport the potential ability of emotional intelligence to predict various markers of success. Emotional intelligence (EI) most commonly incorporates concepts of emotional expression and regulation, self-awareness,

and empathy. The concept has been criticized by some for its loose definition and parallels to personality traits. Additionally, several limitations to the instruments used to measure emotional intelligence have been identified. This review examines the foundations of the definitions of emotional intelligence as well as existing educational research involving emotional intelligence, both within the health professions and externally. Recommendations for future research and research potential are discussed.

Keywords: *emotional intelligence, general intelligence, academic success, performance*

A STUDY ON BILL OF LADING OPERATIONS IN MB CARGO PRIVATE LIMITED

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Abstract

This study delves into the intricacies of Bill of Lading (BOL) operations within MB Cargo, a prominent player in the cargo and logistics industry. The Bill of Lading, a critical document in international trade, serves as a receipt of goods, a contract of carriage, and a document of title. Understanding its operations is essential for ensuring efficient logistics management, minimizing risks, and enhancing overall customer satisfaction. Through a comprehensive analysis of MB Cargo BOL processes, this study aims to identify key challenges, inefficiencies, and best practices. By examining various stages of BOL generation, issuance, transmission, and verification, the study uncovers potential areas for improvement and optimization. Methodologically, a combination of qualitative and quantitative approaches is employed. Interviews with key stakeholders within MB Cargo provide valuable insights into current practices and pain points. Additionally, quantitative data analysis offers a systematic examination of BOL processing times, error rates, and compliance levels. The findings of this study contribute to both theoretical understanding and practical implications. Recommendations for streamlining BOL operations, enhancing technology utilization, and optimizing workflow are proposed. Moreover, insights gained from this study can serve as a benchmark for other organizations within the logistics sector seeking to improve their BOL management practices. Ultimately, this study endeavours to advance knowledge in the field of logistics and supply chain management while providing actionable insights for MB Cargo and similar entities aiming to enhance their Bill of Lading operations.

Keywords: *Bill of Lading (BOL), MB Cargo, Logistics operations, International trade, Supply chain management, Efficiency, Technology utilization, Compliance management, Customer satisfaction.*

A STUDY ON JOB SATISFACTION OF THE EMPLOYEE IN SRM MEDICAL COLLEGE AND RESEARCH CENTRE, CHENNAI.

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Abstract

Job Satisfaction could be a multi – dimensional attitude, it's made of attitude towards Culture, supervision, career, performance, nature of labour, performance evaluation system of the Corporate. Satisfaction of employees is one in every of the numerous aspects of organizational Effectiveness. The extent of job satisfaction of the staff within the organization play vital role for the retention of the component human capital within the organization. A satisfied worker tends to be less absent from the task, contribute for the advantage of the Corporate. Whereas, a dissatisfied worker prefers to stay absent and unhappy with the supervisor, tries to leaves the corporate. Therefore it's very essential for the organization to form employment Satisfied environment within it. Employee job satisfaction is influenced by supervision, career, Working environment, performance, culture.

A STUDY ON IMPACT OF EMPLOYEE BENFITS IN CEMENTFACTORIES

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Abstract:

Employee's welfare refers to the efforts which are provided by the employer for the good life worth of its employees. Employee's welfare means anything done for the comfort and intellectual improvement or social, of the employees over and more than the wages paid which is not a necessity of the industry. Organizations provide welfare facilities to

their employees to keep their motivation levels high enough. The employee welfare schemes can be classified into two categories viz. Intra-mural and Extra-Mural. The Intra-Mural schemes are those schemes that are compulsory to provide by an organization as compliance to the laws governing employee health and safety. The Extra-Mural schemes differ from organization to organization and from industry to industry. The main purpose of employees' welfare is to enrich or develop the quality of life of employees and keep them satisfied and contented. Extra-Mural benefits are the result of employer's generosity, enlightenment and philanthropic feelings. This paper contributes the in-depth of analysis of both Intra-Mural and Extra-Mural and its impact on employee satisfaction in Cement Corporation of India units in Thandur and Adilabad.

Keywords: Employee Welfare, Employee Satisfaction, temporary employees, layoffs, cement corporation of India.

TO STUDY ON A HR OPERATIONS MANAGEMENT IN VELMURUGAN HEAVY ENGINEERING INDUSTRY, (SENGUPATTI) THANJAVUR

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Abstract:

This paper reviews the literature on the association between lean production and performance. From this, propositions on the integration and evolution of operation and human resource management practices associated with the lean production concept are developed. Using 24 years of data on the use of seven core OM and HRM practices in British manufacturing firms, the potential link between integration in the use of practices and productivity is tested. In each year, three latent clusters are identified via ordered restricted latent class models; the cluster that consistently makes a more integrated use of practices outperforms the others. Furthermore, the longitudinal nature of the data permits modelling the growth curves of each practice in the sample, recognizing any similarity in growth and investigating whether or not an early integration in adoption of practices is associated with higher final productivity. The results show that pioneers are more productive, thus suggesting that the head start in integrating core OM and HRM practices associated with the lean production concept has paid off. To celebrate Human Resource Development Review (HRDR's) 20th anniversary of publication, I was asked by the

HRDR Editor-in-Chief to conduct a topic analysis of HRDR articles over the past two decades. The purpose of this study, therefore, is to identify major topics from all HRDR articles published from 2002–2021 by reviewing keywords and citation frequency. After identifying 394 articles (excluding editorials), the main topics and the most influential articles were identified. Literature review articles followed by employee engagement were the most frequently cited over the past 20 years. In the future, there is a need to conduct more in-depth analysis to better understand the relevant topics and influence of HRDR articles using accurate categories and advanced techniques

Keywords: *Participation, Improvisation, Resources*

A STUDY ON EMOTIONAL INTELLIGENCE IN HEALTH CARE

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Abstract

Emotional intelligence (EI) refers to the ability to perceive, use, understand, and manage emotions. Interest in EI and related concepts was fuelled by growing recognition that cognitive ability accounts for only a limited amount of the variability found in important life outcomes. There are two different ways of thinking about EI – the ‘ability’ approach and the ‘trait’ approach. Both approaches are positively associated with mental health and social adjustment in adults and children, with few consistent differences related to important demographic variables. Several evidence-based programs for improving EI in children and adults now are available. Emotional intelligence (EI) refers to an array of attributes concerning the way in which people perceive, express, understand, and manage their own emotions as well as the emotions of others. Although there are several EI definitions and models in the literature, there is considerable overlap among them. The various definitions and models can be broadly classified under two different constructs: trait EI (or “trait emotional self-efficacy”), which refers to emotional perceptions measured via self- or observer-reports, and ability EI (or “cognitive-emotional ability”), which refers to cognitive-emotional abilities that ought to be measured via maximum- performance tests.

Keywords: *self-regulation, social skills, customer relationship management, communication.*



STUDY ON QUALITY OF WORK LIFE BALANCE SAMSUNG SMART CAFE [SMART CHOICE]

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Abstract:

In the contemporary professional landscape, achieving a harmonious equilibrium between work and personal life has become paramount for organizational success and individual well-being. The concept of Quality of Work-Life (QWL) balance has garnered significant attention as a multifaceted construct encompassing various dimensions including job satisfaction, work-life conflict, job security, organizational culture, and employee well-being. This abstract outline a comprehensive approach to enhancing QWL balance within organizational setting workplace. Moreover, addressing issues related to workload management and job design is imperative in optimizing QWL balance. Adopting strategies to mitigate excessive workload, promote task variety, and enhance job autonomy can contribute to a more fulfilling work experience for employees. Furthermore, fostering open communication channels between management and employees facilitates the identification of individual needs and concerns regarding work-life balance, enabling targeted interventions and support mechanisms.

Keywords: *Job satisfaction, Employee well-being, Organizational culture, Flexibility, Autonomy, Workload management, Job design*

A STUDY ON CHALLENGES OF TRACKING AND TRANSIT

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Abstract

Transportation and transit systems play a pivotal role in shaping urban development, mobility and economic growth across societies, regions, and nations. These intricate socio-technical systems encompass various modes of transport, including road, rail,

aviation, maritime, and pipelines. As we delve into the challenges faced by these systems, let's explore the grand challenges and the interdisciplinary knowledge required for their advancement. Transportation and transit systems draw upon broad spectra of research ends due to the diversity and interconnectivity of transport modes, including road, rail, aviation, pipeline, maritime, or even aerospace. These systems have evolved over centuries to be considerably more efficient and environment-friendly for a wide range of customers. The fundamental principle "safety" is still the key priority in most research today. However, thanks to extensive interface with various customers; research and innovation in practices have shifted from optimizing functional purposes and targets through each stage of life cycle toward modernization, reliability, resilience, and better quality of life. These initiatives additionally coincide with the grand challenges for engineering proposed by the National Academy of Engineering and the United Nations' Millennium Development Goal.

Keywords: Design completeness, Instructions, Mass rapid transit projects, Track line

A STUDY ON TRANSFORMING TRADITIONAL HR PRACTICES TO ENHANCE ORGANISATIONAL ADAPTABILITY

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Abstract

Organizations must constantly modify their organizational structures in the fast-paced commercial world of today in order to stay competitive. The implementation of Human Resource (HR) strategies is crucial in enabling organizations to be flexible in response to changing market conditions, technology breakthroughs, and workforce preferences. The investigation looks at different HR tactics designed to improve the flexibility of organizational structures. It explores hiring and choosing procedures designed to find people with adaptable, creative, and agile mindsets that support systemic change. It also looks at efforts for training and development aimed at creating a flexible workforce that can function well in changing organizational structures. The abstract also emphasizes how important it is to promote a culture of cooperation, experimentation, and open communication in order to enable structural changes. Finally, it talks about how leadership development courses help CEOs become capable leaders who can successfully manage and

steer organizational transformation projects. Organizations may ensure long-term sustainability and success by combining these HR methods to create an adaptable organizational structure that can quickly adjust to market disruptive and grasp emerging possibilities.

Keywords: *Competitive advantage, Human Resource (HR) strategies, Organizational structures, Technological advancements, Workforce preferences.*

A STUDY ON INNOVATIVE SALES PROMOTION STRATEGIES: A RECIPE FOR SUCCESS IN THE RESTAURANT INDUSTRY

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Abstract:

In today competitive landscape, restaurants strive to capture the attention of discerning consumers through innovative sales promotion strategies. This abstract explores the dynamic realm of sales promotion within the restaurant industry, focusing on inventive tactics that drive customer engagement and boost revenue streams. From leveraging social media platforms to orchestrating experiential dining events, this study delves into the multifaceted approaches employed by restaurants to entice patrons and enhance brand loyalty. Through a comprehensive analysis of case studies and industry insights, this research elucidates the pivotal role of creativity and adaptability in crafting effective sales promotion campaigns. Furthermore, it examines the influence of emerging trends such as sustainability and digitalization on shaping promotional endeavours within the culinary sphere. By unravelling the intricacies of successful sales promotion initiatives, this abstract offers valuable insights to restaurateurs and marketers seeking to navigate the ever-evolving landscape of consumer preferences and market dynamics.

Keywords: *Sales Promotion, Restaurant Industry, Innovation, Consumer Engagement*



A STUDY ON WORKING CAPITAL MANAGEMENT IN TIRUCHIRAPALLI DISTRICT COOPERATIVE MILK PRODUCERS UNION LTD, TRICHY

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Abstract

This paper examines the linkage between working capital management and performance for a sample of Cooperative Milk Producers Union Ltd, Trichy. In contrast to previous studies, the findings provide strong support for an inverted U-shaped relation between investment in working capital and firm performance, which implies the existence of an optimal level of investment in working capital that balances costs and benefits and maximizes a firm's value. The results suggest that managers should avoid negative effects on firm performance because of lost sales and lost discounts for early payments or additional financing expenses. The paper also analyses whether the optimal working capital level is sensitive to alternative measures of financial constraints. The findings show that this optimum is lower for firms more likely to be financially constrained.

Keywords: *working capital management, investment, financing expenses.*

A STUDY ON PREDICTIVE ANALYSIS OF EMPLOYEE RETENSION IN GLOBAL INNOV INDUSTRIAL SOLUTIONS

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Abstract

Employee turnover is a significant challenge in the dynamic and competitive mobile industry, impacting organizational stability, productivity, and innovation. Predictive analysis offers a proactive approach to understand and address employee attrition by identifying key factors and patterns leading to turnover. This study provides an in-depth

exploration of predictive analytics methodologies applied to employee retention in the mobile industry. The research reviews existing literature on predictive models for employee turnover, focusing on techniques such as machine learning algorithms, statistical analysis, and data mining. It examines the specific factors influencing employee retention in the mobile industry, including job satisfaction, career advancement opportunities, work-life balance, and company culture. Furthermore, the study investigates the practical implementation of predictive analytics in mobile companies, including data collection, feature selection, model development, and validation. It explores the integration of structured and unstructured data sources, such as employee surveys, performance reviews, and social media sentiment analysis, to enhance the predictive accuracy of retention models. Moreover, the study discusses the implications of predictive analysis for human resource management practices in the mobile industry. It emphasizes the importance of developing proactive retention strategies, including personalized interventions, talent development programs, and organizational culture initiatives, to mitigate turnover risks and foster employee engagement. The findings of this study provide valuable insights and actionable recommendations for mobile company's seeking to improve employee retention through predictive analytics. By leveraging data-driven approaches, organizations can anticipate turnover trends, identify at-risk employees, and implement targeted retention initiatives, thereby enhancing workforce stability and driving business success.

A STUDY ON JOB ROTATION IN SCOTTS GARMENTS TIRUPPUR

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Abstract

This project explores the strategic implementation of job rotation as a mechanism to enhance organizational performance. With the dynamic nature of modern workplaces, organizations are increasingly adopting job rotation practices to cultivate employee skills, improve employee satisfaction, and foster innovation. This study investigates the theoretical foundations, benefits, and challenges associated with job rotation initiatives. Utilizing a mixed-methods approach, including literature review, surveys, and interviews, the research aims to provide actionable insights for organizations considering or currently implementing job rotation programs. By examining case studies and empirical data, this

A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL IN TOOLFAB ENGINEERING INDUSTRIES PVT LTD AT TRICHY

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Abstract

A splendid formation of human brought significant changes in our everyday industry life. The humans in any organization are measured as assets. To make or blight an organization we want persons. Human resource management helps an organization in getting right humans at right situation, right time and impel them to contribute the assets consistently to run the organization effectively. An association of pursuits can be comprehensive just when members put in their accomplishments. The best way to examine whether or not an employee has put off their effort within the given undertaking based on performance appraisal. Analysing performance of employees is the basic job of Human Resource Management; for this reason, and performance evaluation is the way of evaluating the performance of an employee or personnel established on the project – assigned in a given period of time.

A STUDY OF THE RECRUITMENT AND SELECTION PROCESS

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Abstract

Better recruitment and selection strategies result in improved organizational outcomes. With reference to this context, the research paper entitled Recruitment and Selection has been prepared to put a light on Recruitment and Selection process. The main objective is to identify general practices that organizations use to recruit and select employees and, to determine how the recruitment and selection practices affect organizational outcomes at SMC Global Securities Ltd. The research methodology applied is the exploratory. The data was collected through well-structured questionnaires. The source of data was both primary

and secondary, Sample size was 30. Data analysis has been done with the help of SPSS software. The company considered portals as the most important medium of hiring employees. The employees working in the company consider the employee references are one of the most reliable source of hiring the new employees. Company always takes in consideration the cost-benefit ratio.

Keywords: Recruitment, Selection, Reference, Interview, Hiring; Performance.

A STUDY ON ROLE OF TALENT MANAGEMENT IN EMPLOYEE RETENTION IN RANE ENGINE VALVE LIMITED,PUDUKOTTAI.

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Abstract

Talent management deal with the attracting, developing and retaining the key organizational talent, this paper tries to present the association between talent management and employee engagement, retention, value addition and improved organizational performance. It's based on available empirical evidence. The literature review is organized by reviewing the research papers that are published in popular research journals. The impact of talent management on employee engagement, retention, value addition and improved organizational performance has been thoroughly studied. The study reveals that there is positive association between these variables. This paper also substantiates the previous researchers in understanding the positive impacts of talent management. These findings are valuable to researchers, HR professionals and academicians. Key Words- Talent, Talent Management, Employee Engagement, Employee Retention, Employee Value addition and Organizational Performance. The differential value created by talented employees and their contribution to organizations in the hypercompetitive and complex global economy has made talent management a strategic priority for organizations. Talent management has been advocated as an important strategy to retain talented employees, but academic studies exploring their relationship are limited. Building on the Resource-Based View (RBV) theory and Social Exchange Theory (SET), the present article studies the relationship between talent management and employee retention. In addition, a conceptual model explaining the role of talent

SOCIAL MEDIA MARKETING FUTURE PROSPECTIVES

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Abstract:

The social media marketing is one of the major platforms in today's business. This permits individuals and business to create, develop content to post in the social media. The contents will reach a mass public through the social media platforms. This paper discusses the advantages and disadvantage of social media marketing.

Keywords: branding, social media, marketing, customers, public

A STUDY ON EMPLOYEE ATTITUDE TOWARDS WORK PLACE IN SHRI AMMAN STEEL AND ALLIED INDUSTRIES PRIVATE LIMITED, TRICHY

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Abstract:

This project aims to investigate the attitudes of employees towards their workplace environment. With the recognition of the significant impact of employee attitudes on organizational productivity, retention, and overall success, understanding the factors that influence these attitudes is imperative for organizational leaders. Through a mixed-methods approach involving surveys and interviews, this study will delve into various dimensions of employee attitudes, including job satisfaction, organizational culture, work-

life balance, and perceptions of leadership. The findings from this research will provide valuable insights for organizations to enhance employee engagement, satisfaction, and overall well-being in the workplace. Ultimately, this project seeks to contribute to the development of strategies that foster a positive and conducive work environment, thereby promoting organizational success and employee flourishing.

AN EMPIRICAL STUDY ON THE FACTORS INFLUENCING THE PURCHASE OF VEHICLE INSURANCE PRODUCTS IN TIRUCHIRAPPALLI DISTRICT

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Abstract:

The purchase of vehicle insurance is a pivotal decision for motorists, offering essential protection against unforeseen risks on the road. This abstract delves into the multifaceted process of acquiring vehicle insurance, encompassing research, comparison, and selection of policies tailored to individual needs. It explores the parameters influencing insurance choices, including coverage types, premiums, deductibles, and additional benefits, emphasizing the significance of comprehensive coverage. The abstract elucidates the procedural aspects of purchasing insurance, from submitting personal and vehicle information to completing premium payments and receiving policy documentation. Furthermore, it underscores the proactive nature of insurance acquisition in safeguarding against financial losses and liabilities arising from accidents, theft, or natural disasters. Ultimately, the abstract encapsulates the proactive and strategic approach involved in securing vehicle insurance, thereby ensuring peace of mind and financial security for drivers. The acquisition of vehicle insurance is a fundamental aspect of responsible vehicle ownership, serving as a protective shield against financial losses arising from unforeseen events such as accidents, theft, or natural disasters. This abstract examines the process of purchasing vehicle insurance, highlighting its significance and the steps involved. Initially, consumers engage in thorough research.



ENHANCING OPERATIONAL EFFICIENCY AND PATIENT CARE AT SRINIVASAN HOSPITAL, THURAIYUR: A CASE STUDY

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Abstract:

This paper presents a case study conducted at Srinivasan Hospital in Thuraiyur, focusing on operational efficiency and patient care improvement. Utilizing principles from healthcare management, operations management, and strategic management, the study identifies areas for enhancement through process analysis, patient flow evaluation, resource utilization assessment, and stakeholder feedback.

Keywords: Healthcare management, Operations management, Strategic management, Operational efficiency, Patient care, Process analysis, Resource utilization, Stakeholder feedback.

A STUDY FINANCIAL PERFORMANCE OF TVS SRICHAKRA LIMITED, VELLARIPATI

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Abstract

This study examines the financial performance of TVS Srichakra Limited, with a specific focus on its Vellaripati plant. The research employs a comprehensive analysis of financial statements, including income statements, balance sheets, and cash flow statements, to assess the company's financial health and operational efficiency over a specified period. Various financial metrics such as liquidity ratios, profitability ratios, efficiency ratios, and solvency ratios are computed and interpreted to provide insights into the company's financial standing. Furthermore, the study investigates the key drivers influencing the financial performance of TVS Srichakra Limited, considering internal factors such as operational efficiency, cost management, and strategic initiatives, as well as

external factors such as market dynamics and competitive pressures. Additionally, the research explores the impact of economic fluctuations, industry trends, and regulatory changes on the company's financial performance. The findings of this study offer valuable insights into the strengths, weaknesses, opportunities, and threats facing TVS Srichakra Limited, particularly at its Vellaripati plant. The analysis provides stakeholders, including investors, management, and policymakers, with actionable recommendations to enhance the company's financial performance, sustain competitiveness, and achieve long-term growth objectives. Overall, this research contributes to the understanding of corporate financial management practices and serves as a reference for future studies in the field of financial analysis and performance evaluation.

Keywords: The key word for a study on the financial performance of TVS Srichakra Limited.

A STUDY ON PREDICTIVE ANALYSIS OF EMPLOYEE RETENSION IN MOBITECH WIRELESS SOLUTION PERUNDURAI

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Abstract

Employee turnover is a significant challenge in the dynamic and competitive mobile industry, impacting organizational stability, productivity, and innovation. Predictive analysis offers a proactive approach to understand and address employee attrition by identifying key factors and patterns leading to turnover. This study provides an in-depth exploration of predictive analytics methodologies applied to employee retention in the mobile industry. The research reviews existing literature on predictive models for employee turnover, focusing on techniques such as machine learning algorithms, statistical analysis, and data mining. It examines the specific factors influencing employee retention in the mobile industry, including job satisfaction, career advancement opportunities, work-life balance, and company culture. Furthermore, the study investigates the practical implementation of predictive analytics in mobile companies, including data collection, feature selection, model development, and validation. It explores the integration of structured and unstructured data sources, such as employee surveys, performance reviews, and social media sentiment analysis, to enhance the predictive accuracy of retention models. Moreover, the study discusses the implications of predictive analysis for human resource management practices in the mobile industry. It emphasizes the

importance of developing proactive retention strategies, including personalized interventions, talent development programs, and organizational culture initiatives, to mitigate turnover risks and foster employee engagement. The findings of this study provide valuable insights and actionable recommendations for mobile companies seeking to improve employee retention through predictive analytics. By leveraging data-driven approaches, organizations can anticipate turnover trends, identify at-risk employees, and implement targeted retention initiatives, thereby enhancing workforce stability and driving business success.

A STUDY ON EMPLOYEE RETENTION STRATEGIES TOWARDS Q MED HOSPITAL IN TIRUCHIRAPPALLI DISTRICT

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Abstract

Retention of employees is an important function of the HRM. Unless there is a deliberate and serious effort from the management toward this direction, the competitors in the industry are likely to attract and snatch the talent already nurtured in the company over a while. Careful strategies for crafting and implementing employee retention strategies are a skill and should be given top priority by the management. This paper discusses the issues and solutions to this problem with a case study. The results of the study indicate that retention strategies should be carefully worked out for different groups and levels.

Keywords: *Wellness, health, healthcare costs, stress management, goal-setting, motivation, exercise.*



A STUDY ON CAPITAL BUDGETING IN PURE AND PURE AQUA FOODS AND AVAR PACKAGED DRINKING WATER AT TRICHY

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Abstract

The study sought to determine the capital budgeting techniques used in investment appraisal decisions. Capital budgeting techniques are useful tools for administrators in managing resources. The details regarding the history, finance, and inventory policies of the company were collected from records, reports, and profiles of the company. Data analysis was carried out and the findings are listed. A suitable suggestion has been provided. The tools used in this study were the pay-back period and accounting rate of return. This study also gives an overall picture of the financial position of the firm for five years. From the study, we found that the financial position of the firm is satisfactory.

A STUDY ON EMPLOYEE MORALE WITH REFERENCE TO SHRI AMMAN STEEL AND ALIED INDUSTRIES (P) LTD, TRICHY

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Abstract

This paper aims to suggest strategies that organisations can implement to enhance employee morale and productivity. This study helps the organisation to know the strength and opportunity to develop the employee's morale and to know the happy employees and their productive work. Employee morale is a critical aspect of an organization's success, particularly in terms of productivity levels. High morale contributes significantly to employee motivation, job satisfaction, employee engagement, and overall productivity.

levels. In contrast, low morale negatively impacts employee productivity and can lead to absenteeism, low job performance, and high turnover rates. The purpose of the research is to discover answer to questions through the application of scientific procedures. The main objective to assess the level of the employees and examine the demographic variables towards employee morale. The statistical tools used for analysis are Percentage analysis, Chi-square test, Correlation One way Anova, T-test, Mann-Whitney U-test, Kruskal Wallis - test. In conclusion, the study on employee morale has revealed the critical role that employee morale plays in the success of the organization. By recognizing issues that impact employee morale, organizations can take actionable steps towards enhancing employee job satisfaction, motivation, and increased productivity.

A STUDY ON MANPOWER ASSESSMENT OF ISSCC FACILITATION AT TERTIARY CARE HOSPITAL

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Abstract

The tertiary care teaching hospital established in the year 1900. Towards the expansion of service, the ISSCC building was made functional in 2000 exclusive for woman and children. It is a 7 story building, catering to the envisaged services. Regular maintenance plays a vital role in the life of the building. Manpower planning is crucial for an organization efficiency and success. It helps determine labour turnover and ensures proper staffing. It involves analysing skills levels, vacancies, and departmental expansions. Plans are made for internal shifts, training, and recruitment. Manpower planning is a part of general organizational planning and should be seen in the context of organizational growth. Without adequate and competent manpower planning, no nation or organization can carry out development programs. Micro manpower planning deals with the requirement of manpower guided by corporate objectives, such as profit, survival, growth, and satisfying societal needs. This principle can be applied to the public sector as well. "Housekeeping is a support service department in a hospital, which is responsible for cleanliness, maintenance & aesthetic upkeep of patient care areas, public areas and staff areas.

Keywords: Manpower planning, Manpower allocation, Effective Utilization.



A STUDY CUSTOMER SATISFACTION IN DRINKING WATER SERVICE WITH REGIONAL REFERENCE IN TRICHY DISTRICT

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Abstract

The study gives a brief description of the people's opinion about the satisfaction towards packaged drinking water. Water is the most important necessity for life. Consumer prefer packaged drinking water for hygiene aspect and convenient packing. The aim of the study is to find the consumers satisfaction level towards packaged drinking water. The study used both the primary data and secondary data for analysis.

Keywords: Consumer satisfaction, packaged drinking water, brands.

A STUDY ON UTILISING DATA-DRIVEN APPROACHES TO OPTIMIZE HOSPITAL STAFFING LEVELS

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Abstract:

This study explores the use of data-driven methodologies to optimize staffing levels in hospitals. By leveraging advanced analytics and machine learning algorithms, hospitals can effectively forecast patient demand, allocate resources efficiently, and ensure adequate staffing levels across various departments. This abstract highlights the significance of adopting innovative techniques to enhance patient care, improve staff satisfaction, and optimize operational efficiency within healthcare facilities. Balancing Patient Needs and Staffing Resources: A Framework for Optimal Hospital Staffing Levels. Achieving optimal staffing levels in hospitals requires a delicate balance between meeting patient needs and efficiently allocating staffing resources. This abstract presents a comprehensive framework that integrates patient acuity, workload distribution, and staff skill mix to determine the

ideal staffing levels across different units within a hospital setting. By implementing this framework, healthcare institutions can enhance patient outcomes, mitigate staff burnout, and optimize resource utilization, ultimately improving overall quality of care.

Keywords: Hospital staffing- Optimization-Data-driven approaches-Patient demand-Resource allocation-Operational efficiency-Patient care- Staff satisfaction- Workload distribution-Skill mix- Staff burnout-Quality of care-Strategic staffing- Performance improvement-Staffing models.

A STUDY OF TRAINING EFFECTIVENESS AT INDIA CEMENTS LIMITED, SALEM

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Abstract

Effective training programs are vital for organizations striving to enhance employee performance, productivity, and satisfaction. This abstract presents a comprehensive review of training effectiveness, examining various factors influencing successful training outcomes. Firstly, it delves into the significance of aligning training objectives with organizational goals, emphasizing the importance of clarity and relevance in program design. Secondly, it explores different training methodologies, ranging from traditional classroom-based instruction to innovative online platforms, highlighting their respective strengths and limitations. Additionally, this abstract discusses the role of trainers and facilitators in fostering engagement and knowledge retention among participants. Furthermore, it addresses the evaluation of training effectiveness through pre- and post-assessment measures, feedback mechanisms, and performance metrics. Lastly, it emphasizes the need for continuous improvement and adaptation in training strategies to accommodate evolving organizational needs and technological advancements. By synthesizing current research and best practices, this abstract offers insights into optimizing training effectiveness to drive organizational success in today's dynamic business environment.



A STUDY ON THE EFFECT OF MOTIVATION ON EMPLOYEE PERFORMANCE

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Abstract

This study aims to determine the effect of motivation on employee performance through organizational culture variables at the OASYS this research is an explanatory research (explanatory research) which aims to test the proposed hypothesis about the effect of motivation on employee performance and organizational culture. This study uses quantitative data analysis with path analysis and classical assumption test using non-probability sampling technique, namely saturated sampling (census). The population and sample in this study were all employees at the OASYS with a total of 104 employees. From the results of this study indicate that, Motivation has a direct and significant effect on employee performance, Motivation has a direct and significant effect on organizational culture, Organizational culture has a direct effect on employee performance, Organizational culture can mediate indirectly between motivation and employee performance.

Keywords: *Motivation, Employee Performance, Organizational Culture.*

A STUDY ON FINANCIAL PERFORMANCE OF RATIO ANALYSIS

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Abstract

This paper is regarding analysis of financial performance of Perambalur Sugar Mill Limited, Eraiyur. Accounting ratios supportive to analyse the financial locus of a company. Financial analysis aids to evaluate the financial health of a firm. Accounting ratios are

intended for a number of years which demonstrates the changes. Ratios are useful tool for various stakeholders like management, financiers, shareholders and creditors etc. In order to analyse the financial performance of Perambalur Sugar Mill Limited, Eraiyur, the accounting ratios are used. The final result of the paper in accordance to the financial performance of Perambalur Sugar Mill Limited, Eraiyur, shows that the financial performance of the company.

Keywords: Accounting Ratios, Annual Reports, Visa Steel Limited, Financial Performance, Steel Industry.

A STUDY ON EFFECTIVENESS MEASURES OF EMPLOYEE WELFARE ACTIVITIES AT LAKS TEX, KARUR

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Abstract:

Employee Welfare as "the efforts to make life worth living for workmen". The term Employee welfare, Employee Welfare and workers welfare are used interchangeable to denote various services provided by the employers to the employees in addition to wages. Welfare includes provision of various facilities and amenities in and around the workplace for the better life of the employees. Employee welfare includes both statutory as well as non-statutory activities. Employee is a back bone of every organization, without employee no work can be done. So employee satisfaction is very important. Employees will be more satisfied if they get what they expected, job satisfaction relates to inner feelings of workers. The main aim of this study is to analyse the welfare system of coal mines employees. Personal interviews and asking related questions have been used in this study to measure the employee welfare. The research paper is to determine the study of the employee welfare measure. An organization's most precious asset is its workforce. The term "employee welfare" refers to all actions taken by an employer for the benefit or comfort of its employees, including the provision of services, facilities, and perks. It is done in an effort to increase production and inspire workers. The goals of knowing employee welfare are to enhance working-class life, promote the total development of the employee's personality, and other things. Housing options, free medical care, retirement benefits, children's and adults' educational perks, welfare programs for the employee's families, loan options are just a few of the employee welfare amenities. The type of research methodology used is descriptive.

A STUDY ON NECESSITY OF EVALUATING FACULTY PERFORMANCE, FACULTY PROFESSIONAL DEVELOPMENT OF HIGHER EDUCATION INSTITUTIONS (HEI'S) IN INDIA

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Abstract:

Higher education has dynamic role for developing human resource in the economic and development progress of countries. Thus, in order to gain the better future, containing strategic planning is vital. On the other hand, over the past eras, the number of universities has been increased; therefore the international rivalry highlights the importance of improved performance of strategies. In this regard, performance assessment helps organizations to plan future strategies and set up performance targets of employees to achieve the final target of the entire organizations. Relating the connotation of higher education performance evaluation is the major persistence of this paper.

Keywords: Higher Education, Performance Evaluation, rivalry, strategies, persistence.

A STUDY ON THE OPD LINEN INVENTORY AT CHRISTIAN MEDICAL COLLEGE, VELLORE

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Abstract

The outpatient department (OPD) of Christian Medical College, Vellore's linen management system is evaluated in this paper. CMC, recognized for its superior medical care, maintains strict patient care guidelines. With more than 50 years of experience, the laundry department guarantees immediate distribution of clean linen. Thorough data gathering, which involves observations and interviews, examines current inventory management procedures. There are differences between approved and current linen

stocks, according to the research. The main goals of the recommendations are to guarantee proper supply and enhance inventory control. Issues with operations such as overstocking and stockouts are addressed. The study is to improve healthcare quality at CMC, Vellore and optimize resource usage.

Key words: Outpatient Department (OPD), Linen management, Healthcare quality, Patient care, Inventory management, Resource optimization, Overstocking, Stockouts.

A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM IN TRAINING AND DEVELOPMENT AT THE KITE LOGISTICS TRICHY

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Abstract

This Study Entitled "A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM WITH KITE LOGISTIC TRICHY" Reducing the time required to develop new products has become an important factor of competition in many industries. This paper empirically tests whether management of the buyer-supplier interface affects supplier-related delays and, in turn, if these delays slow the overall project. An HRIS, which is also known as a human resource information system or human resource management system (HRMS), is basically an intersection of human resources and information technology through a HR software solution. This allows HR activities and processes to occur electronically. The study is descriptive in nature. Primary data is collected from direct sources using methods like surveys, interviews. The primary data for this study was collected through structured questions from 150 participants in Kite logistic Trichy. The data has been collected through a well-structured questionnaire and has been analysed with the help of SPSS package. Statistical tools used for data analysis are descriptive analysis frequency, chi-square test, and one sample test analysis. From the Descriptive analysis it was found that majority of the respondents are Male and they belongs to the age group of 20 -30 years and they are Degree holders and they have more than three years of working experience in the organization and most of the despondence are employee.



IMPACT ON THE EFFICIENCY OF EMPLOYEES LEADERSHIP SKILLS

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Abstract

This study delves into the kingdom of organizational leadership skills, focusing on their impact on employee experience and organizational efficiency of Leather Industry. Through a review of relevant literature, it becomes evident that contemporary leadership model are evolving towards a more human-cantered approach, emphasizing empathy, communication, and adaptability. The sample unit is 110. Various research methodologies including chi-square tests, ANOVA, and regression analysis were employed to explore the relationship between different variables such as age, educational qualification, and leadership efficacy. Findings suggest a significant association between leadership skills with implications for organizational performance. The study concludes that investing in leadership development positively influences employee experience and organizational effectiveness. Recommendations include promote positive leadership practices, empowering managers and supervisors, and maintaining motivation among employees. Overall, this research contributes to a deeper understanding of leadership dynamics in modern workplaces and underscores the importance of continual skill development for effective leadership.

Key Words: Leadership skills, Organisational efficiency, Motivation.

A STUDY ON ROLE OF WOMEN IN TOP MANAGEMENT AND IT'S IMPACT ON LEADERSHIP

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Abstract:

Over the world, the number of working women is increasing due to many social changes, including the increasing education of women and the impact of globalization.

traditional HR activities. The paper will hopefully create an interest for the academicians and tentative researchers who wish to study the basic understanding of green HRM practices in a literature perspective.

Keywords: Human Resource Management, Green HRM Practices, Firms, HR Strategy, HR Practices Policies.

A QUALITY OF WORKLIFE BALANCE WITH SPECIAL REFERENCE TO JAGANATHAN ENGINEERING WORKS IN TRICHY

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Abstract:

In the modern era, achieving a balance between work and personal life has become increasingly essential for individuals' overall well-being and organizational success. This abstract delves into the concept of quality of work-life balance (QWL), exploring its significance, determinants, and implications. QWL encompasses various factors, including job satisfaction, work environment, career development, and family life, health, and leisure activities. Achieving QWL requires a holistic approach that addresses both individual and organizational needs. Factors such as flexible work arrangements, supportive management practices, access to resources for personal development, and a culture of work-life balance contribute significantly to enhancing QWL. Organizations that prioritize QWL experience higher employee morale, productivity, and retention rates, ultimately leading to improved performance and competitive advantage. Furthermore, fostering QWL aligns with societal trends and values, reflecting a commitment to employee well-being beyond the confines of the workplace. Thus, understanding and promoting QWL are critical for individuals and organizations striving for sustainable success in today's dynamic work landscape.

Keywords: Work-life balance, Quality of work life (QWL), Job satisfaction, Flexible work arrangements, Organizational culture, Employee well-being, Work environment, Career development, Health and wellness, Leisure activities, Employee morale, Productivity, Retention rates, Supportive management practices and Sustainable success.



A STUDY ON HUMAN RESOURCE: RECRUITMENT AND SELECTION PROCESS IN PENNAR INDUSTRIES TRICHY

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Abstract

Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in the organization. Selection may be defined as the process by which the organization chooses from among the applicants, those people whom they feel would best meet the job requirement, considering current environmental condition. In today's rapidly changing business environment, organizations have to respond quickly to requirements for people. Hence, it is important to have a well-defined recruitment policy in place, which can be executed effectively to get the best fits for the vacant positions. Selecting the wrong candidate or rejecting the right candidate could turn out to be costly mistakes for the organization.

A STUDY ON PERFORMANCE APPRAISAL AND BONUS PAYMENTS AT HARIHAR ALLOYS PRIVATE LIMITED

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Abstract:

This paper examines the relationship between performance appraisal systems and bonus payments within organizations. Performance appraisal is a crucial aspect of talent management, influencing employee motivation, productivity, and overall organizational success. Bonus payments serve as a reward mechanism for exceptional performance, incentivizing employees to achieve desired outcomes. Through a comprehensive review of existing literature and empirical studies, this research explores the various dimensions of performance appraisal systems, including methods, criteria, and effectiveness.

Additionally, it investigates the impact of bonus structures on employee behaviour and organizational performance. The paper concludes by highlighting the importance of aligning performance appraisal processes with bonus systems to foster employee engagement, satisfaction and ultimately, organizational success.

Keywords: performance Appraisal, Bonus Payment, Employee Motivation and Reward System.

A STADY ON KRISHNAA LAKSHMI ENTERPRISES

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Abstract

Strategies result in improved organizational outcomes. Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in the organization. Selection may be defined as the process by which the organization chooses from among the applicants, those people whom they feel would best meet the job requirement, considering current environmental condition. In today's Competitive business environment, organizations have to respond to the requirements for people. It is important for an organization adopt well-structured recruitment policy, which can be implemented effectively to get the best results. This study helps the organization to identify the area of problem and suggest way to improve the recruitment and selection process, this study focus on understanding recruitment and selection process. Convenient sampling is used in this study. The sample size for the study is 100. The tools that are used in this study are Percentage analysis and Chi square test is used.

Keywords: HRM, Recruitment, Selection, Appraisals, Training, Department for Culture, Media and Sport(DCMS), English Heritage (E.H.), National Trust (N.T.)

A STUDY ON CUSTOEMER STATISFACTION IN OFFLINE AND ONLINE MODES OF SHOPPING IN KITE LOGISTICS TRICHY

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Abstract:

The study aims to recognize that, how consumer measure channels for their purchasing. Specifically, it progresses a conceptual model that addresses consumer value

ENHANCING ORGANIZATIONAL PERFORMANCE THROUGH E-HRM: AN INNOVATIVE APPROACH

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Abstract

With the advent of corporate intranets and web-enabled Human Resource Information Systems, technology has significantly advanced, amplifying the significance of E-HRM. This paper delves into the transformative impact of technology on HR activities, marking a shift from conventional management styles to e-styles. E-HRM streamlines administrative tasks, reducing reliance on paperwork and fostering transparency within organizations. By offering self-service options to employees, E-HRM promotes a transparent environment, enhancing organizational climate and optimizing activity design and quality. Through an exploration of various E-HRM tools, this paper underscores the ease and efficiency with which HR activities can be performed, reflecting on the broader scope and benefits of E-HRM implementation within organizations.

Keywords: Human Resource Information Systems, E-HRM Tools, Transformative impact and Conventional management styles.

A STUDY ON THE FINANCIAL PLANNING FOR SALARIED EMPLOYEES AND STRATEGIES FOR INCOME TAX SAVINGS

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Abstract

A tax is any kind of fee imposed on an individual or group by the government or its equivalent, with non-payment being subject to legal penalties. The system of taxation and

A STUDY OF THE IMPACT OF INFLUENCER MARKETING ON OVERALL BRAND AWARENESS

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Abstract

In today's digital landscape, brands face an uphill battle in capturing consumer attention. This thesis investigates the impact of influencer marketing, a prevalent marketing strategy leveraging social media personalities to endorse products, on key consumer psychology aspects. Through a survey distributed to a diverse age group (15-50+), this research explores the relationship between influencer marketing and brand awareness, brand trust, customer engagement, and ultimately, purchase intention. Employing a non-probability sampling method, the questionnaire gathered data on demographics, social media usage, and consumer perceptions. A five-point Likert scale measured agreement, frequency of behavior, and purchase intent across the 16-question survey. This study aims to bridge the knowledge gap regarding influencer marketing & effectiveness by analysing its influence on these brand-related variables. By elucidating these relationships, the research aspires to provide valuable insights for brands seeking to optimize influencer marketing strategies, build trust with consumers, and drive purchase behavior. The findings can empower brands to leverage this growing marketing channel and navigate the ever evolving marketing landscape more effectively.

A STUDY ON ASSESSING THE ROLE OF DIGITAL TOOLS AND AUTOMATION ON EMPLOYEE PRODUCTIVITY IN ITECHTUNERZ



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Abstract

This study investigates the influence of digital tools and automation on employee productivity across diverse industries. Employing a mixed-methods approach, it evaluates both quantitative survey data and qualitative interviews to discern the intricate dynamics

using pairwise granger causality, ARCH and GARCH to identify the effect of volatility caused by these sustainable indices on the selected indices and also its effect on the overall indicating indices of BSE. The results are proved significantly concluding that there is cause and effect with fluctuations caused by the sustainability indices on the selected indices which is reflected in the changes in the share prices of the indices is a clear indication.

Keywords: Cause, Effect, Greenex, Carbonex, ESG, Energy, Oil and Gas, Power, BSE500 and BSE Sensex, effect of volatility.

BENEFITS, CHALLENGES AND IMPACT OF E-RECRUITMENT

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Abstract:

In today dynamic business environment, human resources are recognized as the cornerstone of organizational success. The efficacy of an organization hinges upon the caliber and dedication of its employees, who contribute significantly to its progress and innovation. Recruitment, the process of sourcing and selecting individuals with the right skills and qualifications for specific roles, is crucial for fostering a workforce that drives organizational growth. With the advent of technology, many organizations are transitioning from traditional recruitment methods to e-recruitment practices. This study delves into the advantages and challenges associated with e-recruitment and its impact on both employees and organizations. Through an extensive literature review encompassing various journals, research papers, and online articles, it was revealed that e-recruitment offers benefits such as time-saving and expedited processes. However, challenges like judgmental errors during the recruitment process pose reliability concerns. Additionally, e-recruitment has been observed to influence employee performance and satisfaction levels positively while simultaneously reducing costs and enhancing organizational efficiency.

Keywords: E-Recruitment, Recruitment, Challenges, Benefits, Impact of E-Recruitment.

A STUDY ON THE IMPACT OF TALENT MANAGEMENT PRACTICES IN ORGANISATIONAL PERFORMANCE IN MANUFACTURING INDUSTRY

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Abstract

This research paper examines the impact of talent management practices on organizational performance in the manufacturing industry. The study focuses on the relationship between talent management practices, including recruitment, training and development, performance management, and employee engagement, and key performance indicators such as productivity, profitability, and employee retention. The paper also investigates the role of talent management in enhancing organizational performance through value addition and innovation. The findings suggest that effective talent management practices significantly contribute to improved organizational performance in the manufacturing sector. Recommendations for organizations to enhance their talent management strategies are discussed based on the study findings.

FROM LIKES TO LEADS: LEVERAGING SOCIAL MEDIA MARKETING FOR WOMEN - OWNED BUSINESSES

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Abstract

This conceptual research paper explores the transformative potential of social media marketing for women-owned businesses. Social media has become an effective tool for connecting businesses with their target consumers as a result of the growth of digital

in basis of the engagement and experience. The augmented reality (AR), virtual reality (VR) technologies and chat bot (CB) have opened up new avenues for immersive brand experiences, by allowing them to customers to visualize products in their environment before making purchase decisions. AR-powered applications facilitate interactive product demonstrations by virtual interactions in experiences, while VR transports consumers to virtual storefronts or branded worlds, fostering deeper emotional connections with other brands. The Internet of Things (IoT) enable them to the collection of real-time data from interconnected devices by offering insights into consumer behavior and preferences and personalized experiences on optimizing product offerings to anticipate customer needs. Marketers must navigate regulatory frameworks to uphold ethical standards of maximizing consumer trust and protect sensitive information.

Keywords: *augmented reality (AR), virtual reality (VR) and Internet of Things (IoT), chat bot (CB)*

A STUDY ON EMPLOYEE RETENTION STRATEGY IN SRI ENERGY VALVES PRIVATE LIMITED

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Abstract

This study investigates employee retention in manufacturing, examining its effects on both companies and employees. Qualitative interviews with HR professionals and employees explore retention strategies and their perceived impacts. Themes such as compensation, career development, work-life balance, and leadership are analyzed. Quantitative analysis of retention metrics across firms is conducted, revealing correlations between retention efforts and organizational outcomes. Effective strategies enhance organizational performance, reduce turnover costs, and foster employee satisfaction and engagement. Conversely, inadequate retention efforts may lead to increased turnover, decreased morale, and diminished effectiveness. The study contributes to understanding retention's dual impact, offering practical recommendations for aligning strategies with employee needs while bolstering organizational success.



A STUDY ON EMPLOYEE ATTITUDE TOWARD WORKPLACE

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Abstract

This study examines employee attitudes toward workplace projects and their impact on project outcomes. Through surveys and interviews across manufacturing industries, key factors influencing attitudes were identified. Employees highly valued projects aligned with their roles and career goals. Support from management significantly influenced engagement levels, with autonomy and clarity of objectives enhancing positivity. Fairness in evaluation and recognition processes emerged as crucial for satisfaction. Findings highlight the importance of aligning project goals with employee interests, providing support, clarity, and fair practices. Practical implications include optimizing project management strategies to foster positive attitudes, thereby enhancing project success and organizational performance. This research contributes valuable insights for project managers and organizational leaders aiming to optimize employee involvement and commitment to workplace projects, thereby improving organizational performance.

PREDICTIVE CUSTOMER SEGMENTATION THROUGH RFM ANALYSIS FOR ENHANCING MARKETING STRATEGIES AT SRI VELAVAN AGRO, TRICHY

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Abstract

This study explores customer segmentation, a critical marketing strategy for understanding and engaging different customer groups effectively. It focuses on the RFM (Recency, Frequency, Monetary) framework, which categorizes customers based on their



A STUDY ON EMPLOYEE ATTITUDE TOWARD WORKPLACE

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Abstract

This study examines employee attitudes toward workplace projects and their impact on project outcomes. Through surveys and interviews across manufacturing industries, key factors influencing attitudes were identified. Employees highly valued projects aligned with their roles and career goals. Support from management significantly influenced engagement levels, with autonomy and clarity of objectives enhancing positivity. Fairness in evaluation and recognition processes emerged as crucial for satisfaction. Findings highlight the importance of aligning project goals with employee interests, providing support, clarity, and fair practices. Practical implications include optimizing project management strategies to foster positive attitudes, thereby enhancing project success and organizational performance. This research contributes valuable insights for project managers and organizational leaders aiming to optimize employee involvement and commitment to workplace projects, thereby improving organizational performance.

PREDICTIVE CUSTOMER SEGMENTATION THROUGH RFM ANALYSIS FOR ENHANCING MARKETING STRATEGIES AT SRI VELAVAN AGRO, TRICHY

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Abstract

This study explores customer segmentation, a critical marketing strategy for understanding and engaging different customer groups effectively. It focuses on the RFM (Recency, Frequency, Monetary) framework, which categorizes customers based on their



purchase behaviour. By analysing secondary data which is customer purchase history (frequency, average order value, recency of last purchase), RFM analysis identifies three key segments: Loyal Customers (high- value), Occasional Customers (moderate behaviour), and Rare Customers (low engagement). Alongside the primary objective of enhancing marketing strategies for each segment, this research also aims to improve understanding of customer behaviour and elevate customer satisfaction and loyalty as secondary objectives. Data collection involves analysing customer purchase history data, while the conclusion emphasizes the importance of leveraging RFM segmentation to achieve both primary and secondary objectives effectively.

Keywords: Customer Segmentation, RFM Analysis (Recency, Frequency, Monetary Value), Purchase Behaviour, Marketing Strategies.

HARNESSING THE POWER OF SOCIAL MEDIA MARKETING

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Abstract

Social media has completely changed the marketing landscape by providing companies with previously unheard-of chances to engage with their target market globally and in real-time. This essay examines the methods and tactics for maximizing social media marketing & potential to raise brand recognition, encourage interaction, and eventually increase conversions. The first part of the abstract emphasizes the importance of social media in modern marketing strategies and how it may help establish direct communication between companies and customers. It then explores the many tactics used by companies to make the most of social media networks. Content development, influencer collaboration, community participation, paid advertising, and data analytics are all included in these tactics. Additionally, the abstract talks about how important it is to comprehend the particular dynamics of any social media site and adjust messaging and

content accordingly. Additionally, it talks about how, in the middle of the busy digital world, narrative and authenticity can help build meaningful relationships with viewers. The abstract emphasizes how important it is for companies to regularly assess and modify their social media plans in response to changing customer preferences, algorithmic modifications, and emerging trends. It also highlights the need of evaluating key performance indicators (KPIs) in order to assess social media campaign efficacy and maximize subsequent endeavors. This article concludes by arguing that social media marketing should be approached strategically and holistically, with a focus on integrating creativity, data-driven insights, and continual optimization to optimize outcomes in the cutthroat digital marketplace of today.

Keywords: Social Media, Content Development, Influencer Collaborations, Data Analytics, Marketplace

A STUDY ON EMPLOYEE ENGAGEMENT AMONG THE EMPLOYEE WITH IN THE ORGANIZATIONS

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Abstract:

Employee engagement has emerged as a critical factor in driving organizational success and fostering a positive workplace culture. This journal abstract explores various strategies aimed at enhancing employee engagement within organizations. Drawing on a comprehensive review of existing literature, this paper examines the conceptual framework of employee engagement, including its definition, dimensions, and antecedents. Moreover, it delves into the significant benefits associated with high levels of employee engagement, such as increased productivity, reduced turnover, and enhanced organizational performance. Furthermore, this abstract outlines several key strategies that organizations can adopt to promote employee engagement effectively. These strategies encompass both structural and cultural initiatives, including fostering open communication channels, providing opportunities for skill development and career advancement, implementing recognition and reward programs, and cultivating supportive work environments that value employee well-being and work-life balance. Moreover, this abstract highlights the role of leadership in driving employee engagement initiatives, emphasizing the importance of visible and authentic leadership communication, role modelling, and creating a shared organizational vision. Additionally, it discusses the

significance of employee voice and involvement in decision-making processes as a means of empowering employees and fostering a sense of ownership and commitment to organizational goals. Overall, this abstract underscores the critical importance of employee engagement in today's competitive business landscape and provides insights into practical strategies that organizations can leverage to cultivate a highly engaged workforce, thereby driving sustainable organizational success and achieving long-term growth and profitability. Furthermore, this abstract explores the pivotal role of leadership in fostering a culture of engagement within organizations. It underscores the importance of transformational leadership behaviors, such as inspirational motivation, intellectual stimulation, and individualized consideration, in cultivating sense of purpose and empowerment among employees. Additionally, it examines the impact of authentic leadership practices and leader-member exchange relationships on employee engagement and organizational performance. In addition to organizational and leadership factors, this abstract sheds light on the significance of individual attributes, such as personality traits, motivation, and job satisfaction, in influencing employee engagement levels. It discusses the role of intrinsic and extrinsic motivators in driving employee commitment and discretionary effort, as well as the implications of job crafting and self-efficacy beliefs for enhancing engagement outcomes. Overall, this abstract underscores the dynamic and multifaceted nature of employee engagement and offers insights into the complex interplay of factors that contribute to its development and sustenance within organizations. By adopting a holistic approach that addresses organizational, leadership, and individual dimensions of engagement, organizations can foster a culture of excellence, innovation, and resilience, thereby driving sustainable performance and competitive advantage in the contemporary business landscape.

A STUDY ON EMPLOYEE ENGAGEMENT TOWARD WORKPLACE

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Abstract

Productivity and success inside an organisation are greatly influenced by employee engagement. In the abstract, the idea, importance, and strategies for raising employee engagement in contemporary companies are discussed. Engaged employees are



passionate, devoted, and eager to go above and beyond for their company and its objectives. It is defined as the emotional commitment that workers have to these things. Employee engagement has been shown to increase customer happiness and total profitability because engaged workers are more inventive, productive, and devoted. Encouraging work environments, skill development opportunities, recognition initiatives, and good communication are just a few of the tactics that can increase employee engagement. Further factors that can have a big impact on engagement levels are work-life balance, relevant feedback, and creating a feeling of community. Organisations may develop a positive workplace culture, raise employee happiness, and ultimately achieve their business objectives more effectively.

Keywords: Employee engagement, productivity, organizational success, commitment, enthusiasm, communication, recognition programs, skill development, work-life balance, feedback, company culture.

STUDY ON TECHNOLOGY ADOPTION AT MEENAKSHI HOSPITAL

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Abstract:

This article presents an overview of the effects of the COVID-19 pandemic on the adoption and diffusion of technologies including within healthcare. Consumer technologies have been rapidly applied to mitigate negative health impacts such as social isolation, or to monitor the health and function of family members separated by quarantine. As the lines between consumer technologies and professional health technologies blur, there is an opportunity to examine the outcomes of accessible and familiar technologies used by consumers. The rapid diffusion of technology uptake challenges traditional frameworks that describe technology acceptance and adoption. There is an opportunity to understand the impact of experience of use and involuntariness on technology diffusion. Beyond the onset of the pandemic, the management of post-COVID syndrome, which some see as the next public health crisis, is an opportunity to accelerate the diffusion of home monitoring technologies already benefiting people living with other chronic health conditions.

Keywords: Pandemic on the adoption and diffusion of technologies including within healthcare.

A STUDY ON EMPLOYEE WELFARE MEASUREMENT TOWARD WORKPLACE

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Abstract

Employee welfare measurement is a vital aspect of organizational management aimed at enhancing employee satisfaction, engagement, and well-being. This paper presents an overview of key dimensions in employee welfare measurement, including employee engagement, job satisfaction, work-life balance, health and safety, benefits satisfaction, career development opportunities, and organizational culture. Various methods such as surveys, interviews, focus groups, and data analysis are employed to gather insights into these dimensions. By systematically assessing employee welfare, organizations can identify areas for improvement and implement targeted initiatives to foster a positive work environment and enhance overall employee morale, productivity, and retention. This abstract highlights the importance of employee welfare measurement in organizational success and outlines the key dimensions and methods involved in the process. Employee welfare encompasses the array of initiatives and policies implemented by organizations to ensure the well-being, satisfaction, and overall quality of life of their employees. This paper examines the multifaceted nature of employee welfare, focusing on key areas such as health and safety, work-life balance, career development opportunities, benefits satisfaction, and organizational culture. Through a combination of qualitative and quantitative methods, including surveys, interviews, and data analysis, organizations gauge employee sentiment and satisfaction levels across these dimensions. The findings inform strategic decision-making processes, enabling organizations to tailor welfare programs to meet the diverse needs and preferences of their workforce. Ultimately, prioritizing employee welfare not only enhances organizational performance and employee retention but also fosters a positive and supportive work environment conducive to individual and collective success. Employees are undeniably crucial stakeholders who influence organizational effectiveness by stabilizing the tremors caused by business environment. Every organization has an inexplicable role to play in providing welfare facilities to the stakeholders not just monetary but also non-monetary, which go

beyond money of which employees are the one who make the cut if prioritized. A satisfied employee is the key ingredient for progress of every organization and the concept of employee welfare was and will always a part of organizational efficiency. These facilities may either be voluntarily provided by the progressive and enlightened employers at their will as a social responsibility towards employee, or laws may compel them to make provision for these facilities by the government and the trade unions. Employees have always been an integral part of an organization and in this study an effort is put to realize the measures implemented to seek employee welfare in service sector by the way of making their work

A STUDY ON WORK SAFETY FOR EMPLOYEES IN THE WASTE DISPOSAL DEPARTMENT WITH SPECIAL REFERENCE TO GVN RIVERSIDE HOSPITAL TRICHY

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Abstract:

Health care activities can generate different kinds of hazardous wastes. Mismanagement of these wastes can result in environmental and occupational health risks. Developing countries are resource-constrained when it comes to safe management of hospital wastes. This study summarizes the main issues faced in hospital waste management in developing countries. A review of the existing literature suggests that regulations and legislations focusing on hospital waste management are recent accomplishments in many of these countries. This is mainly attributable to a lack of an agreement on the definitions and the methodology among the researchers to measure such wastes. Furthermore, hospitals in these countries suffer from poor waste segregation, collection, storage, transportation and disposal practices, which can lead to occupational and environmental risks. Knowledge and awareness regarding proper waste management remain low in the absence of training for hospital staff. Moreover, hospital sanitary workers, and scavengers, operate without the provision of safety equipment or immunization. Unsegregated waste is illegally recycled, leading to further safety risks. Overall, hospital waste management in developing countries faces several challenges. Sustainable waste management practices can go a long way in reducing the harmful effects of hospital wastes.

Keywords: Hazardous, Accomplishments, Disposal, Immunization

A STUDY ON EMPLOYEE SATISFICATION TOWARD WORKPLACE

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Abstract:

Employee satisfaction is a crucial factor influencing organizational success and productivity. This abstract provides an overview of the concept, its determinants, and the significance it holds for modern businesses. Employee satisfaction goes beyond mere job contentment; it encompasses various factors such as workplace culture, compensation, growth opportunities, and work-life balance. A satisfied workforce is more likely to exhibit higher levels of engagement, motivation, and productivity, leading to enhanced organizational performance. This abstract highlights the importance of fostering a culture of employee satisfaction and explores strategies for achieving it, ultimately contributing to long-term success and competitiveness in the business landscape.

A STUDY ON TALENT ACQUISITION AMONG THE EMPLOYEES WITH SPEICAL REFERENCE TO SRI ENERGY VALVES PRIVATE LIMITED

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Abstract:

Effective talent acquisition among employees is essential for organizational success in today's competitive business environment. This abstract explores the multifaceted aspects of talent acquisition strategies, challenges, and emerging trends. It underscores the pivotal role of employees as valuable assets and the need for adept recruitment and retention practices. Key strategies such as employer branding and leveraging technology for recruitment are discussed, alongside proactive solutions to common challenges like talent



shortages and skills mismatches. The abstract also highlights emerging trends, including the impact of remote work arrangements and the growing emphasis on candidate experience and diversity initiatives. In conclusion, understanding the evolving landscape of talent acquisition and adopting innovative approaches is crucial for organizations to attract and retain top talent, ensuring sustained competitiveness and growth.

INTEGRATED MARKETING COMMUNICATIONS

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Abstract

Unlocking the Power of Integrated Marketing Communications In today's fast-paced and interconnected marketplace, the convergence of traditional and digital channels has revolutionized the way brands engage with consumers. Integrated Marketing Communications (IMC) has emerged as a strategic imperative, advocating for the seamless integration of diverse promotional elements to deliver a unified and compelling brand message. This paper examines the principles, benefits, challenges, and best practices of IMC, tracing its evolution from fragmented marketing approaches to holistic and customer centric strategies. Through a comprehensive exploration of key components, successful case studies, and future trends, this study illuminates the transformative potential of IMC in driving brand visibility, engagement, and loyalty. By embracing IMC as a guiding philosophy, marketers can navigate the complexities of the modern marketing landscape, cultivate meaningful connections with consumers, and ultimately, achieve sustainable growth and competitive advantage in an increasingly dynamic and competitive environment.

Keywords: Integrated Marketing Communications, IMC, brand visibility, consumer engagement, brand loyalty, marketing strategy, digital marketing, traditional marketing, customer-centric strategies.

A STUDY ON EMPLOYEE ABSENTEEISM AT BHEL

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Abstract:

Absenteeism in Indian industries has become usual phenomenon. It is a vital issue that requires immediate attention by both employers and employees. Absenteeism is a habitual pattern of absence from a duty or obligation. It's a mistake to think that absenteeism is always a product of laziness or employees who try to get out of work whenever they can. This paper attempts to spotlight various causes of absenteeism ranging from personal issues to poor work environment, occupational diseases, poor production planning (flow of work), bad working conditions and inadequate welfare conditions, lack of trained laborers, in security in employment, collective bargaining process, rigid control system, lack of supervisory support, lack of interest, lack of cohesive and cordial culture and so on. This research also highlights the ways to reduce the absenteeism of the employees in the Indian Industry. The article report entitles A Study of Employee Absenteeism Is intended to determine the workers condition, salary, facilities, attendance program, training programme, motivation techniques and promotions. The article consists of objectives, limitations, company profile, research methodology, findings, suggestions, and conclusions. The information needed for the research has been gathered from primary and secondary data. The response given by the workers of the company misanalysed and interpreted using different types of statistical tools which are percentage analysis, Chi square, weighted average method. To increase the productivity and increase growth of the organization. The sample size of the article is 120 from the population of 656. The questionnaire method as survey is used as a tool for collecting the primary data. The questionnaire has been designed by the researcher according to the objective of the study. Percentage analysis, Chi-square and weighted average are used as tools for data analysis. Absenteeism is one of the odd disasters faced by all the organizations in this modern era which results in Mr. & Ms. Turnover. Absenteeism not only indicates the body presence (physical) it starts with the mind absence (mental) of a person so the organization has to take this as an important issue before initiating any diffusion actions through that and along with the employee participative management. Hence the above title of the research paper was undertaken to know the employee absenteeism in the organization. Sample size of 65 respondents was considered. The data were collected from level three employees and analysis was undertaken. In addition to that necessary suggestions were also given.

Keywords: Absenteeism, quasi-economic, psychological, habitual pattern, innocent & culpable

A STUDY ON WORKING CONDITION AND ITS IMPACT ON PERFORMANCE WITH REFERENCE IN JAI RAJ INDUSTRIES AT TRICHY

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Abstract

The workplace environment impacts of employee's performances, morale, productivity and engagement. The workplace in a majority of industry is unsafe and unhealthy. These includes poorly designed workstations, unsuitable furniture, lack of ventilation, inappropriate lighting, excessive noises, insufficient safety measures in fire emergencies and lack of personal protective equipment. The productivity is decreased due to the workplace environment. The workplace environment that most impact of employee's performance. The relationship between work, the workplace and the tools of work. The questionnaire was then field and use of survey method was employees to collect the data for conducting the study. Descriptive statistic and one- sample test have been used for analysis. Our finding that shows that employees are providing to good workplace environment, best facility provide that increased the of employee's performance. The entire factor of employees are affected that employees performance in the positive way at the organization.

Keywords: job pleasure, works existence stability, Workplace environment, Workplace, , workplace factor.

A STUDY ON EMPLOYEE ATTRITION

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Abstract:

In a global era, the collaborative domicile paving the immense threat is retaining the genius talent. Attrition has been a perpetual headache for an organization. Organizations require adopting contemporary ways to detain the most competent workforce.

Contemporary executives and manpower executives are substantially fascinated in lessening attrition in the establishment. This paper focused on reviewing the retention policies and control mechanism of attrition adopted by the organization. Any organization has to retain higher number of key employees who are the star performers.

Keywords: Attrition, Employee turnover, Retention, Talent

THE STUDY OF MANPOWER PLANNING TO IMPROVE THE PERFORMANCE OF THE ORGANIZATION

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Abstract

Manpower planning, often interchangeably referred to as human resource planning, is a proactive approach to managing an organizations workforce. It involves forecasting future demand for personnel, analyzing the current workforce, and implementing strategies to address any gaps between the two. By aligning workforce capabilities with organizational objectives, manpower planning enables organizations to optimize productivity, efficiency, and overall performance. Effective manpower planning begins with a thorough understanding of an organization, objectives, and operating environment. Environmental scanning helps identify internal and external factors that may influence workforce dynamics, such as market trends, regulatory changes, and emerging technologies. Armed with this insight, organizations can conduct a comprehensive analysis of their current workforce, including demographic profiles, skill sets, and performance metric.

Keywords: 1. Recruitment 2. Employee relations 3. Diversity 4. Compensation 5. Benefits



THE STUDY OF WORKING CAPITAL MANAGEMENT

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Abstract

Working capital management is a critical aspect of financial management for businesses, encompassing the management of current assets and liabilities. This paper provides an overview of working capital, its importance in sustaining daily operations, and strategies for optimizing working capital efficiency. It explores various components of working capital, such as cash, accounts receivable, inventory, and accounts payable, and discusses key metrics and ratios used to evaluate working capital performance. Additionally, the paper highlights the significance of effective working capital management in enhancing liquidity, profitability, and overall financial health. Through a comprehensive understanding of working capital dynamics and prudent management practices, businesses can mitigate financial risks and capitalize on growth opportunities in dynamic market environments.

Keywords: *Liquidity, Efficiency, Optimization, Cash flow*

A STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT AT SREE JAYANATHAN CHIT FUNDS IN TRICHY

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Abstract:

Customer Relationship Management (CRM) practices are vital for the success of non-banking companies. These practices go beyond mere transactions and are pivotal in fostering strong, enduring relationships with customers. Non-banking companies can begin by collecting and managing customer data efficiently, allowing them to tailor their interactions and offerings to individual preferences. Segmentation helps in categorizing

customers for more targeted engagement. Personalization and multi-channel communication ensure that customers feel valued and heard. Effective customer support, including prompt issue resolution, further solidifies these relationships. Moreover, non-banking companies should actively seek and act upon customer feedback, constantly striving to enhance their products and services. Strategies like cross-selling and upselling should be executed thoughtfully, aiming to benefit the customer rather than imposing additional sales. Loyalty programs can incentivize repeat business, while well-trained and empowered employees serve as the face of the company in customer interactions. Data analytics provides valuable insights, enabling data-driven decisions, and ongoing monitoring ensures that CRM practices evolve with changing customer needs. Compliance with data protection regulations and data security measures are essential to maintain customer trust. In sum, effective CRM practices in non-banking companies are integral to nurturing customer loyalty, enhancing brand reputation, and achieving long-term success.

THE STUDY OF EMPLOYEE APPRAISAL

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Abstract

A major concern of every organization should be to contribute positively towards the achievement of its objective. Organizational effectiveness is often equated with managerial efficiency. A manager can ensure organizational effectiveness only by guaranteeing the full utilization of human resource available through individual employees under his guidance. Hence, it is always required for a manager to monitor and measure the performance of employees. Moreover, since the organization exists to achieve the goals, the degree of success that individual employees have in reaching this individual goal is important in determining organizational effectiveness. The assessment of how successful employees have been at meeting their individual goal to comes a critical part of human resource management. This leads to concept of performance appraisal.

Keywords: Leadership, Quality of Work, Time Management, Attitude



A STUDY ON EMPLOYEE WELFARE MEASURES AT DINDIGULSTEEL ROLLING MILLS (P) LTD., DINDIGUL

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Abstract

Employee welfare measures are critical for fostering a positive work environment and ensuring organizational success. This paper examines the significance of implementing comprehensive welfare initiatives to enhance employee satisfaction, productivity, and retention. Key areas such as healthcare benefits, flexible work arrangements, professional development opportunities, and work-life balance initiatives are explored. By prioritizing employee welfare, organizations can cultivate a culture of care, trust, and loyalty among their workforce, leading to increased morale and performance. This abstract underscores the importance of strategic planning and implementation of welfare measures tailored to the needs and preferences of employees.

Keywords: *Employee welfare, Work environment, Productivity, Retention, Healthcare benefits, Work-life balance, Professional development, Organizational success.*

A STUDY ON PREDICTIVE ANALYTICS FOR EMPLOYEE MENTAL HEALTH NURTURING WELL BEING IN THE WORKPLACE

Preethi

Abstract:

Human Resource (HR) practices are witnessing a paradigm shift with an increased focus on employee well-being and mental health. This paper reviews the evolving landscape of HR initiatives designed to promote and Support employee well-being in the workplace. As organizations recognize the profound impact of mental health on employee performance, engagement, and overall organizational success, a strategic integration of mental health Initiatives into HR Contemporary practices is becoming paramount. The paper explores the multifaceted nature of employee well-being initiatives, encompassing flexible work arrangements, comprehensive health and wellness programs, and destigmatizing mental health conversations within the workplace. Contemporary HR professionals are leveraging technology and data analytic to tailor well-being programs,

ensuring a personalized approach that addresses the Diverse needs of employees. Moreover, the paper delves into the role of leadership in fostering a supportive and inclusive work environment conducive to employee well-being. Organizations are increasingly recognizing that a Culture of open communication, empathy, and proactive mental health support from leadership is instrumental in creating a psychologically safe workplace. The review also acknowledges the challenges organizations facing in a Implementing effective well-being initiatives, such as addressing the stigma associated with mental health, measuring program effectiveness, and ensuring accessibility for all employees. As contemporary HR practices evolve, the paper emphasizes the importance of ongoing evaluation, feedback mechanisms, and continuous improvement in mental health initiatives to create workplaces that prioritize the holistic well-being of their employer.

A STUDY ON IMPACT OF TECHNOLOGICAL ADVANCEMENTS IN OPHTHALMOLOGY IN EYE CARE HOSPITALS

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Abstract:

This study explores the transformative impact of technological advancements on ophthalmology, focusing on innovations such as artificial intelligence (AI), advanced imaging modalities, robotic-assisted surgeries, and teleophthalmology platforms. Through a comprehensive review of existing literature and secondary data analysis, we examine the implications of these advancements on diagnostic precision, treatment efficacy, patient outcomes, and healthcare delivery systems in eye care. Findings indicate significant improvements in diagnostic accuracy, treatment efficacy, and access to eye care services facilitated by technological integration. However, challenges such as data privacy concerns, regulatory compliance, and healthcare disparities persist. Recommendations include continued research and development, interdisciplinary collaboration, ethical considerations, and patient engagement to optimize the impact of technological advancements on eye health. Overall, this study highlights the transformative potential of technology in ophthalmology and underscores the importance of responsible innovation to enhance patient care and shape the future of eye health globally.

Keywords: ophthalmology, technological advancements, artificial intelligence, imaging modalities, robotic surgery, teleophthalmology, diagnosis, treatment, outcomes, healthcare delivery.

A STUDY OF EMPLOYEES TRAINING NEED TO IMPROVE SERVICE QUALITY WITH REFERENCE TO RAMYAS HOTELS, TRICHY

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Abstract

This study entitled "A Study on employees training need to improve service quality with reference to Ramyas hotel, Trichy." In this study, the research has been conducted using the census study. The study has been done among 350 employees. This study to explore the efficacy of employee training programs in elevating service quality within the organization. Recognizing the significance of this, the project delves into the design, implementation, and evaluation of a comprehensive training initiative aimed at enhancing service quality. The project begins with a thorough review of relevant literature encompassing service quality theories, employee training methodologies, and best practices in service-oriented industries. Through a combination of qualitative and quantitative research methods, data is gathered to assess the existing service quality landscape within the organization, identify key areas for improvement, and ascertain employee training needs. Drawing upon insights gleaned from this analysis, a tailored training program is developed, encompassing both technical competencies and soft skills essential for delivering exceptional service experiences. The program emphasizes interactive learning modules, role-playing exercises, and real-world simulations to foster practical skill acquisition and behavioral change among employees. Following the implementation of the training program, the project evaluates its impact on various service quality metrics, including customer satisfaction scores, service delivery efficiency, and employee engagement levels. Quantitative data analysis techniques, such as surveys and performance metrics tracking, are employed to measure the program's effectiveness and identify areas for further refinement. Through this MBA project, it is anticipated that valuable insights will be gained into the role of employee training in driving service quality improvements. By equipping employees with the necessary skills, knowledge, and mind set to deliver exceptional service, organizations can differentiate themselves in the marketplace, build long-term customer relationships, and achieve sustainable business growth.

Keywords: Service Quality 2. Training 3. Customer Experience 4. Service Excellence



A STUDY ON WORK LIFE BALANCE AMONG EMPLOYEES WITH SPECIAL REFERENCE TO R.K. METALS AND ROOFINGS (P) LTD, AT TRICHY

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Abstract

Work-life balance has emerged as a crucial aspect of modern organizational culture, especially with the increasing demands and complexities of work environments. This study aims to investigate the work-life balance among employees of R.K. Metals and Roofings' (P) Ltd, situated in Trichy. The research explores various factors influencing work-life balance, such as job demands, family responsibilities, organizational policies, and personal preferences. The research methodology adopts a mixed-method approach, combining qualitative and quantitative techniques. Primary data is collected through surveys and interviews conducted among employees of R.K. Metals and Roofings (P) Ltd. The survey questionnaire is designed to assess the perceptions of employees regarding their work-life balance, including workload, flexibility of work hours, support from supervisors, and satisfaction levels. Additionally, in-depth interviews with a subset of employees provide deeper insights into individual experiences and challenges related to work life-balance.

MARKETING: EFFECTIVENESS ON DIGITAL ADVERTISING

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Abstract

Nowadays, digital marketing is a buzzword in the sphere of business management. Because of its low cost, digital advertising has become the most extensively discussed and

A STUDY ON EMPLOYEES SKILL ENHANCEMENT TRAINING AND DEVELOPMENT IN SHASAA GROUPS IN TIRUCHIRAPPALLI DISTRICT

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Abstract

In today's dynamic business landscape, the success of organizations heavily relies on the competence and skills of their workforce. This project aims to design and evaluate an Employee Training and Development Program tailored to enhance specific skills or competencies crucial for organizational success. The program focuses on measuring the impact on employee performance and career advancement, ensuring alignment with strategic organizational objectives. This study explores the pivotal role of training and development initiatives in enhancing employee project performance. Through a comprehensive review of literature, various theoretical frameworks and empirical studies are examined to understand the impact of training and development on employee skills, knowledge acquisition, and overall project outcomes.

Keywords: Training and development employee skills, knowledge acquisition, and overall project outcomes.

THE IMPACTS OF BRAND EXPERIENCES ON BRAND LOYALTY

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Abstract

The primary aim of this research paper is to delve into the intricate dynamics between brand experiences and brand loyalty within the realm of consumer behaviour. Specifically, the study seeks to uncover the mechanisms through which brand love and trust mediate

the relationship between brand experiences and the loyalty consumers exhibit towards brands. The research paper delves into the intricate dynamics of brand loyalty within the context of the mobile phone industry, emphasizing the pivotal role of brand experiences, brand love, and brand trust in shaping consumer behaviour and fostering loyalty. In response to the evolving landscape of customer experience and the increasing emphasis on creating memorable brand interactions, the paper highlights the shift from traditional marketing strategies centred on functional benefits to a more experiential approach.

Keywords: Brand loyalty, Brand love, Brand trust, Brand experiences, Mobile phone industry, Brand identification, Behavioral loyalty, Attitudinal loyalty

A COMPREHENSIVE STUDY ON HR POLICIES AND ITS IMPLEMENTATION OF NAVA SATHI PACKS PRIVATE LIMITED

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Abstract

Human resource management is concerned with people element in management. Since every organization is made up of people, acquiring their services, developing their skills/ motivating to high level of performances and ensuring that they continue to maintain their commitments to the organization which are essential to achieve organizational objectives. This project is meant to know the Human Resource Policies in the organization. The HR Policies are a tool to achieve employee satisfaction and thus highly motivated employees. The main objective of various HR Policies is to increase efficiency by increasing motivation and thus fulfill organizational goals and objectives. The objective is to provide the reader with a framework of the HR Policy Manual and the various objectives that the different policies aim to achieve. The main focus was on the managerial levels of employees in NAVA SATHI PACKS PRIVATE LIMITED.

Keywords: HR Policies, Employees Relationship, Policy Development, Communication, Training and Development, Documentation, Monitoring and Evaluation, Grievance handling, Legal Considerations, Performance Management, Feedback Mechanism.



A STUDY ON EFFECTIVENESS OF INTRINSIC AND EXTRINSIC MOTIVATION ON EMPLOYEE PERFORMANCE

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Abstract

This paper investigates the impact of intrinsic and extrinsic motivation on employee performance within the unique context of Jos Alukkas Trichy. Leveraging a cross-sectional research design and stratified random sampling technique, data was collected from employees across various departments. Results indicate significant positive associations between intrinsic motivation factors, such as job autonomy and skill development, and employee productivity. Additionally, extrinsic motivators, including performance-based incentives and recognition programs, were found to enhance employee engagement and job satisfaction. These findings underscore the importance of fostering a motivational environment that integrates both intrinsic and extrinsic rewards to drive organizational success at Jos Alukkas Trichy.

Keywords: *Intrinsic motivation, extrinsic motivation, Employee performance, Job satisfaction, Organizational success, Jos Alukkas Trichy.*

A STUDY TO VERIFY THE WELFARE MEASURE PROVIDED IN THE COMPANY WITH REGARD TO JOB SATISFACTION

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Abstract

This Study Is Made To Identify The Employee Satisfaction On Welfare Measures In Shipping And Logistics Sector. An Organizations Success Lies In The Hands Of Its Employees. An Organization Can Grow And Reach Big Heights If Its Employees Are Happy And Given Constant Motivation. As Long As The Organization Does This, Half The Problem Occurring In The Organization Won't Be Happening. This Study Helps the Organization To Know Whether Their Employees Are Happy, Motivated, Working Environment Is Good Or Not, Working Conditions Is Being not.

A STUDY ON EFFECTIVENESS OF INTRINSIC AND EXTRINSIC MOTIVATION ON EMPLOYEE PERFORMANCE

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Abstract

This paper investigates the impact of intrinsic and extrinsic motivation on employee performance within the unique context of Jos Alukkas Trichy. Leveraging a cross-sectional research design and stratified random sampling technique, data was collected from employees across various departments. Results indicate significant positive associations between intrinsic motivation factors, such as job autonomy and skill development, and employee productivity. Additionally, extrinsic motivators, including performance-based incentives and recognition programs, were found to enhance employee engagement and job satisfaction. These findings underscore the importance of fostering a motivational environment that integrates both intrinsic and extrinsic rewards to drive organizational success at Jos Alukkas Trichy.

Keywords: *Intrinsic motivation, extrinsic motivation, Employee performance, Job satisfaction, Organizational success, Jos Alukkas Trichy.*

A STUDY TO VERIFY THE WELFARE MEASURE PROVIDED IN THE COMPANY WITH REGARD TO JOB SATISFACTION

Kalpana M

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Abstract

This Study Is Made To Identify The Employee Satisfaction On Welfare Measures In Shipping And Logistics Sector. An Organizations Success Lies In The Hands Of Its Employees. An Organization Can Grow And Reach Big Heights If Its Employees Are Happy And Given Constant Motivation. As Long As The Organization Does This, Half The Problem Occurring In The Organization Won't Be Happening. This Study Helps the Organization To Know Whether Their Employees Are Happy, Motivated, Working Environment Is Good Or Not, Working Conditions Is Being not.

A STUDY ON INFLUENCE OF DIGITAL MARKETING ON CONSUMERS DECISION MAKING IN CONSTRUCTION INDUSTRY

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Abstract:

This study looks into how internet marketing affects the construction business, with a particular emphasis on the real estate markets in Abeokuta, Nigeria, and Nairobi, Kenya. The main goal is to examine the paradigm change in the construction industry from traditional marketing techniques to digital marketing and evaluate the advantages, difficulties, and areas for improvement. The main focus of the research challenge is to determine how digital media might benefit construction organisations by improving client relationship, saving time, and providing non-intrusive engagement tactics. Using a descriptive research methodology, the study looks at how different digital marketing techniques affect real estate companies success in the chosen areas. With a sample size of 200, statistical analyses are possible that can be extended to a larger population with varying degrees of confidence. Principal discoveries encompass the noteworthy benefits of digital marketing with regard to fortifying customer relationships, augmenting visibility, and elevating overall organization efficacy. Notwithstanding, obstacles including impediments to execution and insufficient comprehension among industry participants are also recognized. The report suggests tactics for effective digital marketing campaigns in the construction industry, including training investments, reputation management online, and website and digital content optimization. Prominent passages from the document emphasize the revolutionary potential of digital marketing technologies and underline the strategic roadmap provided for navigating the digital world within the building industry. The study highlights the necessity of continuous research endeavours, extended investigations, and a combination of quantitative and qualitative approaches to enhance and optimize digital marketing tactics for construction firms in its conclusion.

Keywords: Digital marketing, Real estate, Construction industry, Real estate, Qualitative methodology, Digital content optimization.



A STUDY ON TOTAL QUALITY MANAGEMENT

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Abstract

Total Quality Management (TQM) is a revolutionary concept in the management of quality. Foremost, it is a recognition that quality not only depends upon tangible investments in machines, processes or facilities, but also on intangibles such as the integration and management of these resources, the corporate and cultural environment, personnel motivation, etc. Thus, TQM results in a new management order, based on lateral integration, a coherent and continuous improvement of the 'global' performance of the firm in the short-term and in the long-term. In its end result, TQM is viewed as a total (social, organizational and operational) commitment to manage a firm's resources to achieve the highest levels of performance in everything in which the firm is involved. This may include a vendor's relationships, the productivity and efficiency of the manufacturing process, manufacturing yields (or reliability), services and customer satisfaction. While there is an agreement regarding the ends of TQM, there may be some confusion regarding the 'how'. In this chapter we shall consider several approaches to TQM, each emphasizing a structured approach to integrated and total quality management

A STUDY ON LOOK PATIENT SATISFACTION IN Dr.G.VISWANATHAN SPECIALITY HOSPITAL TRICHY

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Abstract

Patient satisfaction is the level of service satisfaction that patient experience from having used a health service from a health facility. The quality assurance and accreditation process in most countries requires that the service satisfaction of patient be measured on a

regular basis. As a result, patient feedback is important to identify problems from health service that need to be resolved in improving patient satisfaction. The objectives of the study are to study the level of satisfaction of the patient with DR.G.VISWANATHAN SPECIALITY HOSPITAL TRICHY. Understand the utilization of hospital facilities. Identity the factors influencing patient satisfaction. The study has been done among 150 patients. The outpatient for the hospital is taken as the respondents of the for the study. The statistical tools used are T-test, chi-square, correlation and percentage analysis using SPSS. Based on the finding, suitable suggestions were given to improve the satisfaction level of the patient working under various conditions have been recommended. To achieve this defined objective a structured questionnaire based on the preliminary study made is prepared. The prepared questionnaire is used to get the direct response from the patient. The response given by the patient of dr. g. Viswanathan specialty hospital is analyzed and interpreted us in different types of statistical tools. I have presented my findings, recommendation and suggestion regarding their satisfaction.

Keywords: Patient satisfaction, service satisfaction

A STUDY ON EMPLOYEES WELFARE PERTAINING TO SATISFACTION FOR REGIONAL ENGINEERING WORKS PRIVATE LIMITED AT TRICHY

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Abstract

The study of employee welfare at Tenneco automotive company was conducted for a Month in order to complete my project for the academic Program. Welfare facilities and working conditions are major topics for all Organizations. As is well known, this is a crucial subject from both the employer's and employee's points Of view. The research of employee's welfare was conducted at the Tenneco Automotive Company and lasted one Month. The primary goal of this project is to examine the welfare services and working Environment that Tenneco automotive company offers to its Employees. When conducting research, questionnaires are used as the primary method. Of data gathering. The descriptive method was used for the research, a Sample size of 100. Data were analyzed and presented using a variety of test observations, and Only These results were used to draw conclusions.

Keywords: Health and Wellness, Work-Life Balance, Career Development, Financial Security, Communication and Feedback, Work Environment, Support Services, Incentives and Perks, Communication and Feedback

A STUDY ON HOW TO ENHANCE EFFECTIVE LOGISTICS SERVICES USING A STRONG NETWORK

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Abstract

Customs clearance is a necessary procedure before goods can be imported or exported internationally. If a shipment is cleared, then the shipper will provide documentation confirming customs duties that are paid and the shipment can be processed. Every imported good should pay the customs duty. Customs duty is a kind of an indirect tax that is imposed on every imported good. For example, last week also, we import Machinery from China, Fruits from Vietnam, Royal Bike spare parts from Singapore, etc., so that product having some percentage of tariff, so we paid that customs tariff. And also, these goods coming under HS 84 code. Once cleared, the shipper is provided with a document that confirms that all customs duties have been paid and that the shipment of goods may proceed. A freight forwarder will usually handle the customs clearance process, documentation, Filing, Delivery but you may also choose to hire a CHA (Custom House Agent). Customs clearance is a mandatory process when shipping internationally – whether you choose air or sea freight. The shipper has to obtain the export clearance before the cargo can leave the port or airport of origin. Upon arrival at the destination country, import clearance is required before the freight can be delivered to the consignee.

UNDERSTANDING FINANCIAL LITERACY AMONG STUDENTS AND THEIR SPENDING PATTERNS IN INDIA: EXPLORING THE ROLE OF FINANCIAL HABITS AND STRESS



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Financial literacy among students is a critical aspect of their overall education and future financial well-being. This research paper delves into the understanding of financial

literacy among students in India and how it correlates with their spending patterns. The study aims to explore the role of financial habits and stress in shaping the financial behavior of students. The research employs a quantitative approach, using combining quantitative surveys to gather comprehensive data. A sample size of 190 students from various educational institutions across India was surveyed using quantitative methods to assess their level of financial literacy, spending habits, financial stress, and financial management practices. Additionally, in-depth interviews are conducted to gain insights into the underlying factors influencing students' financial decisions. The findings of this study shed light on the current state of financial literacy among students in India. It reveals the extent of financial knowledge, skills, and attitudes prevalent among this demographic. Moreover, the research uncovers the impact of financial habits, such as budgeting, saving, and investing, on students' spending patterns. It also highlights the role of financial stress in influencing financial decision-making and behaviour. Understanding the financial behaviour of students is very important for policymakers, educators, and financial institutions to design effective financial education programs and interventions. By identifying the factors that contribute to financial literacy and examining how financial habits and stress affect spending patterns, this research provides valuable insights for improving financial education initiatives targeted at students in India. In conclusion, this research paper contributes to the existing literature on financial literacy by focusing on students in India and their unique financial challenges. It emphasizes the significance of promoting financial literacy among the students in India to empower them with the necessary skills to make informed financial decisions and secure their financial future.

A STUDY ON REQUIREMENT OF EMPLOYEE SELECTION AT SAMY COTTON MILLS

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Abstract

Employee Selection is the process of interviewing and evaluating the candidates for a specific job and selecting an individual for employment based on certain criteria (qualifications, skills and Experience). Employee selection can range from a very simple process to a very complicated process depending on the firm hiring and the position. Certain employment laws such as anti-discrimination laws must be obeyed during

employee selection. Employee Selection is the process of putting right men on right job. It is a procedure of matching organizational requirements with the skills and qualifications of people. Employee Selection is the process of choosing individuals who have relevant qualifications to fill jobs in an organization. Without qualified employees, an organization is in a poorer position to succeed. Selection is much more than just choosing the best available person. Selecting the appropriate set of knowledge, skills, and abilities (KSAs) – which come packaged in a human being – is an attempt to get a “fit” between what the applicant can and wants to do, and what the organization needs. The task is made more difficult because it is not always possible to tell exactly what the applicant really can and wants to do. Fit between the applicant and the organization affects both the employer’s willingness to make a job offer and an applicant’s willingness to accept a job. Fitting a person to the right job is called placement. Good selection and placement decisions are an important part of successful HR management.

Keywords: Recruitment, selection, Qualification, skill and response.

A STUDY ON FINANCIAL PERFORMANCE AND ANALYSIS OF NLC INDIA LIMITED

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Abstract

This study investigates the financial performance and analyze the financial health of NLC India Limited (NLCIL) over the past five years (from 2019 to 2023). This analysis will utilize a combination of financial ratio analysis, comparative statements and trend analysis. The study will examine key performance indicators like profitability, liquidity, solvency, and efficiency to understand NLCIL financial position and identify areas for potential improvement over the period. The research will utilize data from NLCIL annual reports. The goal is to provide a comprehensive assessment of NLCIL financial trends and standing over the past five year, findings provide valuable insights to make informed decisions regarding NLC India Limited future prospects and strategies. Furthermore, the report discusses the company's strategic initiatives, market conditions, regulatory environment, and industry trends that may have influenced its financial performance. This is conducted to provide a holistic understanding of NLC India Limited financial standing.



Keywords: Financial Performance, Financial Analysis, Ratio Analysis, Comparative Statement, Trend Analysis, Financial Statement.

A STUDY CUSTOMER SATISFACTION IN DRINKING WATER SERVICE WITH REGIONAL REFERENCE IN TRICHYDISTRICT

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Abstract

The study gives a brief description of the people's opinion about the satisfaction towards packaged drinking water. Water is the most important necessity for life. Consumer prefer packaged drinking water for hygiene aspect and convenient packing. The aim of the study is to find the consumers satisfaction level towards packaged drinking water. The study used both the primary data and secondary data for analysis.

Keywords: Consumer satisfaction, packaged drinking water, brands.

A STUDY ON NEW INNOVATION IDEAS DEVELOPMENT AND ADOPTION WITH THE EMPLOYEES ANNAMALAIS TOYOTA

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Abstract:

Innovation plays a pivotal role in the success and sustainability of organizations in today's competitive landscape. This study investigates the process of innovation idea development and employee adoption within Anamaalias Toyota, a leading automotive company known for its commitment to innovation. Utilizing a mixed-methods approach, including surveys and interviews, this research delves into the mechanisms employed by Anamaalias Toyota to foster innovation from ideation to implementation. The findings

reveal key factors influencing the generation and selection of innovation ideas within the company, including organizational culture, leadership support, and employee involvement. Moreover, the study examines the strategies utilized by Anamaalias Toyota to encourage employee adoption of innovative practices, such as training programs, rewards systems, and communication channels. Furthermore, the research investigates the challenges encountered during the innovation process, including resistance to change, resource constraints, and market dynamics. Insights gained from this study provide valuable implications for both theory and practice, shedding light on effective strategies for fostering innovation and enhancing employee engagement within automotive organizations like Animalia's Toyota

Keywords: Innovation, Idea Development, Employee Adoption

A STUDY ON EMPLOYEE RELATIONS ON ORGANIZATION PERFORMANCE

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Abstract

In today's dynamic business landscape, organizations are constantly seeking ways to enhance their performance and maintain competitiveness. One critical factor influencing organizational success is the nature of employment relations within the workforce. This paper provides a comprehensive review of the literature examining the relationship between employment relations and organizational performance. Drawing on various theoretical perspectives and empirical studies, this paper explores the multifaceted dimensions of employment relations, including employee-employer relationships, labour unions, human resource management practices, and organizational culture. It examines how these factors interact to shape employee attitudes, behaviours, and ultimately, organizational outcomes. The review highlights the importance of fostering positive employment relations characterized by trust, communication, and mutual respect. Such relations contribute to higher levels of employee engagement, satisfaction, and commitment, which in turn positively impact organizational performance metrics such as productivity, innovation, and profitability. Additionally, the paper discusses the role of effective conflict resolution mechanisms, fair compensation practices, and employee involvement initiatives in promoting harmonious employment relations and enhancing

organizational performance. It also addresses the challenges and potential barriers to achieving optimal employment relations, such as labor disputes, power dynamics, and cultural differences. By synthesizing existing research findings, this paper provides valuable insights for practitioners and policymakers seeking to optimize employment relations to drive organizational success. It underscores the importance of adopting a strategic approach to managing human resources and cultivating a supportive work environment conducive to collaboration, creativity, and sustainable performance improvement.

A STUDY ON EFFECTIVENESS OF EMPLOYEE WELLNESS PROGRAM IN HOSPITAL

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Abstract

Due to rapidly rising healthcare costs, employee wellness has become an important topic for small and large companies alike. As such, many organizations are now taking a proactive approach to this issue by offering incentives for employees to get healthy and remain in "good shape." Simultaneously, some firms are penalizing employees who are smokers and those who might be above the average weight limit considered to be safe for their age and gender. This article provides a review of trends regarding wellness programs in the modern American workplace. The authors offer practical recommendations to employers to have legal, ethical, and effective wellness programs, as well to employees to stay healthy through self-motivation, goal-setting and persistency. Suggestions for self-motivation, goal-setting and becoming healthier are provided. Also, suggestions for managers are presented so they can create a "fun" workplace for their employees since such a culture can lessen stress, as well as promote good health, and thus reduce healthcare costs.

Keywords: *Wellness, health, healthcare costs, stress management, goal-setting, motivation, exercise.*



STUDY ON QULITY OF WORK LIFE BALANCE SAMSUNG SMART CAFE [SMART CHOICE]

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Abstract

In the contemporary professional landscape, achieving a harmonious equilibrium between work and personal life has become paramount for organizational success and individual well-being. The concept of Quality of Work-Life (QWL) balance has garnered significant attention as a multifaceted construct encompassing various dimensions including job satisfaction, work-life conflict, job security, organizational culture, and employee well-being. This abstract outlines a comprehensive approach to enhancing QWL balance within organizational setting workplace. Work experience for employees. Furthermore, fostering open communication channels between management and employees facilitates the identification of individual needs and concerns regarding work-life balance, enabling targeted interventions and support mechanisms.

Keywords: Job satisfaction, Employee well-being, Organizational culture, Flexibility, Autonomy, Workload management, Job design

EMPLOYEE ENGAGEMENT ANALYSIS

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Abstract

This study explores about the employee engagement in Sindhuja hospital at Manapparai. It emphasizes the importance of engaged employees who are fully committed and enthusiastic about their work. Employee engagement refers to the extent to which employees feel passionate about their jobs, are committed to the organization's goals, and put discretionary effort into their work. Engaged employees are enthusiastic about their work, feel a sense of belonging and purpose within the organization, and are willing

to go above and beyond to contribute to its success. Through primary collection method with a sample size of 150, the study identifies significant correlations between employee satisfaction and factors such as co-worker and superior support, along with reward and recognition. The findings suggest that training, rewards, and focused initiatives enhance engagement and performance. Additionally, providing employee count seling aids in overcoming emotional westering work-life balance and open communication strengthens the overall working environment entering work-life balance and open communication strengthens the overall working environment.

Keywords: Employee engagement, Enthusiasm, discretionary effort, performance enhancement, employee counselling.

AN STUDY ON EMPLOYEE ENGAGEMENT OF ORGANIZATION IN SILVER LINE HOSPITAL AT TRICHY

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Abstract:

The Project Titled on "AN STUDY ON EMPLOYEE ENGAGEMENT" at Silver line Hospital - Trichy. Employee engagement has emerged as a critical factor for organizational success in today's competitive business landscape. This abstract explores the concept of employee engagement, its drivers, impact on organizational performance, and strategies for fostering a highly engaged workforce. By synthesizing existing research and industry best practices, this abstract provides insights into the importance of cultivating a positive work environment, promoting open communication, recognizing and rewarding employees, and aligning organizational goals with individual aspirations. Ultimately, understanding and enhancing employee engagement is essential for organizations striving to achieve sustainable growth and competitive advantage in the modern workplace.

Keywords: Staff Satisfaction, Workplace Morale, Team Cohesion, Employee Retention, Job Satisfaction, Organizational culture, Staff Empowerment, Communication Channels, Professional Development, Recognition and Rewards.



A STUDY ON COST OF PRODUCTION IN TRUFIT PAINTS MANUFACTURING COMPANY

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Abstract:

This study investigates the cost of production in the paints manufacturing industry, aiming to provide insights into factors influencing production costs and strategies for cost optimization. Through a comprehensive analysis of various cost components such as raw materials, labour, energy, and overhead, this study identifies key drivers impacting production expenses. Additionally, it examines this impact of market dynamics, technological advancements, and regulatory compliance on cost structures. The findings suggest that efficient management of input costs, process optimization, and adoption of sustainable practices are critical for enhancing cost competitiveness in the paints manufacturing sector. This research contributes to a deeper understanding of cost dynamics in the industry and offers valuable implications for industry practitioners, policymakers, and researchers.

AN STUDY ON EMPLOYEE MOTIVATIONAL ANALYSIS OF AN ORGANIZATION AT QMED HOSPITAL

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Abstract:

This project title at QMED Hospital, Puthur, Trichy is done as part of MBA curriculum. The study focused on bringing out the level of motivation. This study was also aimed to find out how the employees are satisfied after motivation. It helps to identify the various facilities provided by the hospital to motivate their employees. This paper presents a



comprehensive analysis of motivational factors within the organizational culture of hospitals. Motivation plays a crucial role in the healthcare sector, influencing employee satisfaction, productivity, and ultimately, patient care outcomes. By employing a qualitative research approach, this study investigates various motivational theories and their application within hospital settings. The research examines factors such as intrinsic and extrinsic motivation, leadership styles, recognition and rewards systems, and organizational communication. Furthermore, it explores the impact of motivational strategies on employee engagement, job satisfaction, and overall organizational performance. Through in-depth interviews, surveys, and observational methods, this study aims to identify best practices for fostering a motivational culture within hospitals, ultimately enhancing employee morale and patient satisfaction.

Keywords: *Employees motivation, Organisation Commitment, Organisation Behaviour, healthcare industry, Performance Appraisal, Organizational culture, Communication, Employee -Employer Relationship, Recognition.*

A STUDY ON EMPLOYEE SATISFACTION IN JOSALUKKA

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Abstract

Job satisfaction refers to one's feelings towards one's job. If the employees expectations are fulfilled (or) the employees get higher than what he / she feels satisfied. If the job satisfaction increases organization commitment will increased. This results in the performance. The main objectives of this paper are to assess the job satisfaction: to identify the effectiveness of job satisfaction and to find out the several factors like personal and organizational factors influencing job satisfaction : to identify the effectiveness of job satisfaction and to find out the several factors like personal and organizational factors influencing job satisfaction of employees. In this study, Employees respondents have been taken as sample. The study helped in revealing the level of satisfaction of employees with reference to the various factors provided in the organization. This study clearly shows that employees under observation are more or less satisfied with the job. The organization should consider on the salary, relationship of employees and supervisors, grievance handling and give more opportunity for the new employees.



A STUDY ON EMPLOYEE ENAGEMENT AT G VISWANATHAN SPECIALITY HOSPITAL-BABU ROAD TRICHY

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Abstract

This study entitled A Study on employee engagement at G. VISWANATHAN SPECIALITY HOSPITAL -BABU ROAD TRICHY. Focuses on "employee engagement" Employee Engagement is on the fading and there is an emerging detachment among employees today. This study to investigate the impact of employee engagement and its impact on job satisfaction in Jacquard Fabrics India private Limited. This is a descriptive study that aims to identify the various dimensions of employee engagement within organization. Interview schedule method of questionnaire was collected. Percentage Analysis, t-test and simple liner regression was used in the study was conducted on 150 employees from various functional Departments from the population of 88 employees. Convenience sampling method was used in this research. The paper aims to determine the components and dimensions of employee engagement and it s impact on job satisfaction. This study answered the research questions formulated. Recommendations to organization are reported.

A STUDY ON EMPOLYEE WORK LIFE BALANCE IN J G HOSIERY PVT LTD, ALAGAPURAM

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Abstract

Work-life balance is considered to be important for both, business practice and academic research. The literature shows that work-life balance is a central issue affecting wellbeing, as family and work are the most important elements of everyone's life. Any competing demands of work and family life cause conflict and negatively affect the wellbeing of workers. This study focused on assessing the impact of work-life balance determined by work-family conflict and family work conflict on the wellbeing of individuals employed in the private sector in India. Wellbeing was measured by levels of family satisfaction, work satisfaction and psychological distress. Quantitative research

methods were used for the study, and a sample population was chosen amongst participants who were single and in a relationship, female and male, with and without children, by using a convenient sampling method. The questionnaire used contained existing scales where the Cronbach's alpha coefficients were above the recommended 0.7. Out of 190 distributed questionnaires, 114 were completed and returned, giving an overall returning rate of 60%. The data was analysed using IBM SPSS version 20. The study identified the existence of negative effects of poor WLB determined by high levels of work-family conflict and family-work conflict on family satisfaction. This study also confirmed negative effects of poor WLB due to high levels of work-family conflict on work satisfaction and psychological health. Negative impacts of family-work conflict on work satisfaction and psychological health were not supported. This study also showed that the main causes of work family conflicts were excessive

A STUDY ON IMPORT DOCUMENTATION PROCEDURE

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Abstract

While the world found new ways to adapt to the new normal, we transformed our business by navigating unexplored territories, digitising the supply chains, partnering with the world's greatest show - Expo 2020 Dubai, and expanding our logistics network. By connecting the world through trade, we made 2021 the year where we took one step closer to our vision to lead the future of world trade. The well-documented disruptions to global supply chains in light of the pandemic and geopolitical conflict have made the delivery of goods less reliable. Businesses are looking for new and better solutions that make their logistics more efficient, agile, and stable. They want specialised local-to-global expertise that can help move goods where others cannot. Subsequently, there is a demand for partners who can provide more sustainable, cost-effective solutions to simplify complex logistics challenges. DP World harnesses the best expertise and the most comprehensive end-to-end infrastructure in the industry -integrating best-in-class facilities, multi-modal transport solutions, digital solutions and market access capabilities into seamless end-to-end supply chains.



STUDY ON EFFECTIVENESS OF PROMOTIONAL MIX FOR CUSTOMER RETENTION

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Abstract

The study aims at determining the influence of promotional approaches on customers' buying decision. The promotional mix is combination of activities comprised of advertising, publicity, public relations, personal selling and sales promotion. The purpose of the study is to understand importance and how these approaches play their role to influence users' buying decision. In today's competitive world organizations have to have superior understanding of customers' needs and motivation and concrete plan to get buy in from them. This is a constant race to win over competitors. Choosing a good promotional mix can determine the success of business. In this study the author selected the most cited four promotional approach elements i.e. advertising, sales promotion, personal selling and public relations. The study illustrated how these four promotional approaches influence customers' desire, interest, awareness and lead them to act.

Keywords: *Promotional Mix, Market share, Advertising, Sales Promotion, Public Relation, Personal Selling.*

ANALYSING IMPACT OF REMOTE WORK ON EMPLOYEE PERFORMANCE

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Abstract:

This study examines the effects of remote work on employee performance and well-being in a post-pandemic context. Using a mixed-methods approach, we analyse data from surveys and interviews conducted with employees across various industries. The findings



shed light on the benefits and challenges of remote work and provide insights for organizations seeking to optimize their remote work strategies.

Keywords: Communications, Working schedule, Responsiveness, Liability, Socialization.

A STUDY OF HUMAN RESOURCE: RECRUITMENT AND SELECTION PROCESS TO PENNAR INDUSTRIES TRICHY

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Abstract

Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in the organization. Selection may be defined as the process by which the organization chooses from among the applicants, those people whom they feel would best meet the job requirement, considering current environmental condition. In today's rapidly changing business environment, organizations have to respond quickly to requirements for people. Hence, it is important to have a well-defined recruitment policy in place, which can be executed effectively to get the best fits for the vacant positions. Selecting the wrong candidate or rejecting the right candidate could turn out to be costly mistakes for the organization.

A STUDY ON HEALTH CARE MARKETING AND PATIENT ENGAGEMENT IN SINDHUJA HOSPITAL

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Abstract:

The study on healthcare marketing and patient engagement constitute a dynamic field characterized by constant change and evolving strategies. This study explores the scientific



discipline of healthcare marketing, encompassing both conventional and social marketing concepts, plans, and methods. Its primary objective is to establish and strengthen the relationship between healthcare providers and patients by introducing available services and outlining their benefits for improved health outcomes. Through comprehensive analysis, including tracking patient flows from various marketing channels such as traditional and digital platforms, this study aims to identify areas where marketing strategies can be enhanced. Utilizing a descriptive statistical approach and meta-synthetic analysis, the research identifies four marketing programs and assesses market conditions to better understand effective strategies for increasing demand for healthcare services. The findings offer valuable insights for marketing management professionals and future researchers, providing up-to-date strategies that healthcare institutions can implement to address evolving patient needs and preferences.

Keywords: marketing, health services, effective marketing strategies, meta-synthetic, direct-to-consumer advertising, word of mouth, internet marketing, internal marketing, Advantage, Patient flow, Traditional marketing, Digital marketing, information, Leadership position, Competitors.

A STUDY ON MATERIAL HANDLING

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Abstract:

Material handling equipment (MHE) plays a crucial role in various industries by facilitating the movement, storage, control, and protection of materials, products, and goods throughout the manufacturing, distribution, and logistics processes. This abstract provides an overview of the significance, types, functions, and advancements in material handling equipment. The efficient management of materials within a facility or supply chain is paramount for enhancing productivity, reducing operational costs, ensuring workplace safety, and improving customer satisfaction. Material handling equipment encompasses a diverse range of machinery, devices, tools, and systems designed to handle different types of materials, including raw materials, components, finished products, and containers. Common types of material handling equipment include conveyors, forklifts, pallet jacks, cranes, hoists, automated guided vehicles (AGVs), robotics, and storage systems such as racks, shelves, and bins. Each type of equipment serves specific purposes and is selected based on factors such as the nature of the materials, space constraints, throughput requirements, and operational preferences. Recent advancements in material

handling technology have led to the development of more sophisticated and integrated solutions aimed at enhancing efficiency, flexibility, and scalability in material handling operations. These advancements include the integration of automation, robotics, sensors, IoT (Internet of Things), AI (Artificial Intelligence), and data analytics to optimize processes, minimize errors, and enable real-time monitoring and decision-making.

Keywords: *Manufacturing systems, Material Handling Equipment Selection, Criteria Identification and Selection, Multi-criteria decision making, Analytic Hierarchy Process.*

A STUDY ON EMPLOYEE AND EMPLOYEE RELATIONSHIP (ROYAL DRINKS)

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Abstract:

The project title on "AN STUDY ON EMPLOYEE - EMPLOYER RELATIONSHIP" at ROYAL DRINKS, Worriyur, Trichy is done as a part of MBA curriculum. This research explores the complex dynamics of the interaction between an employer and employee at Royal Drinks, a well-known beverage firm. Using a qualitative methodology, information was gathered via surveys, observations, and interviews in order to investigate the complex aspects of this connection. The results show that a variety of complicated elements interact to shape how employers and employees interact in an organizational setting. The analysis emphasizes how important it is to have mutual respect, trust, and communication as the cornerstones of a happy relationship. It also clarifies the critical impact that leadership style plays in promoting worker satisfaction and engagement. The study highlights several obstacles that may hinder the effectiveness of this interaction, including workplace conflicts, hierarchical barriers, and differing expectations. ..



A STUDY ON BUILDIN A CULTURE OF CONTIOUS LEARNING TRAINING PROGRAMS IN THE ANNAI HOSPITAL,THURIYUR

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Abstract

Continuous learning is paramount in the hospital industry to ensure the delivery of high- quality patient care, stay abreast of advancements in medical technology, and comply with ever- evolving healthcare regulations. This Project presents a comprehensive review of continuous learning training programs within the hospital industry, focusing on their structure, implementation, effectiveness, and challenges. The review synthesizes existing literature on various training methodologies, including in-person workshops, online courses, simulation training, and mentorship programs, highlighting their respective advantages and limitations. Furthermore, it examines the role of technology, such as virtual reality and artificial intelligence, in enhancing the effectiveness importance of assessing the impact of training programs on patient outcomes, staff satisfaction, and organizational performance. It also explores the challenges encountered in implementing continuous learning initiatives, such as financial constraints, staff resistance, and time constraints. The findings suggest that successful continuous learning training programs in the hospital industry require a multifaceted approach, combining traditional methods with innovative technologies, tailored to the specific needs and challenges of healthcare professionals. Additionally, fostering a culture of continuous learning and providing adequate support and resources are essential for the sustained success of such programs. Overall, this review provides insights into the current landscape of continuous learning training programs in the hospital industry and offers recommendations for future research and practice to optimize their effectiveness and impact on patient care and organizational.

Keywords: *various training methodologies, Moreover, offer recommendations, Furthermore, Furthermore.*



A STUDY ON MARKET TREND ANALYSIS OF HARIHAR ALLOYS PRIVATE LIMITED

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Abstract

Market trend analysis plays a pivotal role in informing business decisions and strategic planning in various industries. This research paper delves into the methodologies and tools used to analyse market trends, with a focus on their effectiveness and applicability in today's dynamic business environment. The paper examines both qualitative and quantitative approaches to trend analysis, exploring how factors such as consumer behaviour, technological advancements, and economic indicators influence market trends. Additionally, it investigates the role of big data analytics and machine learning algorithms in enhancing the accuracy and predictive power of market trend analysis. Through a comprehensive review of existing literature and case studies, this paper aims to provide insights into best practices and emerging trends in market trend analysis, equipping businesses with the knowledge needed to anticipate market.

Keywords: Market trend analysis, strategic decisions, qualitative analysis, quantitative

A STUDY ON OCCUPATIONAL EMPLOYEE HEALTH AND SAFETY MEASURE IN ACSEN TEX PVT LTD, MANIVILUNTHAN, ATTUR

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Abstract

Occupational health and safety (OHS) is a multidisciplinary activity that aims to identify, evaluate, and control hazards arising in or from the workplace that may impair the health and well-being of workers. Assessing the risk of occupational hazards is one of the pivotal steps to handle an OHS risk analysis problem. Many models and approaches for

assessing the risk of occupational hazards have been proposed in previous studies. Nevertheless, few contributions are devoted to perform a comprehensive literature review of the researches on occupational health and safety risk assessment (OHSRA). Therefore, the aim of this research is to provide a comprehensive and systematic review of the OHSRA studies which intend to propose models and approaches for evaluating and prioritizing the risk of occupational hazards. To do so, 88 publications extracted from the Web of Science (WOS) database during the years of 2002-2022 were identified and reviewed. Based on the applied OHSRA models, the selected publications were divided into seven categories and analysed in terms of risk criteria, risk criteria weighting methods, and risk assessment approaches. Besides, a bibliometric analysis was carried out based on the frequency of OHSRA methods, citation numbers, publication years, appeared journals, original countries, and application areas. This research affords scholars and practitioners effectively utilizing the OHSRA models to assess the risk of occupational hazards and provides valuable information for understanding current situations, research hotspots, and future research trends in the field of OHSRA.

A STUDY ON JOB SATISFACTION IN THE HEALTHCARE SECTOR EMPLOYEES IN SLIVER LINE HOSPITAL

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Abstract

This study investigates the job satisfaction among healthcare professionals at Sliver Line Hospital. Job satisfaction is crucial as it impacts productivity, absenteeism, turnover rates, and organizational commitment in the healthcare sector, ultimately affecting the quality of healthcare services. Cross-sectional data were collected from 120 participants through self-administered questionnaires. This paper highlights the significance of comprehensively studying the diverse dimensions of job satisfaction within healthcare settings. By examining factors such as workload, work environment, professional development opportunities, and organizational culture, this research aims to underscore the importance of addressing and optimizing job satisfaction to fully harness the potential of healthcare human resources. Through a comprehensive review of literature on job satisfaction is correlated with the job performance and its helps to improve the decision

making and problem-solving process. Additionally, primary data collection methods including surveys, interview, and observation are utilised to access the perception of employees. Utilizing the Statistical Package for the Social Science (SPSS), the analysis employs several statistical techniques including Chi-Square, One-Way ANOVA, and T-Test. The research unveils both commonalities and disparities in personal administration and management of healthcare system, offering valuable insights in human resource management strategies.

Keywords: Job satisfaction, Productivity, Growth, Motivation, Human resources practices,

A STUDY ON HEALTH CARE MARKETING ANDDD PATIENT ENGAGEMENT IN SINDTHUJA HOSPITAL

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Abstract:

The study on healthcare marketing and patient engagement constitute a dynamic field characterized by constant change and evolving strategies. This study explores the scientific discipline of healthcare marketing, encompassing both conventional and social marketing concepts, plans, and methods. Its primary objective is to establish and strengthen the relationship between healthcare providers and patients by introducing available services and outlining their benefits for improved health outcomes. Through comprehensive analysis, including tracking patient flows from various marketing channels such as traditional and digital platforms, this study aims to identify areas where marketing strategies can be enhanced. Utilizing a descriptive statistical approach and meta-synthetic analysis, the research identifies four marketing programs and assesses market conditions to better understand effective strategies for increasing demand for healthcare services. The findings offer valuable insights for marketing management professionals and future researchers, providing up-to-date strategies that healthcare institutions can implement to address evolving patient needs and preferences.

Keywords: marketing, health services, effective marketing strategies, meta-synthetic, direct-to-consumer advertising, word of mouth, internet marketing, internal marketing, Advantage Patient flow, Traditional marketing, Digital marketing, information, Leadership position, Competitors.



A STUDY ON IN IMPACT OF EMPLOYEE ENGAGEMENT

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Abstract

Employee engagement is recognized as a crucial aspect of organizational success, various facets including retention, productivity, and overall stakeholder value. This paper focuses on understanding the significance sector, particularly through the lens of a mid-size company specializing in sheet metal press components near Chennai. The study, conducted through structured questionnaires distributed to 118 respondents, aims to assess employee commitment and satisfaction levels. Results indicate a generally positive attitude and active engagement among employees towards their company. Additionally, a case study at Dalmia Cement further explores the concept of employee engagement, emphasizing its role in fostering enthusiasm, contentment, and dedication among employees. The study utilizes random and convenience sampling methods with a sample size of 194, and data collected through structured questionnaires sheds light on strategies for enhancing overall employee engagement levels within the organization.

Key Words: Growth, Impact, Connection, Recognition.

A CUSTOMER SATISFACTION IN RELATION TO ASIAN PAINT

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Abstract:

This study delves into the multifaceted realm of customer satisfaction concerning Asian Paints, a leading brand in the paint industry. With the aim of understanding the nuanced factors influencing customer satisfaction, this research employs a mixed-method approach.



Quantitative surveys are conducted to gather data on customer preferences, perceptions, and satisfaction levels, while qualitative interviews offer deeper insights into the underlying motivations and experiences of customers. The findings of this study highlight several key determinants of customer satisfaction with Asian Paints, including product quality, colour range, durability, pricing, customer service, and brand reputation. Furthermore, the analysis explores the impact of demographic variables such as age, income, and geographic location on customer satisfaction.

A STUDY ON CAREER PLANNING AND DEVELOPMENT OF EMPLOYEES FUTURE PROSPECTS

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Abstract:

This study examines the crucial role of career planning and development in shaping the future prospects of employees within organizations. As the job market evolves rapidly due to technological advancements and shifting industry landscapes, effective career planning becomes increasingly essential for both employees and employers. Through a comprehensive review of literature and empirical analysis, this study aims to shed light on various aspects of career planning and development, including current trends, employee needs and aspirations, training and development programs, mentorship and coaching, succession planning, technology and automation, work-life balance, and diversity and inclusion initiatives. By understanding these factors, organizations can implement strategies to better support their employees in navigating their career paths, fostering engagement, retention, and overall organizational success in the face of future challenges and opportunities.

Keywords: Career assessment, Goal setting, Skill development, Networking, Mentorship, Career path, Professional growth, Continuing education, Personal branding, Job search strategies, Work-life balance, Career advancement, Leadership development, Performance



THE STUDY ON EFFECTS OF THE EFFECT OF INVENTORY INVENTORY MANAGEMENT ON FIRM

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Abstract

Purpose – Lean management is getting more and more attention in today's highly competitive environment. In this context, the aim of this study is to test the hypothesis that efficient (lean) inventory management leads to an improvement in a firm's financial performance. **Design/methodology/approach** – Data for the analysis came from the ICAP database, which contains financial information on all medium to large Greek firms. The sample period extended from 2000 to 2002. For each year all manufacturing firms with the corporate form of society operating in any one of the three representative industrial sectors in Greece: food, textiles and chemicals were selected. **Findings** – Preliminary results, obtained by cross-section linear regressions, reveal that the higher the level of inventories preserved (departing from lean operations) by a firm, the lower its rate of returns. Findings are additionally tested by the use of pseudo-likelihood ratio test which constitutes a more reliable tool, thus verifying the robustness of the linearity of the relationship. **Research limitations/implications** – Given the great number of the possible determinants of performance it is difficult to isolate the effect of inventories even by using large samples and advanced methodologies. **Originality/value** – Since the results from other empirical studies on the macroeconomic determinants and consequences of inventories are somewhat contradictory, this study sheds more light to this issue by employing more sophisticated statistical tests applied to a large and recent sample of Greek manufacturers across different industries.

Keywords: *Lean production, Inventory management, Organizational performance, Greece Paper type Research paper.*



A STUDY ON EMPLOYEES WELFARE STRATEGY TOWARDS BESTAQUA DRINKING WATER IN TIRUCHIRAPALLI DISTRICT

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Abstract

Employees' play a key role in the existence and growth of any organisation, therefore their welfare is essential. During the past few years, organisations have been contributing towards the employee's benefits and also increase their efficiency. Employees' welfare facilities include housing facilities, free medical facilities, retirement benefits, children and adult educational benefits, welfare measures for the employee's families, loan facilities, etc. If the organisations do not bother about the employees benefit, but expect efficient and high performance from them, it is a mere waste. So there is utmost need for the employee's welfare in any type of organisation. Organizations have to provide welfare facilities to their employees to keep their motivation levels high.

A STUDY ON PARENT PERCEPTION TOWARDS PUBLIC SCHOOLS IN SALEM CITY

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Abstract

In India, most of the parents would like to admit their children in public schools. They would feel that public school gives a lot of knowledge to their children. So they compel their children to study in public school syllabus and they are getting good jobs from reputed companies in apart from our countries. Moreover, this particular choice significantly affects the function of the whole education system and the socio- economic system. To assist with decision-making, reliable information and channels of



communication appear to be necessary. Clarification of individual objectives, the specification and interpretation of future work opportunities in terms of satisfaction and career development, is usually a painful process not only for adolescents but also Our study goal is to investigate parents' perception towards public schools understanding of, upholding and communicating about acquiring knowledge and m propose a school-parent relationship distributing responsibilities to parents and schools based on the results of the study. We have to take a total of 135 parents from 8 schools in Salem city who responded to a questionnaire survey and focus group interviews.

Keywords: Education system, Public School, Parents perception, Career development and knowledge

A STUDY ON EMPLOYEE MORALE WITH REFERENCE TO TRICHY METALS & ALLOY'S (P) LTD., TIRUCHIRAPALLI

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Abstract:

Employee morale plays a crucial role in the success and sustainability of any organization. This study aims to explore the factors influencing employee morale within Trichy Metals & Alloy's (P) Ltd., Tiruchirapalli, and to provide insights for enhancing morale and thereby organizational performance. The research employs a mixed-method approach, combining quantitative surveys phase involves administering structured questionnaires to a sample of employees to measure their morale levels and identify key factors affecting morale. The qualitative phase entails in-depth interviews with select employees and managers to gain deeper insights into the underlying causes and potential contribute to the existing literature on employee morale and provide practical recommendations for Trichy Metals & Alloy's (P) Ltd. to foster a positive work environment and enhance employee satisfaction, engagement, and productivity.



A STUDY ON HUMAN RESOURCE MANAGEMENT IN FRONTLINE HEALTH CARE

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Abstract

Human resource management (HRM) in healthcare is an important component in relation to the quality and efficiency of healthcare delivery. However, a comprehensive overview is lacking to assess and track the current status and trends of HRM research in healthcare. This study aims to describe the current situation and global trends in HRM research in healthcare as well as to indicate the frontiers and future directions of research. The research methodology is based on bibliometric mapping using scientific visualization software (VOS viewer). The data were collected from the Web of Science; (WoS) core citation database. After applying the search criteria, we retrieved 833 publications, which have steadily increased over the last 30 years. In addition, 93 countries and regions have published relevant research. The United States and Australia have made significant contributions in this area. Current research articles focus on topics clustered into performance, hospital/COVID-19, job satisfaction, human resource management, occupational/mental health, and quality of care. The most frequently co- occurring keywords are human resource management, job satisfaction, nurses, hospitals, and health services, quality of care, COVID-19, and nursing. There is limited research on compensation management and employee relations management, so the current HRM research field still has not been able to present a complete and systematic roadmap. We propose that our colleagues should consider focusing on these research gaps in the future.



shows that although negative feedback is associated with lower prices and less odds of purchase, positive feedback is linked to higher prices and increased sales likelihood. Cultural characteristics are a major influence on the attitudes and buying habits of consumers in many countries, which emphasizes the significance of cultural sensitivity in international marketing tactics. The data was collected which was collected through questionnaire of 154 participants Furthermore, the study highlights the crucial impact that online forums have in shaping consumer perceptions, indicating that product These platforms provide more trustworthy information than conventional marketing outlets. To understand their impact on consumer purchasing decisions, important variables like attitude towards reviews, purchase goals, product attributes, and product type are analyzed. Moreover, the study emphasizes the significance of using proactive strategies when managing customer feedback. All things considered, this study offers insightful information about how to use online reviews as a potent marketing tool.

Keywords: Consumer purchase decision, online reviews, attitude towards review, positive and negative review, purchase goals, purchase intention, product attributes.

A STUDY ON ENHANCING EFFICIENCY AND SUSTAINABILITY IN LOGISTICS MANAGEMENT

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Abstract:

In an increasingly globalized and interconnected world, logistics management plays a pivotal role in ensuring the efficient flow of goods while mitigating environmental impact. This study explores the intersection of efficiency and sustainability within logistics management, aiming to provide insights into strategies for improving both aspects concurrently. Through a comprehensive review of literature, this study identifies key challenges facing logistics operations, including issues related to transportation, warehousing, inventory management, and supply chain coordination. Moreover, it examines various technological advancements, such as the Internet of Things (IoT), artificial intelligence (AI), and blockchain, and their potential applications in enhancing efficiency and sustainability.

Keywords: Logistics management, Efficiency, Sustainability, Transportation, Technology, Green logistics, Optimization, Collaboration, Regulatory framework, Efficiency

A STUDY ON FINANCIAL MODELING AND FORECASTING TECHNIQUES FOR STARTUPS IN SHASAA GROUPS AT TRICHY

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Abstract:

In the dynamic landscape of start-up entrepreneurship, effective financial modelling and forecasting play a pivotal role in guiding strategic decision-making and attracting potential investors. This paper delves into the intricacies of developing tailored financial models and forecasting techniques specifically designed for start-ups. By focusing on factors such as cash flow projections, funding requirements, and growth strategies, start-ups can gain invaluable insights into their financial health, potential trajectories, and resource needs. Through comprehensive analysis of these key elements, start-ups can better navigate the uncertainties inherent in their early stages, mitigate risks, and optimize resource allocation. Furthermore, robust financial models serve as powerful tools to communicate the startup's vision, viability, and growth potential to stakeholders, bolstering investor confidence and facilitating fundraising efforts. This paper outlines best practices, methodologies, and tools for crafting effective financial models and forecasts, providing start-ups with actionable insights to drive sustainable growth and success in today's competitive market environment.

Keywords: *Financial modelling, Forecasting techniques, Start-ups, Cash flow projections, Funding requirements, Growth strategies, Decision-making, Investor attraction, Resource allocation, Risk mitigation.*



A STUDY ON OCCUPATIONAL EMPLOYEE HEALTH AND SAFETY MEASURE IN ACSEN TEX PVT LTD, MANIVILUNTHAN, ATTUR

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Abstract

Occupational health and safety (OHS) is a multidisciplinary activity that aims to identify, evaluate, and control hazards arising in or from the workplace that may impair the health and well-being of workers. Assessing the risk of occupational hazards is one of the pivotal steps to handle an OHS risk analysis problem. Many models and approaches for assessing the risk of occupational hazards have been proposed in previous studies. Nevertheless, few contributions are devoted to perform a comprehensive literature review of the researches on occupational health and safety risk assessment (OHSRA). Therefore, the aim of this research is to provide a comprehensive and systematic review of the OHSRA studies which intend to propose models and approaches for evaluating and prioritizing the risk of occupational hazards. To do so, 88 publications extracted from the Web of Science (WOS) database during the years of 2002–2022 were identified and reviewed. Based on the applied OHSRA models, the selected publications were divided into seven categories and analysed in terms of risk criteria, risk criteria weighting methods, and risk assessment approaches. Besides, a bibliometric analysis was carried out based on the frequency of OHSRA methods, citation numbers, publication years, appeared journals, original countries, and application areas. This research affords scholars and practitioners effectively utilizing the OHSRA models to assess the risk of occupational hazards and provides valuable information for understanding current situations, research hotspots, and future research trends in the field of OHSRA.



A STUDY ON EMPLOYEE ENGAGEMENT AT MADHURAM HOSPITAL AT TRICHY

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Abstract

Employee engagement plays a critical role in the success of healthcare organizations, influencing factors such as staff satisfaction, productivity, and patient care outcomes. This project focuses on developing and implementing a tailored employee engagement strategy for Madhuram Hospital in Trichy, aimed at fostering a positive work environment and enhancing overall organizational performance. Through a thorough analysis of current employee perceptions and organizational metrics, key drivers of engagement are identified, including leadership support, professional development opportunities, work-life balance, and recognition. Building on these insights, a multifaceted engagement strategy is developed in collaboration with hospital management, encompassing initiatives such as mentorship programs, training and development opportunities, and recognition systems. The implementation of these initiatives is carried out in phases, with ongoing monitoring and evaluation to measure their impact on employee satisfaction, retention, and organizational outcomes. By prioritizing employee engagement and fostering a culture of communication, trust, and collaboration, Madhuram Hospital aims to create a workplace where staff feel valued, motivated, and empowered to deliver high-quality patient care.

Keywords: *Communication, Recognition, Feedback, Empowerment, Trust, Innovation, Job satisfaction, Collaboration, Purpose, Development, Leadership, Transparency, Teamwork, Career growth, Compensation.*



**A STUDY ON CREDIT APPRAISAL OF HOME LOANS AT
SMFG GRIHASHAKTI (FORMELY FULLERTON INDIA
HOME FINANCE CO. LTD)**

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Abstract

This study delves into the credit appraisal process employed by SMFG Grihashakti, formerly known as Fullerton India home Finance Co. Ltd, focusing specifically on Home loans. With the housing finance sector undergoing rapid changes and increasing competition, understanding the intricacies of credit assessment is paramount for financial institution. This research aims to explore the methodologies, criteria and risk assessment techniques utilized by SMFG Grihashakti in evaluating potential borrowers for home loans. By employing the qualitative approach including interviews surveys the data analysis, this study seeks to provide insights into the efficacy and robustness of the credit appraisal at SMFG Grihashakti. Additionally, it aims to identify any areas for improvement and suggest strategies to enhance the efficiency and accuracy of credit assessment, ultimately contributing to the overall effectiveness of home loan disbursement risk management within the organization. The study also speaks related to the NHB guidelines that are supposed to be followed by all the companies which comes under the NBFC's. The company norms and Criteria are also briefly mentioned for different category of customers. It clearly explains the importance of credit appraising in any company coming under the NBFC.

Keywords: Home finance, Credit appraisal, Home loans, NBFC, Employment history, Creditworthiness, Interest rate, Credit risk analysis.



A STUDY ON TACKLING THE WORK-LIFE BALANCE DILEMMA AMONG HEALTHCARE PROFESSIONALS IN MAHATHMA EYE HOSPITAL

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Abstract

This study examines the work-life balance challenges among healthcare professionals at Mahatma Eye Hospital and proposes strategies for improvement. Utilizing qualitative research methods, through surveys and interviews, the study explores the intricate interplay between professional responsibilities and personal life commitments and identifies factors contributing to imbalance, including long hours and high stress levels. The findings underscore the need for organizational support and flexible scheduling to promote staff well-being. Additionally, self-care initiatives are highlighted as crucial for mitigating burnout and enhancing job satisfaction. The study emphasizes the importance of addressing these challenges to maintain a motivated and healthy workforce and also identifies organizational policies, support systems, and individual coping mechanisms as crucial factors in mitigating work-life conflicts. Recommendations are provided for hospital management to implement effective interventions and foster a more balanced work environment. By prioritizing the well-being of healthcare professionals, Mahatma Eye Hospital can improve employee satisfaction and ultimately enhance patient care outcomes.

Keywords: *work life balance, responsibilities, Healthcare, personal well-being,*



A STUDY ON IMPLEMENTING QUALITY IMPROVEMENT INITIATIVES (ANNAI HOSPITAL)

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Abstract

This study investigates the implementation of quality improvement initiatives within Annai Hospital, focusing on enhancing healthcare services and patient outcomes. Quality improvement in healthcare facilities is imperative for ensuring optimal patient care, satisfaction, and safety. Annai Hospital, like many healthcare institutions, faces challenges in delivering consistent high-quality care due to various factors such as resource constraints, staff turnover, and evolving medical practices. Through a comprehensive review of literature on quality improvement methodologies and case studies of successful implementations in similar healthcare settings, this study identifies key strategies and best practices for enhancing Quality within Annai Hospital. Additionally, primary data collection methods including interviews, surveys, and observations are utilized to assess the current state of quality management practices within the hospital and to solicit feedback from stakeholders including healthcare providers, administrators, and patients. The findings of this study will contribute valuable insights into the design and implementation of effective quality improvement initiatives tailored to the specific needs and context of Annai Hospital, ultimately aiming to enhance the overall quality of care and patient satisfaction.

Keywords: *Quality improvement, healthcare services, patient outcomes, healthcare providers, quality management practices, tailored initiatives, patient satisfaction.*



A STUDY ON FACTORS INFLUENCING EMPLOYEE RETENTION IN L&T CHENNAI

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Abstract

Employee retention has emerged as a significant challenge for organizations across industries, including the construction sector. This conceptual paper aims to critically examine the factors influencing employee retention at Larsen & Toubro (L&T), a prominent construction and engineering company based in Chennai, India. Drawing from an extensive review of literature on employee retention, organizational behavior, and human resource management, the paper identifies and analyzes key factors that can potentially impact employee turnover intentions. These factors include compensation and benefits, work-life balance initiatives, career development opportunities, organizational culture, leadership styles, and job satisfaction levels. The study proposes a conceptual framework that integrates these factors and hypothesizes their relationships with employee retention. The framework serves as a foundation for future empirical research and provides a comprehensive understanding of the intricate interplay between various organizational and individual factors influencing employee retention decisions. Also that the paper discusses the theoretical and practical implications of the proposed framework, highlighting its potential contributions to academic discourse and organizational practices. It emphasizes the importance of adopting a holistic approach to employee retention strategies, considering the unique challenges and dynamics of the construction industry.

Keywords: *employee retention, construction sector, organisational factor, individual factor, job factor, compensation benefits*



A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE ON RISK ASSESSMENT IN HOME FIRST FINANCE

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Abstract

This paper explores the impact of artificial intelligence (AI) has brought substantial changes to the world of home financing, particularly in terms of facilitating paths to homeownership. This Research paper explores the way AI technologies are changing the field of home finance, making It more accessible and efficient for individuals aiming to purchase their first home. This paper Reviews existing literature to analyze the impact of AI on home finance. It examines how AI Technologies contribute to streamlining complex procedures, reducing processing times, and enhancing the overall customer experience in the home buying journey. Artificial Intelligence (AI) is a rapidly evolving field that is transforming several industries, including finance. This paper delves into the profound impact of AI specifically in the realm of Home First Finance, exploring its multifaceted influence on risk assessment, business strategies, resource optimization, and customer satisfaction. The importance of each component in deploying AI to improve operational capabilities as well as quickly achieve organizational goals is made clear through research and analysis.



A STUDY ON WASTE DISPOSAL MANAGEMENT IN HOSPITAL AT GVN RIVERSIDE HOSPITAL (P) Ltd

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Abstract:

Effective waste disposal management in hospital settings is imperative for safeguarding public health and environmental integrity. This abstract highlights key strategies and challenges in managing hospital waste efficiently. It explores various waste streams generated in healthcare facilities, including biomedical, hazardous, and non-hazardous waste. The abstract underscores the importance of adopting a multifaceted approach encompassing segregation, recycling, treatment, and disposal methods tailored to specific waste types. Furthermore, it discusses the significance of regulatory compliance, staff training, and community engagement in promoting sustainable waste management practices. The abstract also addresses emerging technologies and innovative solutions for minimizing waste generation and maximizing resource recovery in hospital environments. By synthesizing current knowledge and best practices, this abstract aims to provide insights and guidance for healthcare professionals, policymakers, and stakeholders to optimize waste disposal management in hospitals, thereby mitigating environmental impacts and enhancing public health outcomes.

Keywords: *Waste disposal, Hazardous waste, Biomedical Waste Management, GVN hospital.*



A STUDY ON OCCUPATIONAL HAZARDS AMONG HEALTHCARE PROFESSIONALS IN SRI RAMAKRISHNA SPECIALITY HOSPITAL

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Abstract

In this study I discussed about the healthcare professionals. Healthcare professionals face numerous occupational hazards that can affect their well-being, productivity, and quality of care. These hazards include physical, biological, chemical, ergonomic, and psychosocial factors within the accident, radiation, exposure to noxious chemicals, drug addiction and psychic problem and assault. Physical hazards include work place, ergonomic strain, and needlestick injuries. Biological hazards involve exposure to infectious agents like bacteria, viruses, and fungi, which can lead to diseases like HIV/AIDS, hepatitis, and tuberculosis. Introduction: Occupational health is a neglected public health issue among healthcare workers in developing countries. This has exposed healthcare workers in developing countries to various forms of hazards which have had negative consequences on their well being and performance at work. The aim of this research was to explore the forms of occupational hazards prevalent with their associated risk factors.

Keywords: *Safeguarding, Health care workers, Impact, Quality, Care, Occupational, Crucial, Chemicals, Injuries, Accidents, Radiations. Towards*



A STUDY ON ASSESSMENT ON THE CONTRIBUTION OF TEAM WORK TO THE PERFORMANCE OF ORGANIZATION IN JAI RAJ INDUSTRIES AT TRICHY

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Abstract

In today society, there have been so much emphasis on pride and personal achievement at work place; where by the concept of teamwork seems to be overlooked by managers and employees, due to this management sees less essence of teamwork as a major tool of performance which has lead them to poor performance and productivity in the industry market. Therefore the study seeks to identify the impact teamwork has on organizational performance. The objective of this study was to identify factors associated with teamwork, identify the positive or negative effects of teamwork on employees and to examine the impact of teamwork on organization performance. This research study analyses the impact of teamwork on organizational performance on the employees of jai raj industries at Trichy. Several measures of team performance were analyzed including team trust, recognition and rewards. Convenience sampling technique was used to select the employees while purposive sampling technique was used to select management in the organization. A self-structured questionnaire was used in the data collection. The research study used correlation techniques in order to analyse the relationship between two variables that was Teamwork and Organization Performance. There was clear evidence that teamwork and other measures of team performance are positively related with organization performance. The result of the study shows that there was a significant positive impact of teamwork on organizational performance.

Keywords: Personal achievement, work place, teamwork, organization performance.



A STUDY ON ASSESSMENT ON THE CONTRIBUTION OF TEAM WORK TO THE PERFORMANCE OF ORGANIZATION IN JAI RAJ INDUSTRIES AT TRICHY

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Abstract

In today society, there have been so much emphasis on pride and personal achievement at work place; where by the concept of teamwork seems to be overlooked by managers and employees, due to this management sees less essence of teamwork as a major tool of performance which has lead them to poor performance and productivity in the industry market. Therefore the study seeks to identify the impact teamwork has on organizational performance. The objective of this study was to identify factors associated with teamwork, identify the positive or negative effects of teamwork on employees and to examine the impact of teamwork on organization performance. This research study analyses the impact of teamwork on organizational performance on the employees of jai raj industries at Trichy. Several measures of team performance were analyzed including team trust, recognition and rewards. Convenience sampling technique was used to select the employees while purposive sampling technique was used to select management in the organization. A self-structured questionnaire was used in the data collection. The research study used correlation techniques in order to analyse the relationship between two variables that was Teamwork and Organization Performance. There was clear evidence that teamwork and other measures of team performance are positively related with organization performance. The result of the study shows that there was a significant positive impact of teamwork on organizational performance.

Keywords: Personal achievement, work place, teamwork, organization performance.



EMPLOYEE PERCEPTION TOWARDS HR PRACTICES AND ORGANISATION CULTURE AT SRI VELAVAN AGRO TRICHY

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Abstract

This research delves into the perceptions of employees regarding Human Resources (HR) practices and organizational culture within Sri Velavan Agro. The study aimed to explore how employees perceive various facets of HR practices such as recruitment, training, performance evaluation, compensation benefits, alongside their perception of the prevailing organizational culture. By examining employee perceptions, the study sought to uncover the extent to which HR practices align with organizational culture and their impact on employee satisfaction, commitment, and overall organizational performance. Through a comprehensive review of literature on employees perception towards HR practices and case studies of organization culture, this study identifies the advantages and areas for enhancements. Additionally, primary data collection methods including interviews, surveys, and observations, are utilised to access the perception of employees. Utilizing the Statistical Package for the Social Sciences (SPSS), the analysis employs several statistical techniques including Chi-Square, One-Way ANOVA, and T-Test. The findings of this study shed light on areas of strength and areas requiring attention within HR practices and organizational culture, offering practical insights for HR professionals and organizational leaders to enhance employee experience and organizational effectiveness.

Keywords: Employee perception, Human resource practices, organizational culture, Employee satisfaction, organizational performance.



A STUDY ON CHALANGES OF TRACKING AND TRANSIT

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Abstract

Transportation and transit systems play a pivotal role in shaping urban development, mobility, and economic growth across societies, regions, and nations. These intricate sociotechnical systems encompass various modes of transport, including road, rail, aviation, maritime, and pipelines. As we delve into the challenges faced by these systems, let's explore the grand challenges and the interdisciplinary knowledge required for their advancement. Transportation and transit systems draw upon broad spectra of researched due to the diversity and interconnectivity of transport modes, including road, rail, aviation, pipeline, maritime, or even aerospace. These systems have evolved over centuries to be considerably more efficient and environment-friendly for a wide range of customers. The fundamental principle "safe trust" is still the key priority in most research today. However, thanks to extensive interface with various customers; research and innovation in practices have shifted from optimizing functional purposes and targets through each stage of life cycle toward modernization, reliability, resilience, and better quality of life. These initiatives additionally coincide with the grand challenges for engineering proposed by the National Academy of Engineering and the United Nations' Millennium Development Goal.

Keywords • Design completeness • Instructions • Mass rapid transit projects • Track line



A STUDY ON WORK LIFE BALANCE AMONG THE EMPLOYEES AT RETNA GLOBAL HOSPITAL IN TRICHY

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Abstract:

Work-life balance (WLB) has emerged as a critical topic in today's fast-paced and demanding\ work environments. This paper explores the concept of work-life balance, particularly within the context of the healthcare sector, where employees often face unique challenges in balancing professional responsibilities with personal commitments. The paper begins by defining work- life balance and its various components, including time balance, involvement balance, and satisfaction balance. It examines the importance of achieving work-life balance, highlighting its potential benefits such as increased productivity, improved health, and strengthened relationships. Additionally, the paper discusses the challenges associated with maintaining work-life balance, such as multitasking, distractions, and lack of time for personal health. Furthermore, it delves into the role of companies in promoting work-life balance, emphasizing the need for supportive policies, workload management, and employee wellness programs. Through a thorough exploration of these topics, this paper aims to provide insights into the complexities of work-life balance and offer practical strategies for individuals and organizations to foster a healthier and more sustainable work life equilibrium.

Keywords: Work life integration, Health and wellness programmes, Employee satisfaction



A STUDY ON EMPLOYEE WELFARE MEASURES TOWARDS EMPLOYEE SATISFACTION

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Abstract:

Employee welfare plays a pivotal role in fostering a positive work environment and ensuring organizational success. This research paper explores the concept of employee welfare, its historical evolution, theoretical underpinnings, and various dimensions encompassing physical, psychological, and social well-being initiatives. By examining the impact of employee welfare on organizational performance, including productivity, retention rates, and organizational culture, this paper underscores the critical importance of prioritizing employee welfare. Through case studies and examples, successful implementation strategies are highlighted alongside common challenges and recommendations for overcoming them. Ultimately, this paper emphasizes the need for ongoing research and attention to employee welfare to promote workplace well-being and enhance organizational outcomes.

Keywords: *Employee welfare, workplace well-being, organizational performance, physical well-being, psychological well-being, social well-being.*



A STUDY ON MANAGING WORKFORCE DIVERSITY IN GARMENTS MANUFACTURING UNIT

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Abstract

This paper explores the critical importance of managing workforce diversity within garments manufacturing units in today's globalized marketplace. The increasing complexity of the industry, coupled with a diverse workforce, presents unique challenges and opportunities for organizations. Through an examination of the challenges, including communication barriers, discrimination, and resistance to change, this paper proposes strategies for effective diversity management. These strategies encompass promoting inclusive leadership, providing cultural sensitivity training, establishing diversity committees, implementing fair policies, and encouraging diversity in leadership. The benefits of managing workforce diversity, such as enhanced creativity, improved decision-making and increased employee satisfaction, are highlighted. By embracing diversity and implementing these strategies, garments manufacturing units can create a more inclusive and innovative workplace, ultimately contributing to organizational success in the competitive global landscape.

Keywords: *Workforce Diversity, Garments Manufacturing, Inclusion, Leadership, Cultural Sensitivity, Diversity Management, Equitable Policies, Innovation, Employee Satisfaction, Global Marketplace.*



A STUDY OF SEGREGATION PATTERNS OF RETURN PRODUCTS AT FLIPKART WAREHOUSE MANAGEMENT@TAMIL NADU

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Abstract

This study investigates the segregation patterns of returned products within the warehouse management system of Flipkart, a leading e-commerce platform. With the exponential growth of online shopping, efficient handling of returned items has become crucial for customer satisfaction and operational effectiveness. Through a comprehensive analysis of data collected from Flipkart's warehouse operations, this study aims to identify key factors influencing the segregation process of returned products. The research employs a mixed-methods approach, combining quantitative analysis of warehouse data and qualitative insights gathered through interviews with warehouse staff and management. The study also highlights the need for continuous improvement and innovation in warehouse management practices to meet the evolving demands of e-commerce logistics. By shedding light on the complexities of product segregation in the context of returns management, this research contributes to the optimization of warehouse operations at Flipkart and offers valuable insights for practitioners in the e-commerce industry seeking to enhance their logistics and supply chain management processes.

A STUDY ON STRATEGIES FOR MANAGING MULTIGENERATIONAL WORKFORCES AT LIONDATES COMPANY

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Abstract

This abstract offers insights into the strategic importance and implementation nuances of Human Resources (HR) policies within organizations. HR policies serve as guiding principles that shape employee behavior, organizational culture, and ultimately, business

outcomes. This abstract shed light on the critical aspects of HR policy formulation and the challenges and opportunities inherent in their effective implementation. Beginning with an overview of HR policies' significance, the abstract highlights their role in establishing clear expectations, promoting consistency in decision-making and mitigating risks related to legal compliance and employee relations. It emphasizes the need for alignment between HR policies and organizational goals, culture, and values to foster employee engagement and organizational success. The abstract then delves into the intricacies of HR policy implementation, addressing key considerations such as communication, training, and enforcement. It underscores the importance of effective communication channels to disseminate policy information, clarify expectations, and address employee concerns. Furthermore, it emphasizes the role of training programs in building awareness, understanding, and compliance with HR policies across the organization.

A STUDY ON HUMAN RESOURCE INFORMATION SYTEM IN TRAINING AND DEVELOPMENT AT THE KITE LOGISTICS TRICHY.

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Abstract

This Study Entitled "A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM WITH KITE LOGISTIC TRICHY" Reducing the time required to develop new products has become an important factor of competition in many industries. This paper empirically tests whether management of the buyer-supplier interface affects supplier-related delays and, in turn, if these delays slowly the overall project. An HRIS, which is also known as a human resource information system or human resource management system (HRMS), is basically an intersection of human resources and information technology through a HR software solution. This allows HR activities and processes to occur electronically. The study is descriptive in nature. Primary data is collected from direct sources using methods like surveys, interviews. The primary data for this study was collected through structured questions from 150 participants in Kite logistic Trichy. The data has been collected through a well-structured questionnaire and has been analyzed with the help of SPSS package. Statistical tools used for data analysis are descriptive analysis frequency, chi-square test, and one sample test analysis. From the Descriptive analysis it was found that majority of the respondents are Male and they belongs to the age group of 20 -30 years and they are Degree holders and they have more than three years of working experience in the organization and most of the despondence are employee.

changing field of social media marketing and how it may support women-owned companies and also aims to investigate the opportunities and challenges associated with leveraging social media platforms to drive growth, engagement, and ultimately, leads for women entrepreneurs. Drawing on existing literature, case studies, and empirical data, this article offers insights into effective strategies for maximizing the potential of social media marketing in supporting the success of women-owned businesses.

Key words: Women-Owned Businesses, Social Media Marketing, Digital Entrepreneurship, Empowerment.

A STUDY ON MAJOR IMPACT OF ENVIRONMENTAL ISSUES

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Abstract

Interest in environmental issues has increased enormously over the last few decades and environmental problems are perceived to be on the increase. Due to the fact that the number of products on the market increases enormously, it is evident that we face a great challenge to overcome the problem concerning our consumer society. An increasing barrage of legislation accompanied by the public's awareness of, and concern for, the environment forcing the industry to respond. Products and their environmental impact have moved to the centre stage and it is widely believed that designers have a key role in adapting products to a sustainable society. Three key issues are identified in this development scenario: (a) the importance of adapting products to a more sustainable society, (b) the specific situation facing the designer, especially in early design phases, and (c) balancing environmental impacts with functional preferences. Research in this thesis presents a theoretical framework for describing environmental issues and the role of the designer in product development, as well as functional characteristics of products in the early phases of design. Based on an engineering- design science foundation, theoretical models and concepts have been developed describing how both functional and environmental preferences can be visualized in design for environment and product development. Case studies and interviews have been performed and integrated into a coherent theoretical model for identifying and evaluating functional and environmental preferences within eco-design approach and reasoning.



A STUDY ON HR POLICIES AND IMPLEMENTATION LIONDATES COMPANY

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Abstract

This abstract offers insights into the strategic importance and implementation nuances of Human Resources (HR) policies within organizations. HR policies serve as guiding principles that shape employee behavior, organizational culture, and ultimately, business outcomes. This abstract shed light on the critical aspects of HR policy formulation and the challenges and opportunities inherent in their effective implementation. Beginning with an overview of HR policies & significance, the abstract highlights their role in establishing clear expectations, promoting consistency in decision-making and mitigating risks related to legal compliance and employee relations. It emphasizes the need for alignment between HR policies and organizational goals, culture, and values to foster employee engagement and organizational success. The abstract then delves into the intricacies of HR policy implementation, addressing key considerations such as communication, training, and enforcement. It underscores the importance of effective communication channels to disseminate policy information, clarify expectations, and address employee concerns. Furthermore, it emphasizes the role of training programs in building awareness, understanding, and compliance with HR policies across the organization.

SUSTAINABILITY INITIATIVES IN KERALA STATE ROAD TRANSPORT CORPORATION

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Abstract

The Kerala State Road Transport Corporation (KSRTC)'s sustainability initiatives mark a substantial change towards environmentally friendly and efficient public transportation. KSRTC has employed a variety of measures to improve passenger satisfaction, raise environmental awareness, and provide inclusive services. These initiatives include disintegrating urban and regional services, introducing dedicated urban operations with a distinct brand, upgrading the ticketing mechanism with "Good Day Tickets" and gathering gender-disaggregated data for informed decision-making.

and implementing data-driven route modifications. Furthermore, KSRTC is spearheading a green revolution by switching to electric buses, with the goal of lowering carbon emissions and promoting a more environmentally friendly transportation system. KSRTC activities serve as a model for other Indian State Transport Undertakings (STUs), demonstrating a comprehensive approach to public transportation sustainability and modernization.

Keywords: Sustainability initiatives, Environmental awareness, Kerala State Road, Transport Corporation, Green revolution.

A STUDY ON THE MARKET SURVEY AND PRODUCT PROMOTION IN RELIANCE COMMUNICATION

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Abstract

This study entitled "A Study on the market survey and product promotion in reliance communication" Product service brand is a key component in the success of any organization. However, gaps abound in the execution of this important service such that the organization's progress is frustrated. A review of relevant current research and literature underlines the respectability of this important segment of communication. The purpose of this study was to investigate the skills of product service branding in reliance smart communication with the aim of making relevant recommendations that can enhance the role played by customer service in ensuring that the Reliance smart remains profitable and competitive in the market. The key findings of the study established that majority of them possess the requisite skills in customer service. From the data interpretation the following recommendations were made: there is need for frequent training on stress management, that there is need to constantly equip the CSAs with skills in competitor's products and services, and that new joiners receive training in communication skills such as message repletion, being updated with all Reliance Products and skills of communicating to different and It is a great pleasure for me to acknowledge the kind of help and guidance received by me during my project work. I was fortunate enough to get support from a large number of people to whom I shall always remain grateful.



A STUDY ON PREDICTIVE ANALYTICS FOR EMPLOYEE MENTAL HEALTH NURTURING WELL BEING IN THE WORKPLACE

C. Preethi

Abstract

Human Resource (HR) practices are witnessing a paradigm shift with an increased focus on employee well-being and mental health. This paper reviews the evolving landscape of HR initiatives designed to promote and Support employee well-being in the workplace. As organizations recognize the profound impact of mental health on employee performance, engagement, and overall organizational success, a strategic integration of mental health Initiatives into HR Contemporary practices is becoming paramount. The paper explores the multifaceted nature of employee well-being initiatives, encompassing flexible work arrangements, comprehensive health and wellness programs, and destigmatizing mental health conversations within the workplace. Contemporary HR professionals are leveraging technology and data analytic to tailor well-being programs, ensuring a personalized approach that addresses the Diverse needs of employees. Moreover, the paper delves into the role of leadership in fostering a supportive and inclusive work environment conducive to employee well-being. Organizations are increasingly recognizing that a Culture of open communication, empathy, and proactive mental health support from leadership is instrumental in creating a psychologically safe workplace. The review also acknowledges the challenges organizations facing in a Implementing effective well-being initiatives, such as addressing the stigma associated with mental health, measuring program effectiveness, and ensuring accessibility for all employees. As contemporary HR practices evolve, the paper Emphasizes the importance of ongoing evaluation, feedback mechanisms, and continuous improvement in mental health initiatives to create workplaces that prioritize the holistic well- being of their employer.

A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT IN SRF LIMITED, TRICHY

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Abstract

Employee training and development play a crucial role in enhancing organizational performance and fostering employee satisfaction. This study explores the landscape of



employee training and development within SRF Limited, a multinational manufacturing company, aiming to assess the effectiveness of existing training programs, identify areas for improvement, and evaluate the impact on employee performance and organizational outcomes. Employing a mixed-methods research design, data was collected through structured surveys and semi-structured interviews with employees across various departments within the organization. Findings indicate that while employees generally perceive the training programs to be effective, there are opportunities for enhancement in areas such as training process efficiency and managerial support. Recommendations include enhancing training program effectiveness, addressing process issues, promoting managerial involvement, and investing in continuous learning resources. By implementing these recommendations, SRF Limited can strengthen its employee training and development initiatives, thereby fostering a skilled, motivated workforce capable of driving organizational success in a competitive business environment.

Keywords: Employee Training, Development, Effectiveness, Organizational Outcomes, Mixed- Methods Research, Manufacturing Industry, Managerial Support, Continuous Learning.

A STUDY ON EMPLOYEE PERCEPTION ABOUT ORGANIZATION HR PRACTICES AND CULTURE AT SRF TECHNICAL AND TEXTILES BUSINESS VIRALIMALAI

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Abstract

When an individual looks at a target and attempts to interpret what he or she sees that interpretation is heavily influenced by the personal characteristics of the individual perceiver, personal characteristics that affect perception include a person's attitude personality motives, interests, past experience and expectations. This study will be helpful to know the perception and HR Practices with these methods and also this would be a chance for the employees to give suggestions for the improvement in these methods. This researcher analyses their human resource practices through some of the intense techniques and methodologies. It is to be noted that all the existing HR policies of the organization are not studied and analysed wherein special preference is provided only to training and development.

Keywords: perception, HR Practices, intense techniques, training and development.



A STUDY ON BRAND LOYALTY TOWARDS TVS SCOOTY IN TIRUCHIRAPALLI CITY

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Abstract

The Research was entitled "A STUDY ON BRAND LOYALTY TOWARDS TVS SCOOTY IN TIRUCHIRAPALLI CITY", which focuses on brand loyalty is the study of when, why, how, and where people do or do not buy a product. This research identifies the foremost influenced factors of the consumer buying behaviour based on the Psychological Factors, Social Factors, Cultural Factors, Personal Factors, Economic Factors. It attempts to know the buyer's deciding process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in order to understand the needs and wants of people. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Consumer brand loyalty study is predicated on consumer buying behaviour, with the consumer playing three distinct roles of user, payer and buyer. The sample size determined for this study is 100. The Convenience sampling was used in this study. The primary data was collected through questionnaires and analysed with the help of statistical tools namely simple Percentage analysis and rank analysis. The findings of the study and recommendation are mentioned. It is concluded that the organisation might effectively use all the promotions tools for making efficient communication to all the consumers.

A STUDY ON BRAND LOYALTY TOWARDS KFC

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Abstract

The Research was entitled "A STUDY ON BRAND LOYALTY TOWARDS KFC", which focuses on brand loyalty is the study of when, why, how, and where people do or do not buy a product. This research identifies the foremost influenced factors of the consumer buying behaviour based on the Psychological Factors, Social Factors, Cultural

Factors, Personal Factors, Economic Factors. It attempts to know the buyer's deciding process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in order to understand the needs and wants of people. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Consumer brand loyalty study is predicated on consumer buying behaviour, with the consumer playing three distinct roles of user, payer and buyer. The sample size determined for this study is 100. The Convenience sampling was used in this study. The primary data was collected through questionnaires and analysed with the help of statistical tools namely simple Percentage analysis and rank analysis. The findings of the study and recommendation are mentioned. It is concluded that the organization might effectively use all the promotions tools for making efficient communication to all the consumers.

MICROFINANCE INITIATIVES FOR SOCIO-ECONOMIC JUSTICE

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Abstract

Globally, microfinance has become a powerful tool for empowering marginalised populations and promoting financial inclusion. This study examines the function of microfinance programmes under Kerala Bank purview. Kerala Bank is an organisation that aims to transform financial services and advance socioeconomic justice in Kerala, India. The study investigates the theoretical foundations and empirical data pertaining to microfinance's effects on poverty reduction, women empowerment, and grassroots development through an extensive examination of the literature. Based on primary data gathered via surveys, interviews, and case studies, the study evaluates the execution and results of microfinance initiatives supported by Kerala Bank. It assesses the efficiency, accessibility, and reach of microfinance interventions in meeting the many requirements of marginalised groups in Kerala diversified socioeconomic environment, such as small-scale business owners, farmers, and women-led households. The study looks at the connections between microfinance programmes and more general development goals including eradicating poverty, promoting gender parity, and building community resilience. It looks at how microfinance might help marginalised people in Kerala develop their entrepreneurial spirit, increase their social capital, and pave the road for sustainable lives. This study adds to a nuanced knowledge of the dynamics influencing microfinance projects within the framework of Kerala Bank by critically synthesising actual facts and theoretical perspectives. In order to fully realise the transformative potential of microfinance for equitable development in Kerala and beyond, policymakers, practitioners,

and stakeholders engaged in the design and implementation of inclusive financial policies would find great value in the implications provided by the findings.

Keywords: Financial Inclusion, Microfinance, Financial Services, Women Empowerment.

A STUDY ON POLICIES AND PROCEDURES OF AN ORGANIZATION IN SYMPRO SOFT LTD, CHENNAI

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Abstract

This study examines the policies and procedures of [Synpro Soft] and their implications for organizational management and employee behavior. Through a mixed-methods research approach, including qualitative interviews and quantitative surveys, key aspects of organizational policies, including content, implementation processes, employee perceptions, and organizational outcomes, were investigated. The findings reveal that organizational policies serve as essential guiding principles that shape employee behavior, decision-making processes, and overall organizational culture. While the majority of policies demonstrate clarity and specificity, there are opportunities for improvement in communication, awareness, and enforcement mechanisms. Effective communication and training emerge as crucial factors in enhancing employee understanding and compliance with organizational policies. Managers play a pivotal role in reinforcing policy adherence and fostering a culture of accountability and professionalism within their respective teams. Furthermore, policies and procedures have a significant impact on organizational performance, risk management, and employee morale. When effectively implemented and enforced, policies contribute to improved efficiency, consistency, and alignment with strategic objectives. Based on these findings, recommendations are proposed to strengthen [Synpro Soft] policies and procedures framework. These include enhancing communication channels, simplifying policy documentation, providing managerial support, streamlining procedures, fostering a culture of compliance, and implementing continuous monitoring and improvement mechanisms. In conclusion, this study highlights the importance of robust policies and procedures in organizational management and underscores the need for ongoing attention and investment in policy development, implementation, and enforcement. By addressing the identified areas for improvement and implementing the recommended strategies, [Synpro Soft] can optimize the effectiveness and impact of its policies and procedures, thereby enhancing organizational performance, employee satisfaction, and stakeholder trust.

A STUDY ON THE INFLUENCE OF PACKAGING DESIGN ON CONSUMER-DECISION MAKING IN THE FOOD AND BEVERAGE INDUSTRY

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Abstract

The study investigates how critical packaging design impacts consumer decision-making in the food and beverage industry. Various aspects of packaging such as visual aesthetics, branding features, labeling clarity, and eco-friendliness will be analyzed collectively as they impact on consumer perception and preference. To completely understand consumers' attitudes and behavior towards food and beverage packaging, this study uses mixed methods that entail quantitative surveying and qualitative interviewing. The research also aims to provide insight into the role played by product features in shaping customer preferences. In conclusion, this study's findings attempt to make useful contributions to food and beverage companies that can enable them to develop packaging strategies that appeal to consumers' likes thus enhancing brand loyalty. Against this background, this research intends to contribute towards optimizing packaging practices in the sector by bridging the gap between packaging design and consumer decision-making to enhance informed marketing campaigns.

Keywords: *Packaging Design, Consumer Decision-Making, Food and Beverage Industry, Visual Appeal, Branding and Labeling*

AN STUDY ON IMPORTANCE OF HUMAN RESOURCE MANAGEMENT IN PROMOTING EMPLOYEE PERFORMANCE

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Abstract

In today's dynamic and competitive business landscape, the role of Human Resource Management (HRM) in fostering employee performance has become increasingly crucial. This study aims to investigate the importance of HRM practices in promoting employee performance and organizational success. Through a comprehensive review of existing

literature and empirical evidence, this research explores various dimensions of HRM, including recruitment and selection, training and development, performance appraisal, compensation and benefits, and employee relations. The study underscores the pivotal role of HRM in attracting, retaining, and developing a talented workforce, which directly impacts organizational effectiveness and competitive advantage. Furthermore, it examines the correlation between effective HRM practices and employee engagement, job satisfaction, and overall performance outcomes. Additionally, the research delves into the significance of aligning HRM strategies with organizational objectives and values to create a supportive work environment conducive to employee growth and success. The findings highlight the positive association between strategic HRM initiatives and enhanced employee performance, productivity, and innovation. Moreover, the study identifies key challenges and barriers encountered in implementing effective HRM practices, such as resistance to change, limited resources, and cultural differences. It also discusses potential strategies and recommendations for organizations to overcome these challenges and optimize their HRM functions for improved employee performance and organizational competitiveness. In conclusion, this study emphasizes the critical role of HRM in driving employee performance and organizational success in today's complex business environment. By investing in strategic HRM practices and fostering a culture of continuous learning and development, organizations can cultivate a motivated and high-performing workforce capable of achieving sustainable growth and competitive advantage.

Keywords: Human Resource Management, Employee Performance, Organizational Success, HRM Practices, Talent Management, Employee Engagement.

A STUDY ON ASSET LIABILITY MANAGEMENT AT NETGENE TECHNOLOGIES CHENNAI

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Abstract

This research delves into the intricacies of Asset Liability Management (ALM) strategies employed by Netgene Technology. This study aiming to assess their effectiveness in managing risk and optimizing financial performance. This study explores how ALM strategies interact with and influence key financial dimensions such as risk management, liquidity management, capital allocation, and overall financial performance. Through a comprehensive review of literature on Asset Liability management and case studies of ALM strategies, the study seeks to provide insights into the strengths and weaknesses of current ALM practices at Netgene Technology and offer recommendations

for improvement. Utilizing secondary data, the research scrutinizes ALM's impact on interest rate risk management, evaluates its role in liquidity management, and analyses its contribution to financial stability within the organization. Through a comprehensive examination of ALM strategies and their relationship with various financial performance metrics, this study seeks to provide insights into the overarching financial management framework of Netgene Technology. The findings are expected to offer valuable perspectives for refining ALM strategies, enhancing risk management practices, and bolstering financial stability in the dynamic business environment.

Keywords: Asset Liability Management (ALM), Risk Management, Financial Performance, Liquidity Management, Capital Allocation, Interest Rate Risk Management, Financial Stability.

UNDERSTANDING FINANCIAL LITERACY AMONG STUDENTS AND THEIR SPENDING PATTERNS IN INDIA: EXPLORING THE ROLE OF FINANCIAL HABITS AND STRESS

Priyanka Sanjana Voonna

Abstract

Financial literacy among students is a critical aspect of their overall education and future financial well-being. This research paper delves into the understanding of financial literacy among students in India and how it correlates with their spending patterns. The study aims to explore the role of financial habits and stress in shaping the financial behaviour of students. The research employs a quantitative approach, using combining quantitative surveys to gather comprehensive data. A sample size of 190 students from various educational institutions across India was surveyed using quantitative methods to assess their level of financial literacy, spending habits, financial stress, and financial management practices. Additionally, in-depth interviews are conducted to gain insights into the underlying factors influencing students' financial decisions. The findings of this study shed light on the current state of financial literacy among students in India. It reveals the extent of financial knowledge, skills, and attitudes prevalent among this demographic. Moreover, the research uncovers the impact of financial habits, such as budgeting, saving, and investing, on students' spending patterns. It also highlights the role of financial stress in influencing financial decision-making and behaviour. Understanding the financial behaviour of students is very important for policymakers, educators, and financial institutions to design effective financial education programs and interventions. By identifying the factors that contribute to financial literacy and examining how financial habits and stress affect spending patterns, this research provides valuable insights for improving financial education initiatives targeted at students in India. In conclusion, this

research paper contributes to the existing literature on financial literacy by focusing on students in India and their unique financial challenges. It emphasizes the significance of promoting financial literacy among the students in India to empower them with the necessary skills to make informed financial decisions and secure their financial future.

EMBRACING DIGITAL DISRUPTION: TRANSFORMING HUMAN RESOURCES IN THE TECHNOLOGICAL ERA

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Abstract

Amidst the era of technological disruption, Human Resources (HR) finds itself at the forefront of organizational transformation. This paper examines the imperative for HR to reinvent itself in the digital age, recognizing its pivotal role in workforce management. By embracing innovative technologies such as hackathons, chatbots, and wearables like Fitbits, leading organizations are pioneering the shift from traditional HR practices towards a digitally driven HR landscape. This transition presents numerous challenges but also offers significant opportunities for automation and efficiency enhancement within HR functions. Companies like IBM and the Royal Bank of Canada serve as exemplars in this digital transformation journey. Moreover, the study advocates for the adoption of digital HR strategies, emphasizing the importance of reskilling employees and fostering collaboration between HR and IT departments. By leveraging technology, HR professionals can not only streamline recruitment, training, performance management, and payroll processes but also deliver personalized experiences for employees. This paper underscores the pivotal role of HR as a strategic partner in navigating the impacts of technology on organizational practices, offering insights into harnessing digital tools to drive positive reform and adaptability within HR departments.

Keywords: *Technology Disruption, Reskilling employees, Innovative Technologies, and Technological Era.*



TALENT MANAGEMENT STRATEGIES: OPTIMIZING RECRUITMENT AND RETENTION FOR ENHANCED ORGANIZATIONAL PERFORMANCE

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Abstract

In today's competitive business landscape, organizations must prioritize talent management to ensure sustained success and competitiveness. This paper explores strategies for optimizing recruitment and retention to enhance organizational performance. Key components of an effective talent management strategy include clear talent identification, employer branding, streamlined recruitment processes, positive candidate experiences, employee development and training, robust performance management, competitive compensation and benefits, employee engagement initiatives, succession planning, and continuous feedback and improvement. By implementing these strategies, organizations can attract and retain top talent, foster employee satisfaction and engagement, and ultimately drive enhanced organizational performance. This paper provides a comprehensive framework for designing and implementing a successful talent management strategy tailored to the unique needs and objectives of each organization.

Keywords: Talent Management, Recruitment, Retention, Organizational Performance, Employee Development, Feedback, Measurement, Agility

A STUDY ON TRAINING AND DEVELOPMENT AT KOTHARI SUGAR AND CHEMICAL LTD

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Abstract

This study will delve into the multifaceted aspects of training effectiveness, including its impact on employee productivity, job satisfaction, retention rates, and overall organizational performance. By examining both quantitative metrics and qualitative feedback, this research seeks to provide a comprehensive understanding of the outcomes

and ROI associated with different training interventions. Furthermore, this project will explore the factors influencing training effectiveness, such as training design, delivery methods, employee engagement, and organizational culture. Special attention will be paid to emerging trends in training, such as technology-enabled learning, virtual reality simulations, and personalized development plans. Through a thorough analysis of existing literature, case studies, and empirical data, this research aims to offer valuable insights for HR professionals, training managers, and organizational leaders. The findings of this study will inform best practices in designing, implementing, and evaluating training programs to optimize their impact on individual and organizational performance.

Keywords: Training Effectiveness, Employee Development, Organizational Performance, Learning Outcomes, Training Evaluation, Employee Engagement, Training Method, Technology-Enhanced Learning, Job Satisfaction, Training Design, Skill Acquisition.

A STUDY ON EMPLOYEE BRANDING AND ITS IMPACT ON EMPLOYEE RETENTION AT JAYASRI SPINNERS, VELLAKOVIL

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Abstract

Everybody is seeking for good jobs. Employment is first concern for the society now a-days. Working in a reputed institution has become a status symbol as well. As we are choosing any product by checking their credibility through the brand image they are having, in the same way people are seeking for jobs in the organizations having good brand image in the market. Employer brand is the image which helps the organization in attracting good talent in the market. To understand the importance of it, this study focused on employer branding on the employee retention among 100 respondents from selected Jayasri Spinners Company in Vellakovil. This study used a convenience sampling method to collect primary data through Google Forms. It is found that there is relationship between Employer Branding and Employee Retention selected Jayasri Spinners Company and also evident that retention strategies of selected Jayasri Spinner Company are significantly influence on the employer branding.

Keywords: Recognition, Innovation, Leadership, culture, values, Environment.



A STUDY ON SCOPE FOR FINANCING SELF HELP GROUP MARKET STUDY WITH RESPECT TO PUBLIC SECTOR BANKS

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Abstract

This project is based on the study of scope of financing in market study in public sector banks. An insight view of the project will encompass - what is all about, what it aims to achieve, what is its purpose and scope, the various methods used for collecting data and their sources, in the last drawing inferences from the learning. Public sector banks constantly required to buy raw materials for payment of wages and other day-to-day expenses. Without adequate an operation will be crippled. It is base on which all the activities of business enterprises depend. The Public sector banks refers to the management of precisely to the management refers of current assets. A Banks consists of its investment in current assets, which includes short- term assets- cash and bank balance, inventories receivable and marketable securities this project to evaluate how the RBI is done in public sector banks.

Keywords: *Financing, Banks, Receivables.*



Root relative squared error	100.8625 %	Root relative squared error	100.3786 %
Total Number of Instances	263	Total Number of Instances	263
Ignored Class Unknown Instances	1	Ignored Class Unknown Instances	1

ICICI - IDV

POLY KERNAL		RBF KERNAL	
Correlation coefficient	-0.0851	Correlation coefficient	-0.1247
Mean absolute error	8.8469	Mean absolute error	8.761
Root mean squared error	11.4804	Root mean squared error	11.3595
Relative absolute error	101.6568 %	Relative absolute error	100.6604 %
Root relative squared error	101.6672 %	Root relative squared error	100.5881 %
Total Number of Instances	264	Total Number of Instances	264

8.CONCLUSION

Based on the finding of this paper, support vector regression is one of the best machine learning model for the price prediction. Its ability to convert low dimensional data to high dimension with help of kernels serves to find the optimal lines to fit into the data. The margin of tolerance is robust to outliers. SVR has high prediction accuracy and with low error rate. Hence the Support vector regression had produced promising results in the prediction of stock prices.

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A STUDY ON EMPLOYEE SATISFACTION TOWARDS OCCUPATIONAL HEALTH AND SAFETY MEASURES PROVIDED IN MANUFACTURING COMPANIES, WITH SPECIAL REFERENCE TO ANAND ENGINEERING PRODUCTS PRIVATE LIMITED, TRICHY.

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ABSTRACT

This paper gives an overview of how workers in an industry perceive their satisfaction from Occupational Health and Safety (OHS) measures installed in their workspace by the management of the concerned industry. This helps the Companies to make workers and employees feel safe and secure to work and make them deliver their best in a comfortable way to enhance the productivity. In a manufacturing oriented concern this would play an inevitable role as the management is accountable to the workers and the society to ensure a safe working environment. This is one of the notable HR practices to measure the rate of satisfaction derived by the workers from the Occupational Health and Safety (OHS) measures followed in the workspace of the industry and update the provisions accordingly to make workers function in a clean and safe working environment. This research mainly concentrates on the satisfaction derived by the employees from the awareness practices regarding Occupational Health and Safety (OHS) provided by companies, the fundamental measures to be undertaken for ensuring a clean and safe environment, the way of how companies handle with the emergency situations and avoid accidents injuries and death rates of workers and the apparatus provided by companies to ensure the protection of those who indulge in Hazardous and critical production environment in Factories and Industries.

Key words: Occupational Health and safety, Employee Satisfaction, Manufacturing Industries.

1. INTRODUCTION

This Study deals with the case of how important it is, to make workers in a production workspace satisfied regarding the Occupational Health and Safety (OHS) measures and make them aware of it. Occupational Safety and Health (OSH) deals with all aspects of health and safety in the workplace and has a strong focus on primary prevention of hazards. Its goal is to prevent accidents and harm to people while they are engaged in work-related activities. OSH performance is key to reputation management, particularly where consumers depend on the relationship with global consumers. Workers in every occupation can be faced with a multitude of hazards in the workplace. Occupational health and safety addresses the full range of workplace hazards from accident prevention to the more insidious chronic conditions such as musculoskeletal issues, dust, noise, heat, stress, etc. Preventing work-related diseases and accidents must be the goal of occupational health and safety programmes, rather than attempting to solve problems after they have already developed.

reader to critically evaluate a study's overall validity and reliability. It involves studying the methods used in the field and the theories or principles behind them, in order to develop an approach that matches the objectives. Methods are the specific tools and procedures we use to collect and analyze data (for example, experiments, surveys, and statistical tests). It is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives.

This research uses Descriptive research design. Descriptive research design is a type of research design that aims to systematically obtain information to describe a phenomenon, situation, or population. It is a type of research that is used to describe the characteristics of a population. It collects data that are used to answer a wide range of what, when, and how questions pertaining to a particular population or group.

Convenience Sampling Design has been used in the research which is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access. This can be due to geographical proximity, availability at a given time, or willingness to participate in the research.

The total number of employees of ANAND ENGINEERING PRODUCTS PRIVATE LTD is 500 which is the total population of the study. Out of that, a sample size of 150 is chosen as respondents through Convenience sampling, from the unit 1 of the company. A close ended Questionnaire, is used here as Research instrument. Likert 5 point scaling is used in this research. It is a type of psychometric response scale in which responders specify their level of agreement to a statement typically in five points.

Here, ANAND ENGINEERING PRODUCTS PRIVATE LIMITED, TRICHY is selected as a source of collecting primary data through the Questionnaire method. All the respondents were personally visited and a request was made to fill the questionnaires. Secondary data is research data that has previously been gathered and can be accessed by researchers. The term contrasts with primary data, which is data collected directly from its source. The secondary data has been collected from sources like books, journals and websites.

The study is confined to analyze the level of employee satisfaction in the company of various departments, age group, cadres etc. The study helps to know about which extend the employees in the organization are satisfied with the safety measures, cleanliness, fire safety mechanism and other occupational health and safety measures (OHS) provided by the authority to them.

4. DATA ANALYSIS AND INTERPRETATION

Data interpretation is the process of reviewing data and arriving at relevant conclusions using various analytical methods. Data analysis assists researchers in categorizing, manipulating, and summarizing data to answer critical questions. The tools used for analysis include Chi Square tests, one sample t test, Paired Sample t test, one sample Kolmogorov-Smirnov test, one way ANOVA, Normality test and percentage analysis test for the Demographic Variables. Data analysis is the most critical part of any research. Data analysis summarizes collected data. It involves the interpretation of data gathered through the use of analytical and logical reasoning to determine patterns or relationships or trends.

Relationship between Age and Employee Satisfaction from the Occupational Health and safety measures and SHEQ (Safety, Health and Environmental Quality) policy installed in the workspace

Tests of Normality

	Age	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Occupational Health and safety measures and SHEQ policy installed in the workspace	21-30	.208	77	.000	.899	77	.000
	31-40	.238	52	.000	.890	52	.000
	41-50	.230	21	.005	.844	21	.003

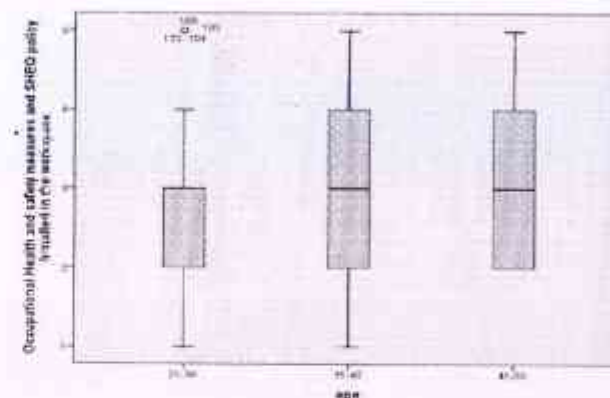


Figure 4.1 Relationship between Designation and Employee Satisfaction from the Occupational Health and safety measures and SHEQ (Safety, Health and Environmental Quality) policy installed in the workspace

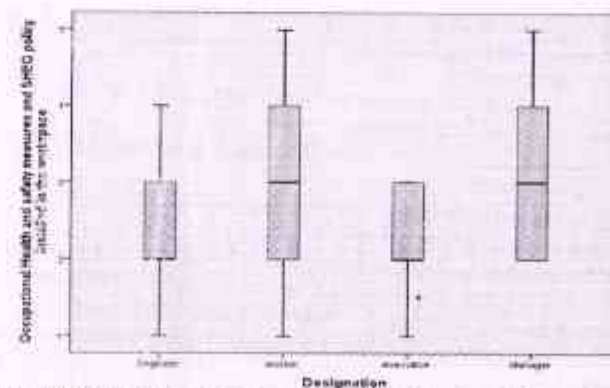


Figure 4.2 Relationship between Designation and Employee Satisfaction from the Occupational Health and safety measures and SHEQ (Safety, Health and Environmental Quality) policy installed in the workspace

	Designation	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	n	Statistic	df	Sig.	Statistic	df	Sig.
Occupational Health and safety measures and SHEQ policy installed in the workspace	Engineer	294	20	.000	.829	20	.001
	worker	190	80	.000	.905	80	.000
	executive	289	29	.000	.754	29	.000
	the Manager	230	21	.005	.844	21	.003

a. Lilliefors Significance Correction

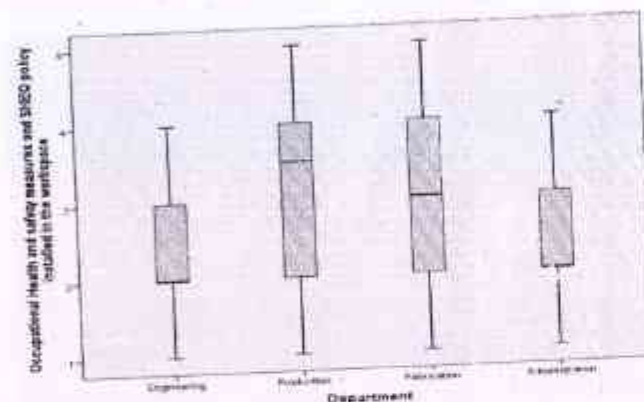


Figure 4.3

The level of satisfaction derived by the workers from various measures provided by the organization for ensuring employees organizational health and safety (OHS) are scaled in the perspectives of Training, awareness and instructions provided by the company regarding occupational health and safety:

1. The awareness that the company has provided regarding safety health and environment quality policy (SHEQ) installed in workspace.
2. Safety instructions (do's and don'ts) the organization has provided for accident preventions in the production environment.
3. Awareness the company had provided regarding the presence of colour lanes (yellow, green, red) inside the production workspace.
4. Awareness provided by the company regarding CLIT (clean, lubricate, inspect, Tight and re-tight) system followed in the workspace for ensuring Human and Machine safety.
5. Availability of information boards and signage regarding safety measures.

The fundamental factors that is responsible to ensure a clean, healthy and comfortable working environment:

1. Amenities available in the workspace for refreshments (Canteens).
 2. Resting areas, sitting areas and changing spaces available in the workspace.
 3. Cleanliness, ventilation & hygiene of the working environment.
 4. Quality of drinking water available in the workspace.
 5. Level of temperature present inside the working environment which makes me feel and work in a comfortable way.
 6. First aid facilities available in the workspace.
 7. Availability of cloak room facilities to leave the things organized in the workspace.
 8. Policy of restricting Single use plastics and usage of Mobile phones inside the organizational environment for ensuring a safe workspace.
 9. Waste disposal mechanism present in the workspace (Green, violet and red bins)
 10. SS System available in the workspace for ensuring a clean and safe environment. (sort, set in order, ship, standardize and sustain)
 11. Availability of suitable lightening in every part of the workspace.
- The effective management of the company in the case of fire and emergency occurrence.
1. Set up of assembly point in the event of fire.
 2. Presence of alarm and fire warning system of the organization in case of any emergencies.
 3. Facility of eye wash shower available in the work area, to protect the eyes from chemical impacts.
 4. Emergency exit facility available in the workspace.

The usage of personal protection kit (PPE), provided in the workspace.

1. Head protection kit (safety helmet) provided in the work area.
2. Protection kit for eyes (protective goggles) provided in the work area.
3. Regular access to devices like noise reducing ear plugs from the work area and their usage.
4. Safety shoe provided in the work area.
5. Nose mask provided in the workspace, to protect workers from the occurrence of breathing disorders.

8. CONCLUSION

There are at least 250 million occupational accidents every year worldwide, at least 335,000 of which result in death. Developing countries have more fatal accidents than industrialized nations, emphasizing the need for health and safety education programmes that focus on prevention. Some occupational diseases have been recognized for many years and affect workers in different ways. Such diseases are still problems in all parts of the world. The numbers of work-related diseases in developing countries are much higher in reality than the numbers that are reported. The numbers of cases and types of occupational diseases are increasing in both developing and industrialized countries. It is often difficult to identify the cause of both occupational accidents and diseases. There are an unlimited number of hazards that can be found in almost every workplace. These include both obvious unsafe working conditions and insidious, less obvious hazards. Hazards often are built into the workplace. Therefore, trade unions must ensure that hazards are removed, rather than trying to get workers to adapt to unsafe conditions. The most effective accident and disease prevention begins when work processes are still in the design stage, when safe conditions can be built into the work process. Effective workplace health and safety programmes can help to save

the lives of workers by reducing hazards and their consequences. Effective programmes can also have positive effects on both worker morale and productivity, and can save employers a great deal of money.

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A STUDY ON THE FACTORS DETERMINING THE PERFORMANCE APPRAISAL SYSTEM IN HIGHER EDUCATION INSTITUTIONS

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ABSTRACT

This study examines a hypothetical modeling factor that determines the performance appraisal system in higher education. Performance appraisals have traditionally been directed at individuals, serving either an administrative purpose. This study sought to identify and more broadly define the purposes of performance appraisals and the relationships between these perceived purposes and several attitude outcomes, including satisfaction with the performance appraisal, job satisfaction, affective commitment, and role ambiguity, are reported. The comparative study makes this study a notional modeling factor that determines the performance appraisal system in higher education. The data used were collected from 200 professors using simple random sampling by means of a questionnaire. Results suggested support for a model consisting of three performance appraisal purposes having differential relationships with the outcomes examined, suggesting the purpose of the performance appraisal may influence rates' perceptions of and attitude of professors is successful towards the job which helps them to attain the stage of satisfaction.

Keywords: Performance appraisal system, conceptual model, and success factors.

1. INTRODUCTION

A performance appraisal system manages the employee performance process of an organisation to evaluate the job performance of a team. It includes capturing qualitative and quantitative feedback and turning it into actionable insights. These insights can improve the quality of the team and the output by setting and monitoring goals.

Performance appraisal has progressively become part of a more strategic approach to integrating human resource activities and business policies, through which institutions strive to evaluate employees, improve their competence, and enhance their performance. Performance appraisal success is linked with the response of employees regarding fairness and satisfaction. Performance appraisal systems can be effective and efficient only if they are supported by valid and accurate ratings of employees' performance. This is a process by which the job performance of an employee is measured, usually in terms of behaviors and attitudes, with the help of supervisor.

This study investigates the relationship of employees' performance appraisal satisfaction with self-reported work effort, affective institutional commitment, and turnover intentions. The data was collected from both academic The institution of study's performance appraisal system may not be an exception. For a performance appraisal system to be perceived as fair, it must be free of bias. It is known that appraisal errors can harm perceptions of pay system fairness by confusing the relationship between true performance differences. Most organizations use a performance appraisal system to evaluate the professor's performance, while some institutions use a student rating technique to measure the effectiveness of instructors. The efficacy of these methods has been questioned over the years.

Data mining is a powerful technology for analysing important information from historical data; thus, the information needed for this study already exists within the system. This study presents an efficient system model with an algorithm for evaluating teachers' performance in higher institutions of learning, essentially to overcome the limitations of conventional approaches.

Performance appraisal is a continuous method that is employed to identify, evaluate, and improve employee performance in the organization. This process encompasses different practices such as the recognition of an employee's strengths and weaknesses, career development, and employee satisfaction. The current performance appraisal system provides a depiction of how the Annual Confidential Report (ACR) used in public sector universities is based on the rater's discretionary decision about the employee's performance.

The subjective and objective factors of performance in higher education, the stereotypical notions of performance, assessment, and appraisal are most often applied to the students. Questions are asked concerning how students are performing academically in their studies as well as how well they are adapting to their new social environment in higher education.

In higher education, the stereotypical notions of performance, assessment, and appraisal are most often applied to the students. Questions are asked concerning how students are performing academically in their studies as well as how well they are adapting to their new social environment in higher education.

An organization implements the performance appraisal system to allocate rewards for the employee, provide development advice, and obtain their perspectives and perceptions about their jobs, departments, managers, and organization. In terms of managerial competencies, most higher education institutions consider planning, problem solving, influencing others, empowerment, supervising, and controlling.

2. LITERATURE REVIEW

Gumprasad and Sridhar et al. (2016) examined the performance appraisal of teaching faculty in higher education institutions. The changing role of teachers in advancing knowledge to students necessitates the use of advanced soft computing models. Traditional evaluation methods rely on numerical values rather than assigning weight to individual criteria.

Apak and Gumus et al. (2016) examined the performance of a systematic management process. In order for the process to be successful, the management ought to adopt a strong administrative mentality. During this process, the phases of planning, appraisal, and development will be activated significantly. Descriptive statistical methods (e.g., frequency, average, standard deviation) have been utilised during the appraisal of the data. Results and proposals are brought forward by the matched t-test, independent sample t-test, anova, Pearson, and correlation used as the hypothesis tests.

Aithal (2015) described the cycle of activities starting with the planning of human resources, recruitment, performance appraisal, and professional development programmes, feedback, and analysis, all of which ensure that they are utilised to develop strategies to upgrade the professional competence of the staff through various mechanisms that have evolved. In this paper, we have identified various faculty empowerment strategies to be adopted for future quality improvement in higher education institutions in the light of a comprehensive performance management system based on 360-degree appraisal.

Prawiyowati (2014) analysed the performance appraisal system as part of human resource management tools for higher education institutions and found that it plays an important role in

motivating and increasing educators' performance and supporting staff's performance. In terms of managerial competencies, most higher education institutions consider planning, problem solving, influencing others, empowerment, supervising, and controlling.

Dacanlis (2010) described performance appraisal systems as always being of imperative concern to any institution managing its human resources. This need for teachers' performance management compels these institutions to have systematic. A combination of qualitative and quantitative research approaches has been adopted, which consist of a questionnaire to get primary data for investigating different aspects of the current performance appraisal system and performance appraisal approaches in their institution. Findings have shown that an obsolete evaluation system, the exclusion of students' feedback, untrained evaluators, and decreased motivation for the process are the potential hindering factors for the performance appraisal systems at the case study university.

3. RESEARCH DESIGN AND DATA ANALYSIS

In order to have effective performance development, Results have shown that teachers agree that performance appraisal systems can affect their performance in a positive manner if conducted fairly, transparently, and systematically. Research methodology is a way of explaining how a researcher intends to carry out their research. To understand the approach and methods used to reach the conclusion, a research methodology is required.

In this research, the type of research design adopted was a descriptive survey design for data collection. This design was considered the most appropriate and helpful in determining the perception and attitude of respondents towards the variables studied. The target population consisted of academic staff.

A descriptive research method can be used in multiple ways and for various reasons. Before getting into any survey, though, the survey goals and survey design are crucial. Despite following these steps, there is no way to know if one will meet the research outcome. This research was used to find the factors affecting the population being studied.

The simple random sampling technique is referred to as the "sample or method of possibilities." It is a dignified and straightforward probability sampling strategy. It's a key advantage in areas where there are many unanswered questions about the population's reputation. This method prevails in other sampling methods. In simple random sampling, each member of the population has an equal chance of being chosen to be a part of the sample. The size of the sample chosen for the study is 200. Both performance appraisal attributes and performance appraisal system were measured with scales containing five-point Likert-scale items, ranging from 1 (= strongly disagree) to 5 (= strongly agree).

Likewise, we have used simple random sampling technique for data collection in Tiruchirappalli. We have collected data from the professors who work in college. Under simple random sampling technique, the samples are collected from various colleges around Trichy city. Sample size is determined using the formula $n = (Zs/e)^2$. Where n is sample size, 'Z' value represents the Z score from the standard normal distribution for the 95% confidence level. The 's' represents the estimated population standard deviation taken from the pilot sample. The 'e' is the tolerance error. Finally, a total of 200 respondents were surveyed during clearance sales event.

4. RESULTS AND DISCUSSION

To study the relationship among the performance appraisal attributes and performance appraisal system, we have used structural equation model. Figure 1 illustrates the performance appraisal system model.

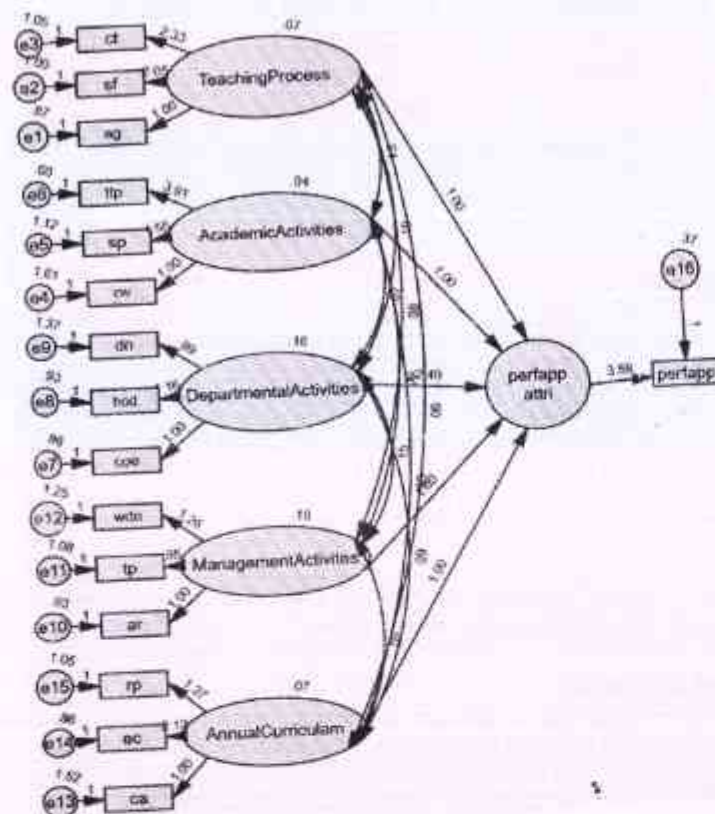


Figure 1 Performance appraisal system model

The goodness of fit index (GFI) is found to be 0.920 which confirms a good fit of 93% for the model. The adjusted goodness of fit index (AGFI) is 0.883 which takes the degrees of freedom into consideration. This indicates that this model is a good fit in measuring the performance appraisal attributes, performance appraisal system and their dimensions. Both goodness of fit and adjusted goodness of fit are close to the recommended level of one. The root mean square residue (RMR) of 0.079 and the root mean square error of approximation (RMSEA) of 0.052 suggest that the error involved in calculating the parameter was close to the recommended level of zero. In addition, the result of chi square test is good and the fitted model is strongly recommended at 1% level. All the above said model fitness indices and the test of model fitness revealed that the proposed model to measure the relationship among the performance appraisal attributes and performance appraisal system was good.

4.1 RELATIONSHIP AMONG THE PERFORMANCE APPRAISAL ATTRIBUTES AND PERFORMANCE APPRAISAL SYSTEM

It is inferred that if the performance appraisal changes the performance appraisal attributes by one unit, there will be 0.711 unit increase in the performance appraisal satisfaction. As a result it is proved that higher level of performance appraisal attributes will lead to higher performance appraisal satisfaction. Hence, hypothesis H1 is rejected and it is proved that there exists an impact of performance appraisal attributes on performance appraisal satisfaction of the performance appraisal system. In the same way, it is also clearly described that if the performance appraisal satisfaction increases by one unit, when other independent variables are kept constant.

Dependent Variable	Independent Variable	Estimate
Performance Appraisal Satisfaction (S)	Performance Appraisal Attributes (Z)	0.711

$$S = 0.711 Z + v1$$

Z and S are the estimated performance appraisal attributes and performance appraisal satisfaction.

Finally, it is also proved that the impact of performance appraisal satisfaction is higher than the impact of performance appraisal attributes on performance appraisal satisfaction.

5. CONCLUSION

In this study, we use theoretical frameworks to analyse the factors influencing the success of a performance appraisal system for teachers at a public university, as well as to elaborate on the system's problems. Furthermore, The results revealed a negative perception that the employees held of the PAS, that the system was affected by subjectivity and was influenced by some major errors, the most common of which were the similarity and halo effect biases. There was very little employee involvement in formulating criteria, agreeing on performance standards, and setting objectives for the appraisal. As a result, management must strive to hire workers and administrators who are eager to learn, welcome change, constantly develop themselves, and work hard to advance within the management. Hence, they have to attach importance to education and development with regard to the implementation of human resources.

Meanwhile, in terms of management, performance appraisal has become one of the most important processes in modern human resource management and, as a result, organizations. As a result of this survey, it was observed that the satisfaction level of the professors is quite low, in order to improve this situation and bring a friendlier, more communicational, and more understanding approach to the matter. Researchers also confirmed these results: performance appraisal and fairness have a significant and positive impact on employee job performance.

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A STUDY ON EMPLOYEE MORALE WITH REFERENCE TO SHRI AMMAN STEEL AND ALIED INDUSTRIES (P) LTD., TRICHY

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ABSTRACT

This paper aims to explore the relationship between employee morale and productivity and also suggests strategies that organisations can implement to enhance employee morale and productivity. This study helps the organisation to know the strength and opportunity to develop the employee's morale and to know the happy employees and their productive work. Employee morale is a critical aspect of an organization's success, particularly in terms of productivity levels. High morale contributes significantly to employee motivation, job satisfaction, employee engagement, and overall productivity levels. In contrast, low morale negatively impacts employee productivity and can lead to absenteeism, low job performance, and high turnover rates. Therefore, it is essential to focus on improving employee morale to increase productivity levels in an organization. And also this paper suggests that organisation should create a positive work environment that promotes employee well-being, motivation and encourages employee engagement. By implementing productive strategies, maintaining employee's morale and satisfaction, organisations can enhance their productivity, process efficiency and drive revenues.

Key words: Employee morale, high morale, low morale, job performance, productivity levels.

1. INTRODUCTION

Employees morale can be defined as the workplace satisfaction, feeling and wellbeing of an employee in the workplace in other words employees morale is highly related to employees satisfaction in their work environment. Employees morale is important for all the organizations to do their effective business and to increase their productivity. Employees with high morale are able to cooperate with their organization to improve the higher productivity and lower employees morale is able to diminish all the organizational development.

Employee morale is essential for the success of any industry, including the steel industry. However, maintaining high morale levels can be challenging, especially in an industry that is constantly under pressure to innovate, adapt to changing market conditions, and address unique safety and health issues.

Employee morale is a critical component of any organization's success, and its impact extends far beyond employee job satisfaction levels. High morale contributes to increased employee productivity, engagement, and motivation, and it is an integral element of creating a positive and productive work culture. Conversely, low employee morale can lead to a host of organizational challenges, including low productivity levels, high absenteeism rates, and increased employee turnover. Therefore, it is imperative for organizations to focus on enhancing employee morale to achieve optimal performance levels and create a competitive advantage in the market.



Maintaining high employee morale is imperative for organizations' success, particularly in today's competitive business landscape. Fostering a positive work culture that prioritizes employee engagement, job satisfaction, and motivation is essential to create a motivated and productive workforce. Employee morale levels significantly impact productivity, customer satisfaction, and overall organizational effectiveness. Organizations that fail to address low employee morale face significant challenges, including increased costs, reduced productivity levels, and revenue loss, making employee morale a business imperative for all organizations. This paper examines the relationship between employee morale and productivity, identifies key factors that influence employee morale levels, and suggests best practices for organizations to promote high employee morale levels and achieve optimal productivity.

Morale may be high or low. Similarly, attitudes (i.e., feeling, emotions etc.) of the people in the group may be positive or negative. If, the positive attitudes are more than the negative attitudes, morale is high, and morale is low when positive attitudes are less than the negative attitudes of the people.

2. REVIEW OF LITERATURE

2. REVIEW OF LITERATURE

Okolie and Okoka (2022) analysed the research work looked into the job description and employee morale in the firm. To put the study in perspective, three hypotheses were drawn from reviewed literature and dimensions and measures of the subject therein. Three hypotheses were analysed using SPSS. The target population for the study was 150 respondents however, 100 respondents were used as the sample size. It was revealed that a significant relationship exists between all measures of the job description and employee morale in the firm. Thus, employee morale in the firm can be manipulated through the regulation of the dimension of employee morale in the firm. Consequent to those findings, the study recommends that employees should be evaluated from time to time by the management to bring out the best in them. The study concludes that job evaluation will be successful when participants are trained in job evaluation.

Fathoni et al. (2022) examined this study aims to determine the effect of performance allowances on employee morale at the Representative of the National Population and Family Planning Agency (BKKBN) of the Special Region of Yogyakarta. The population in this study amounted to 98 people, while the sample in this study amounted to 79 people. The results of the study shows that the magnitude of the influence of performance allowances on employee morale at the Representative of the National Population and Family Planning Agency (BKKBN) of the Special Region of Yogyakarta is 2,6%, while the remaining 97.4% is influenced by other variables.

Glickson et al. (2022) researched the literature on academic librarian morale is burgeoning, yet attention has been paid to the workplace experiences of staff. This research team, which included library staff and librarians, conducted 34 structured online interviews with academic library workers in the United States. A theoretical model and interview findings are presented, which reveal

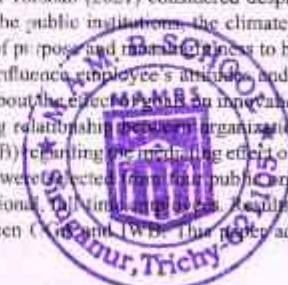
Talaji (2021) considered artificial Intelligence has been developing over the ages influencing each and every one of us and our actions in and around an organisation. The main question is where and where in an organisation can artificial intelligence be applied. AI cannot replace human resources completely but up to certain aspects in a company it can and how does it influence the behaviour and morale of employees when most of the organisation related work is done with the help of AI. Some basic steps need to be taken to improve the job security and satisfaction of the employees or else implementation of AI would lead to chaos and confusion which is highly detested by a company. For example, when artificial intelligence does the job of automating business process or jobs where employees gain insight through data analysis for the purpose of engaging with customer and employees (automated calling), then the employee who earns for a living at that job position is thrown out or would be demoted. In this research paper we analyse the above mentioned aspects of positives and negatives of introduction of Artificial Intelligence in the company.

Pattnaik and Jena (2021) examined the purpose of this paper is to explore the inter-linkages of mindfulness, remote engagement and employee morale as a solution to new normal, during the turbulent times of the pandemic.

Talwar and Ghosh (2021) researched the purpose of the study is to comprehend and appraise the impact of employee morale during the COVID pandemic on psychological contract and job satisfaction of healthcare professionals in Indian private Hospitals.

Krishnan (2021) analysed most telecom operators building their 2G/3G/4G mobile and Wireline networks, operate, expand network, acquire customers in large proportion and thereafter outsource the network to third party vendors or managed services partners such as Ericsson, Alcatel Lucent, H3C, and Huawei and also transfer the manpower. The transition of resources from the parent company to the third party vendor in the case of a company already handling its operation and maintenance of its telecom network has a significant impact on the morale and job satisfaction of its employees who are transferred out. In the case of a start up the outsourcing of its network operations from the beginning has a different implication. This case study is based on 10,000 employees moving from an established integrated telecom operator with employees scattered across the length and breadth of India and managing one of the largest integrated telecommunication networks in the world. Outsourcing severely impacted morale, motivation and job satisfaction which eventually impacts productivity and performance which is discussed in this case study.

Tinaeefard and Ahmadzahi Torshab (2021) considered despite the importance of innovation and innovative behaviours to the public institutions, the climate of these organizations does not give their employees a sense of purpose, and most of them are not intrinsically motivated in their work. Ambiguous goals may influence employee's attitudes and behaviours. However, previous research findings were mixed about the effect of goals on innovation at work. This study, therefore, aims to explain the perplexing relationship between organizational goal ambiguity (OGA) and innovative work behaviour (IWB) examining the mediating effect of employee morale. A survey was conducted, and respondents were selected from four public organizations of Iran. Finally, data were collected from 706 operational, full-time employees. Results indicated that employee morale mediates the connection between OGA and IWB. This paper advances a further understanding



you to explore the data and find a pattern in it. Based on that information and data, you can make decisions, or you can get ultimate conclusions.

Data interpretation is the process of reviewing data through some predefined processes which will help assign some meaning to the data and arrive at a relevant conclusion. It involves taking the result of data analysis. Data analysis is the process of ordering, categorizing, manipulating, and summarizing data to obtain answers to research questions. It is usually the first step taken towards data interpretation. It is evident that the interpretation of data is very important, and as such needs to be done properly. Therefore, researchers have identified some data interpretation methods to aid this process.

Relationship between Marital status and employees thought about job at another company

Tests of Normality

	marital status	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
I rarely think married about job at another company	married	.265	116	.000	.908	116	.000
	unmarried	.294	34	.000	.770	34	.000

a. Lilliefors Significance Correction

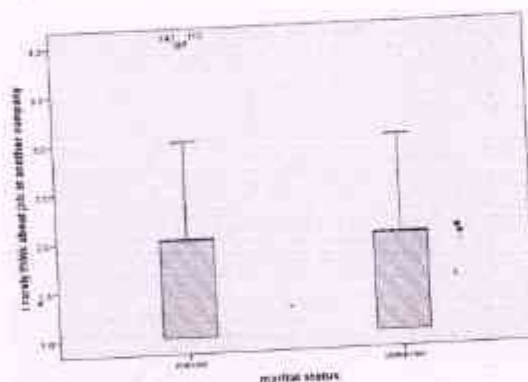


Figure 4.1



Relationship between Qualification and Employees satisfaction about their job

Tests of Normality

	qualification	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
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I am satisfied with my up to 12th job	up to 12th	.455	8	.000	.566	8	.000
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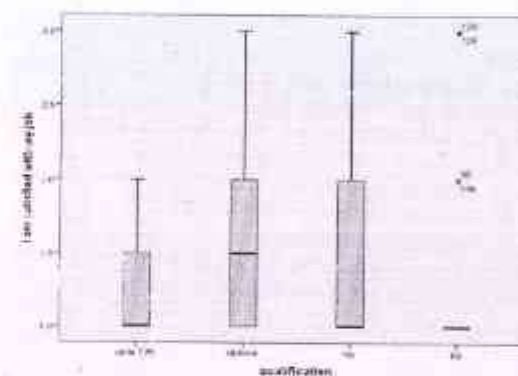


Figure 4.2

Relationship between Age and Employees feel proud to work in their company

	age	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
I feel proud to work in below this company	below 20	.343	27	.000	.733	27	.000
	20-34	.161	34	.000	.707	34	.000
	35-44	.409	46	.000	.847	46	.000
	45-54	.374	12	.000	.840	12	.000
	55 and above	.553	11	.000	.649	11	.000

a. Lilliefors Significance Correction



of how employee morale can weaken the direct effect of OCA on innovative work behaviour. Implications and recommendations for future research are discussed.

Kumarwari et al. (2021) examined this study aims to determine the personal role of the leader in increasing the morale of the employees of the Regional Inspectorate of West Kutai Regency, to determine the role of leader decision-making in increasing the morale of the employees of the Regional Inspectorate of West Kutai Regency and to determine the role of the leader in utilizing Regional Inspectorate in increasing the morale of the Regional Inspectorate on employees.

West Kutai Regency. This research is a type of research that uses a qualitative approach as a research procedure that produces a description in the form of written and spoken words of people and observable behaviour, which is carried out at the Regional Inspectorate Office of West Kutai Regency. The research period is from 2020 to 2021. The Inspectorate of the Regional Inspectorate of West Kutai Regency has directly or indirectly provided decision making to its members so that their employees can find out from what has been given by the Regional Inspectorate Office of West Kutai Regency in order to increase employee morale at the Regional Inspectorate Office of West Kutai Regency, which is carried out. The Inspectorate of the Regional Inspectorate of West Kutai Regency in making policies for his employees, namely the Regional Inspectorate of West Kutai Regency Inspectorate always leaves the initial office of his employees and returns to the last office of his employees.

Gowrishankar and Jayaraj (2021) researched retention is the ability to hold the position, power and economic status in general. Employee retention emphasises holding the best, smart working and productive employee for the organization's honour and growth. Organizational factors and employee morale plays a vital role in retaining employees. Organizational factors include Organizational culture, leadership, co-workers, nature of work, work environment and employee brand are significant in retaining employees. High morale prevailing in an organization leads to increase in the employee performance, enhances productivity, improves teamwork, creates trust and belongingness towards the organization, while low morale affects the organization culture that in turn affects productivity. In an organization if the employees have high morale, their attitude to stay in the organization increases and vice versa. This study aims to investigate the impact of organizational factors on retention with the mediating role of employee morale among 100 doctors in eye hospitals, Coimbatore. The study discloses that changing organizational factors according to the employee needs is the key for retaining the valuable employees for a long run in the organization.

Obeng et al. (2021) examined this study examined the effects of high-performance work practices on turnover intention through the mediating role of employee morale. The study also examined the extent to which psychological capital could moderate the relationship between employee morale and turnover intention. With the aid of questionnaire administration, the study collected 469 valid responses from frontline employees in the non-volatile sector of Ghana. Finding from the hierarchical regression analysis showed that training and empowerment had a significant influence on turnover intention. Training and reward also had a significant positive effect on job satisfaction. On the other hand, had a significant positive influence on affective organizational commitment. Both affective organizational commitment and job satisfaction significantly influenced turnover intention. Optimism and resilience moderated the relationship between affective organizational commitment and turnover intention. Also, self-efficacy moderated the relationship between job satisfaction and turnover intention. The study offers some implications and suggestions for future studies in the main text.



Murati (2020) considered employee motivation is an essential component of a successful business practice. The aim of this research is to examine the impact of labour welfare measures on job satisfaction. This study will help the management to know the variables that play a significant role in influencing the level of job satisfaction of employees. The objective of this study is to find out the relationship between motivational factors and employees' job satisfaction. For this study, particularly employees of Automobile industry of Bangalore have been selected, and as a sample 605 employees have been taken from automobile companies of Bangalore. More specific objectives are to suggest, Management can get a better idea while developing its motivational system as what kind of motivational would be given the most importance and at what stage can be known through such a this of study.

1. RESEARCH METHODOLOGY

Research is the careful consideration of study regarding a particular concern or problem using scientific methods. According to the American sociologist Earl Robert Babbie, "research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. It involves inductive and deductive methods." Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. This research uses Descriptive design is a theory-based research method describing the research's primary subject matter. This type of research design uses data collection techniques like natural observation, case studies, and surveys to derive results. This type of research design provides insights into the why and how of research.

Simple random sampling has been used in this research. Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected. Data is then collected from as large percentage as possible of this random subset.

The total number of employees in Sri Amman Steel and Allied Industries (p) Ltd., Trichy is 140 staffs and 280 labours which in the total population of the study. Out of that, a sample size of 140 is chosen as respondents through Convenience sampling. For the purpose of getting accurate information, I have used the five point Likert Scale.

Three SRI AMMAN STEEL AND ALLIED INDUSTRIES (P) LTD., TRICHY is selected as a source of collecting primary data through the Questionnaire. It consists of set of question presented to respondents. The questionnaire is structured and combination of various close and open ended questions. These ended question already have the possible answers and the open ended question allow the respondents to answer in their own word. Here, close ended questionnaire are used as Research instrument.

The study is confined to analyse the level of employee morale among the various employees working in the company of offices, departments, age group, cadres etc. The study helps to know about which extend the employees in the organisation are satisfied with job, payment schemes, working environment and other benefits provided by the authority to them.

1.1 DATA ANALYSIS AND INTERPRETATION

Then analysis is a process of classifying, transforming, and modeling data to discover useful information, draw conclusions, and support decision making. The purpose of Data Analysis is to extract useful information from raw and unprocessed data. Data analysis is a process based upon the data analysis. This Data Analysis process is nothing but processing the data by using a proper application or tool which allows



you to explore the data and find a pattern in it. Based on that information and data, you can make decisions, or you can get ultimate conclusions.

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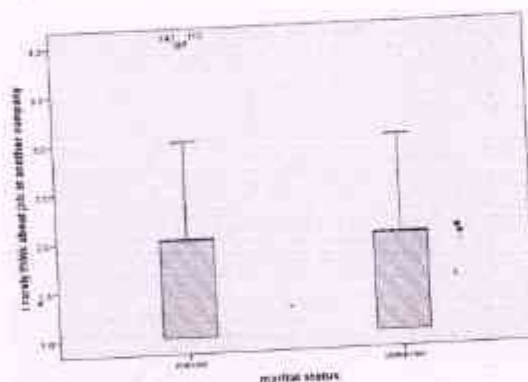


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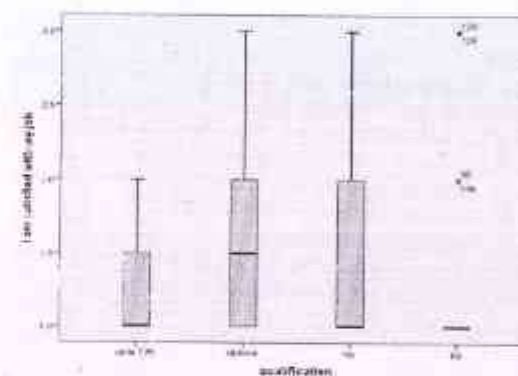


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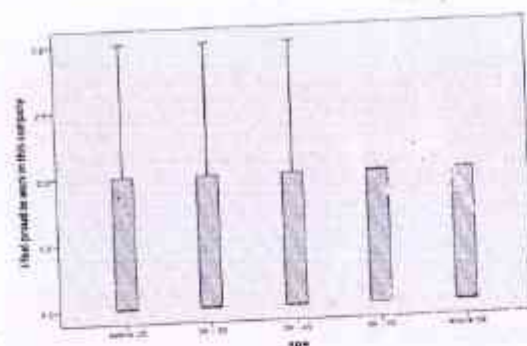


Figure 4.3

5. CONCLUSION

In conclusion, the study on employee morale has revealed the critical role that employee morale plays in the success of the organization. By recognizing issues that impact employee morale, organizations can take actionable steps towards enhancing employee job satisfaction, motivation, and increased productivity. The strategies for improving employee morale, including recognition and rewards, career development opportunities, work-life balance, and a positive work environment, have been discussed in detail in this study.

Improving employee morale is a long-term effort that requires continuous evaluation and modification to ensure the organization is meeting the evolving needs of its employees. By prioritizing employee morale and creating a culture that prioritizes rewarding employee's hard work, encouraging career development, promoting work-life balance and fostering positive work culture can lead to increased employee engagement, high retention rates, and better business outcomes.

This study highlights the importance of employee morale in organizational success, and provides valuable suggestions for implementing strategies to improve it. By prioritizing employees and creating a positive and dynamic work environment, organizations can achieve long-term success and growth.

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A STUDY ON EMPLOYEE'S GRATIFICATION TOWARDS HR PRACTICES

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ABSTRACT

This study estimates the factors determining employee's gratification towards HR practices using conceptual framework. Under this criterion the acquired results are expected to be useful resource to the increasing the employee gratification. These factors are superior motivation, support, common goal, healthy relationship, understanding, work life balance, workers culture which will be useful for the HR and the administrators in designing a more effective system that can be valuable to improve the overall productivity of Employees. The study was done as Part of Descriptive Research Convenience Sampling Technique Was Employees for Selecting the Sample. The Primary data Collected By means of Questionnaire. The Secondary data was Collected from the Company Records and Websites. I undertook research on.

Keywords: Employee gratification, HR, work culture, practices.

1. INTRODUCTION

Employees are a company's backbone, and they are essential to the achievement of its goals and smooth operation. For decades, businesses have struggled with unproductive staff and the loss of essential talent, resulting in stalled growth. With the introduction of global competition, Human resources in companies have turn their attention to inspiring employees through increased involvement and Gratification levels in boosting employee retention. Employee Gratification, on the other hand, refers to the level of contentment, happiness, or Gratification demonstrated by employees with regard to their jobs, regardless of whether they like their nature of work or job profile within the organization.

Employees who are more satisfied with their jobs are likely to work to their full potential, that results in a greater workplace productivity and future organizational effectiveness, whereas dissatisfied employees are far less likely to be engaged and optimistic about their jobs, which results in lower workplace efficiency and increased employee turnover. Hence the employee Gratification is identified as a vital component of success for any organization. Employee engagement and employee gratification are critical concepts for organizational success, but they are frequently used interchangeably due to their role in motivating employees. It has frequently been asked whether there is any difference in the meaning of the two measures. The consensus was divided between the concepts being similar and being related in some way.

The various theoretical perspectives on employee engagement and gratification create confusion in the field of human resource management and its contribution to workforce productivity. As a result, there is a need to simplify this uncertainty and improve on both principles in order to work toward human resource wellbeing and long-term organizational performance. As a result, this research describes diverse approaches on employee engagement and employee gratification

and conducts a critical evaluation of theoretical knowledge in attempt to face the conflict in the scope and meaning of two terms. Employee satisfaction is essential to the success of any business. A high rate of employee contentedness is directly related to a lower turnover rate. Thus, keeping employees satisfied with their careers should be a major priority for every employer. While this is a well-known fact in management practices, economic downturns like the current one seems to cause employees to ignore it. There are numerous reasons why employees can become discouraged with their jobs and resign, including high stress, lack of communication within the company, lack of recognition, or limited opportunity for growth. Management should actively seek to improve these factors if they hope to lower their turnover rate. Even in an economic downturn, turnover is an expense best avoided.

An employee who has no interest in his or her field, or the position in which he or she begins in a job, may initially put forth his or her best effort. However, this employee will often become bored with the work because there is no intrinsic motivation to succeed. Finding the daily job mundane reduces the individual's desire to show up to work and to do the job well. In this case, the employee may continue to come to work, but his or her efforts will be minimal. In contrast, an employee may be entirely too overwhelmed to handle the position; the responsibilities may prove to be too demanding. In an instance like this, the employee will search for another position that offers the financial security he or she needs with job characteristics that challenge them appropriately; thus, increasing the initial company's turnover rate.

Employee gratification determines how happy a person is with their job. Job satisfaction can have an immensely positive and negative effect on the workplace. Dissatisfied employees can decrease productivity and cause high turnover. It can also enhance performance and affect customers' satisfaction directly and indirectly. In addition, job satisfaction is important as it can affect the quality of service provided to customers and affect customer retention. A range of variables can affect the degree of job satisfaction of individuals. Pay and benefits, the perceived fairness of the promotion system, social relationships, upper management, job challenges, and job clarity are factors. Previous studies have highlighted factors that lead to positive satisfaction, where other studies focused on exploring reasons behind dissatisfaction and turnovers. Factors were divided, into tangible including skills mismatch, commitment, gender differences, and stress. Researchers classified these factors mainly into two categories: tangible and intangible factors. Tangible factors are simply those that can be quantified and measured such as salary, compensation, rewards, bonuses, work flexibility, training seminars, family or self-insurance, travel allowance, work environment, office location, office size, and promotion. Whereas intangible factors are those of a qualitative nature. Hoppeck defined intangible as the combination of psychological, physiological, and environmental circumstances that lead the worker to say I am satisfied. Examples of such factors could be impressions, pressure, work relations, skills mismatch, commitment, flexible working hours, gender differences, stress, and feeling secure. Promoting Ethical work standards is also considered an intangible factor. Additionally, fairness of treatment can also be considered one.

2. REVIEW OF LITERATURE

Hu et al. (2022) described the effect of occupational delayed gratification is that it can prompt individuals to postpone their long-term gratification in order to pursue more valuable long-term career goals when they encounter a choice of interests, which is very beneficial to the career development of the new generation of employees. Based on extensive literature review and interviews, this paper develops a content questionnaire for investigation and proposes models and hypotheses.

Mugira (2022) analysed the Work standard is a management instrument in ensuring the running of an activity effectively. However, as humans, employees have feelings, so attitudes and work behaviour are strongly influenced by emotional factors (satisfied/happy). One source of employee satisfaction is leadership. The good attitude and behaviour of leaders towards employees, has a positive impact on the psychological state of employees.

KUMAR et al (2021) analysed Employees play a critical role in the smooth operation of a business. They aid in the development of a competitive advantage in an ever-increasingly competitive corporate environment. Human resources management aids in the achievement of an organization's goals by increasing employee engagement and Gratification. Regardless of the fact that perhaps these notions are extensively use for organizations, there's some ambiguity about their significance, which limits their relevance in the sector.

KUMAR et al (2021) Analyzed Main effects of personality on turnover have generally been weak. However, little previous research has considered its indirect effects. Personality may moderate the determinants of turnover. Using a sample of 192 hospital employees, this study examined the moderating effects of locus of control and ability to delay need gratification on the immediate determinants of turnover proposed. The findings generally indicated that the relative strength of the determinants of turnover varied as predicted. Implications for employee retention are discussed.

Kun and Xiaoyan (2021) analysed the current study investigates the impact of challenge and hindrance stressor on the intercept and slope of the trajectory of employees' burnout (e.g., emotional exhaustion). The moderating role of employees' vocational delay of gratification in this relationship is also examined. Using the Latent Growth Modelling (LGM) method and with a four-wave longitudinal data of 143 employees, the results first reveal that, employees' level of emotional exhaustion goes up over time. Moreover, both challenge and hindrance stressors positively predict intercept of the change of emotional exhaustion, and hindrance stressor buffers the upward slope of emotional exhaustion.

Mingming et al (2020) explained an emerging knowledge management platform, enterprise social media provides an important way for employees to exchange knowledge, communicate and collaborate within the enterprise. However, scholars have not paid enough attention to meet the needs of employees in the process of enterprise social media and make continuous knowledge contribution.

Nazifah (2019) Described Gratification often called as the root of corruption. Gift-giving is usually considered a common tradition that has been entrenched in community life in Indonesia. However, it should be confirmed that even the slightest gift to civil servants or state administrators can be considered as an act of bribery if the gift is related to their position and contrary to their obligations or duties. Numerous gratification practices that lead to bribery have still been found indicating the lack of understanding and intention of civil servants in addressing gratification based on the regulation applied.

Zhong et al (2021) explained There is a growing stream of research into organizational microblogging in recent years. Whilst the extant literature has mainly focused on technology-related factors to explain social microblogging use, few studies have investigated user needs and gratifications. This research focuses on the post initial adoption stage. Hence, the purpose of this research is to explore the determinants affecting employees' intention to continue using organizational microblogs, specifically YouTube, and improve the uses and gratifications model.

Sheldene (2020) Quality of Work Life' is a term that had been used to describe the broader job-related experience an individual has. Quality of Work Life and major related concepts are

gratification, workplace stress and quality of life. This study reveals that gratification is the major motivating factor responsible for Quality of work life. Gratification in the organization significantly differs from one organization to the other, one department to the other and even from one unit to the other depending upon the various factors influencing in the organization. Gratification and satisfaction refer to the result of various attitude possessed by an employee.

Men (2014) described the current study investigates how leadership influences internal public relations by building the linkage between transformational leadership, the use of communication channels, symmetrical communication, and employee satisfaction.

3. RESEARCH METHODOLOGY

A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusion.

In this research of success of business or goat farming, the type of research used is "Descriptive Research", which is concerned with exploring the characteristics of a particular individual, or a group.

Descriptive research is carried out with specific objectives and hence is results in definite conclusions. This research tries to describe the characteristics of the respondents in relation to a particular or a practice/culture of importance. The research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question. The characteristics used to describe the situation or population are usually some kinds of categorical scheme also known as descriptive category.

Sampling technique used for this study is simple random sampling. Simple random sampling (also referred to as random sampling or method of chances) is the purest and the most straightforward probability sampling strategy. It is also the most popular method for choosing a sample among population for a wide range of purposes. This method is considered to be the most unbiased representation of population. Nevertheless, sampling error persists with this method, similar to other sampling methods.

In simple random sampling each member of population is equally likely to be chosen as part of the sample. It has been stated that "the logic behind simple random sampling is that it removes bias from the selection procedure and should result in representative samples. The size of the sample chosen for the study is 150.

4. CONCLUSION

Job satisfaction is the terminology used to describe whether employees are happy and contented and fulfilling their desire and needs at work. Employee attitudes typically reflect the morale of the company. The factors contributing to the job-satisfaction are identified. The factors such as planning of corporate objectives, opportunities of learning, team efficiency, work load, training, welfare and monetary benefits. The primary data is collected by issuing the questionnaire to the employees are highly satisfied to some extent and those are in lower cadre so they can be satisfied by considering their while taking decision which in turns brings the coordination through which the team efficiency is improved. The employees are highly satisfied with the packages and benefits rendered to them by the company.

The organization can also prevent wasting money in recruiting and training new employees.

4. RESEARCH MODEL

To measure the financial literacy level, the present research was conducting among college students in Tamil Nadu, India. A descriptive research design has been utilized for this study. Convenience sampling method has been used and the data was collected from college students both government and private colleges at different districts. A structured online questionnaire was distributed to college students in Tamil Nadu for data collection. The present work is based on data collection through well-structured questionnaire. Three distinct scales have been used for dependent and independent variable of this study. Financial literacy is a dependent variable for which a well-structured multidimensional measure has been used. This scale includes four constructs: financial knowledge, financial influence, financial behaviour and financial attitude as identified by OECD (2013)

5. CONCLUSION

The objective of this paper is to find financial literacy among college students in Tamil Nadu. The students' financial attitudes, financial behaviour, financial knowledge, and financial influence, are the important factors considered in this paper as independent factor. These independent factors will determine the level of financial literacy of the college students which is dependent factor taken in this study. This study is proposed to improve financial understanding among college students in Tamil Nadu.

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IMPACT OF ISLAMIC FINANCE IN INDIA

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ABSTRACT

This study estimates the factors determining Islamic finance using conceptual frame work. I have used convenience sampling method by means of questionnaire under this criteria the acquired results are expected to be useful resource to the increasing Islamic finance these factors are prompt service, shariah, mudharabah, conventional bank, e-banking, sms banking, product and service quality, cost-benefit analysis which will be useful for the bankers in designing a more effective system that can be valuable to improve the overall productivity in Islamic bank. The governments and financial authorities in several India countries have played active roles in promoting the development of Islamic financial markets in line with the efforts to boost investments and achieve sustainable funding to enhance economic growth. The study has showed that if these criteria considered, it would accessed the extent to which authorities of bank planning have utilized in the planning.

Key words: India, Islamic Banking, Islamic Finance, Islamic Micro-Finance.

1. INTRODUCTION

Islamic finance is growing within international finance. In its modern form, Islamic banking started with pioneering experiments in the early 1960s in Egypt. The Mit-Ghamr Islamic Saving Associations (MGISA) mobilized the savings of Muslim investors, providing them with returns that did not transgress the laws of the Shari'ah.² The MGISA attracted a flurry of deposits, which grew at the rate of more than 100 percent per year in the first three years of operations.

Later, the Pragma Fund Corporation (PFC) enabled Malaysian Muslims to save gradually and invest in Shari'ah-compliant investments, with the purpose of supporting their expenditures during the Hajj period (pilgrimage). In 2012, the PFC had eight million account holders and deposits of more than \$12 billion.³ Formally, Islamic banking started in the late 1970s with a handful of institutions and negligible amounts, but it has increasingly grown over the past two decades, with total assets reaching about \$2 trillion at end-2014.

The success of the latter led to the establishment of a series of similar banks, including Faisal Islamic Bank (Sudan) and Kuwait Finance House (Kuwait)—both in 1977. As early as the late 1970s, steps were taken in Pakistan for making the financial system compliant with Shari'ah principles. The legal framework was then amended in 1980 to allow for the operation of Shari'ah compliant profit-sharing financial companies and to initiate bank finance through Islamic instruments. Similarly, Iran enacted Islamic banking law in August 1983 to replace conventional banking with interest-free banking. The law gave banks a window of three years for their operations to become compliant with Islamic principles. Sudan's efforts to align its entire banking system with Shari'ah principles began in 1989.

The first Islamic banks were created in the 1970s, at the time when the aggrandisement of Islamic doctrine on banking matters was taking shape. At the time, Islamic banks were typically commercial banks operating on an interest-free basis. Today, as a consequence of broad changes in the political-economic environment, a new generation of Islamic financial institutions, more diverse and innovative, is emerging as the doctrine is undergoing a new aggrandisement.

Perhaps the most important development has been the growing integration of Islamic finance into the global economy. There is now a Dow Jones Islamic Market Index, which tracks 600 companies (from inside and outside the Muslim world) whose products and services do not violate Islamic law. Foreign institutions such as Citibank have established Islamic banking subsidiaries, and many conventional banks – in the Muslim world but also in the United States and Europe – are now offering ‘Islamic products’ that are sometimes aimed at non-Muslims.

As a result, Islamic banks have to use contracts that create exposure to the real sector and must thus ensure efficient risk management. The second principle involves the profit and loss sharing concept. Parties to a financial transaction must share both the risks and the rewards that may be attached to it; in this way, excessive losses and profits are minimised. The third principle is the prohibition of uncertainty or speculation. Uncertainty in contractual terms and conditions is forbidden.

However, risk-taking is allowed when all terms and conditions are clearly stipulated and known to all parties. The fourth principle demands the use of asset-backing. Each financial transaction must relate to a tangible and/or identifiable underlying asset, ensuring that Islamic banks remain connected to the real economy. The financial crisis that broke out in August 2007 is considered by many to be the worst since the end of the Second World War.

Representing the collapse of trillions of dollars of fictitious credit derivatives and the meltdown of uncontrolled credit growth, the scope and intensity of this crisis have kept increasing well into 2009 and could potentially continue on a downward path for some time to come. The crisis has crippled the financial system of many advanced countries, and has claimed as victims long-established banking institutions that had been deemed “too big to fail.” Large bailouts by governments and massive liquidity injections by central banks may have only fanned the flames.

Financial instability can be defined as the opposite of financial stability. It can be associated with payment defaults, payment arrears, or insolvency. It manifests itself through a regularly deficient treasury position, in which the sources of funds fall short of uses of funds or payments obligations. When financial instability persists, access to borrowing becomes highly restricted. The entity facing financial instability may have to recapitalize, liquidate assets, restructure liabilities, seek a bailout, or, in extreme circumstances, may be subject to merger or even liquidation.

2. LITERATURE REVIEW

Rashid et al (2010) described Bangladesh has the third largest Muslim population in the world after Indonesia and Pakistan. Higher demand of Islamic banking products and services requires superior quality in service, efficiency in system, strict compliance to Islamic Shari'ah and satisfactory community service through job creation and ensuring consistency in service provisions. The study finds that alongside religion being the rigorous factor for choosing Islamic banking, there are other factors which are significant to the customers when selecting a service provider.

Hasmi (2011) examined The takaful (Islamic insurance) industry has developed rapidly in Brunei Darussalam since its establishment in the early 1990s. It has emerged as an important component of the Islamic financial system in Brunei and competes with conventional insurance. Increases

in total assets and gross total premium of takaful companies' contributions were indicative of the public's awareness and interest toward takaful products based on the profit-sharing approach, which is not offered by conventional insurance.

Ludha et al (2011) researched The aim of this paper is to compare perceptions of bank service quality among Tunisian and Canadian customers, and to determine which dimensions of service quality make the greatest contribution to overall customer satisfaction and loyalty. Data were collected using self-administered questionnaires from two convenience samples of bank customers (250 in Canada and 222 in Tunisia). Service quality was measured using the five SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Data were analyzed using confirmatory factor analysis, ANOVA and linear regression.

Abdul Razak et al (2011) described The Bai Bithaman Ajil (BBA) or Deferred Instalment Sales facility is the most predominant mode of home financing in Malaysia since the introduction of Islamic banking in 1983. It is based on the debt financing where the bank buys the property from the customer and sells it back to the customer inclusive of profit. Customers make repayments at end of each month. This research examines the impact of using the prevailing debt concept which is claimed to have caused high price, customers' dissatisfaction, injustice and criticism by international scholars.

Gambo (2012) described This study attempts to identify the factors that motivate customers to deal with an Islamic bank as well as measuring customers' perception of the service quality delivery of Jaiz bank in Kano State of Nigeria. It also seeks to assess customers' satisfaction with the performance of Jaiz bank. It is primarily an exploratory work that uses survey design to examine customers' perceptions of the quality of service delivery by Jaiz bank in Nigeria. The population of the study consists of the customers of Jaiz bank in Kano State of Nigeria. Customers' responses regarding service quality were collected using the CARTER instruments through a self-administered questionnaire.

Abdullah et al (2012) examined Islamic banking products and services are gaining popularity among non-Muslims across the globe due to its wider product coverage and ability to traverse the global economic melt-down. However, to what extent this statement is true in Malaysian context. Hence, this research aims to examine non-Muslim customers' perception of Islamic banking products and services in Malaysia. The analysis of this research involved 152 respondents, all of whom are based in Kuala Lumpur, Malaysia. The result of the study showed that Islamic banking services are making headway among non-Muslims in Kuala Lumpur.

Altawjry and Abdul (2013) analysed Investigating Islamic banks customer satisfaction and switching behaviour is imperative for the Islamic banking industry because it could assist in explaining the level of relationship between Islamic banks and their customers. Accordingly, the present study is aimed at examining customer satisfaction and switching behaviour of Islamic banks' customers for the case of Saudi Arabia. Data for this study is obtained through survey method that involves the distribution of questionnaire to about 216 Islamic banks' customers in Saudi Arabia.

Muhyi-Sindy Budari et al (2013) researched Due to the importance of Islamic finance to the Muslim world, recently Islamic Banking is formerly established in 2011 in Nigeria in order to join their counterpart in the Muslim world. Due to its new existence, there is very limited information on the customers' perceptions towards the Islamic banks. Therefore, the objective of this study is to examine the direct effect of service quality dimensions on customer satisfaction and customer loyalty in Nigerian Islamic Bank.

Nawi et al. (2013) analysed Islamic banking initially established to cater for the needs of Muslims customers, as Muslims are obliged to obey the Shari'ah principles (Islamic Jurisprudence) in all aspects of life. However, the number of non-Muslims involved in Islamic banking is increasing. In the case of Malaysia, the contributions of non-Muslims towards the development of Islamic banking have been remarkable, as some banks report that more than half of their Islamic financial products is by non-Muslim customers.

Ashraf (2014) analysed Islamic Banking defines Islamic banking business as "any business whose objective and operations do not mix elements that are forbidden in Islam". The theory of the Islamic financial system (IFS) is as hoary as the religious conviction of Islam itself. Agreeing to Moim (2008) it goes back to the life of the Holy Prophet Muhammad (PBUH), about fifteen centuries back when He represented as an agent for His wife trade transactions. Of the world's major banks are interested in the process of Islamic banking because first of all Muslims are a fifth of the entire world's population.

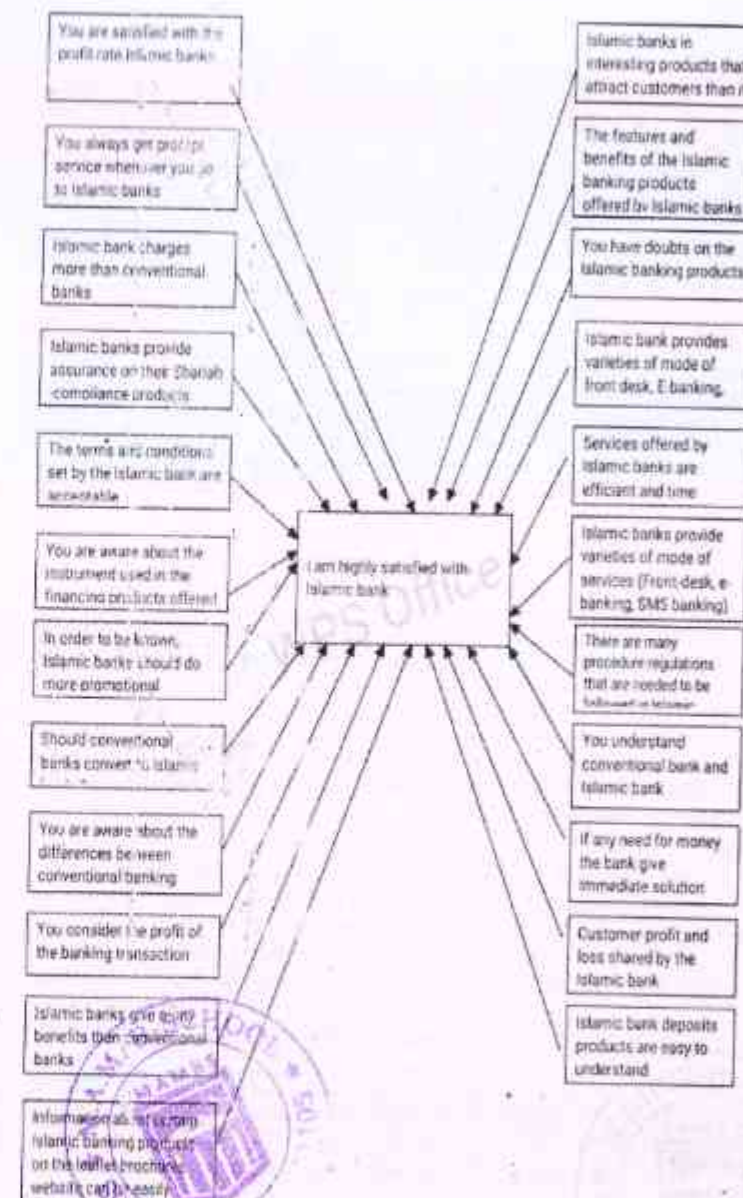
3. RESEARCH METHODOLOGY

Research methodology simply refers to the practical "how" of any given piece of research. More specifically, it's about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives. The methodology chapter should justify the design choices, by showing that the chosen methods and techniques are the best fit for the research aims and objectives, and will provide valid and reliable results. A good research methodology provides scientifically sound findings, whereas a poor methodology doesn't.

Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success. Research design constitutes the blueprint for the collection, measurement, and analysis of data. Research design aids the researcher in the allocation of limited resources by posing crucial choices at methodology. Research design is the plan and structure of investigation so conceived as to obtain answers to research questions. The plan is the overall scheme or program of the research. It includes an outline of what the investigator will do from writing hypotheses and their operational implications to the final analysis of data. A sample is a part of the target population, carefully selected to represent the population. When researcher undertakes sampling studies, they are interested in estimating one or more population values and/or testing one or more statistical hypotheses.

In Descriptive Research Design, the scholar explains/describes the situation or case in depth in their research materials. This type of research design is purely on a theoretical basis where the individual collects data, analyses, prepares and then presents it in an understandable manner. It is the most generalised form of research design. To explore one or more variables, a descriptive design might employ a wide range of research approaches. In other words, while qualitative research may also be utilised for descriptive reasons, a descriptive method of research design is typically regarded as a sort of quantitative research. To guarantee that the results are legitimate and dependable, the study design should be properly constructed. The size of the sample chosen for the study is 150.

A sample technique used for this study is Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access. This can be due to geographical proximity, availability at a given time, or willingness to participate in the research. Convenience sampling is also known as opportunity or availability sampling. Examples of convenience sampling include online and social media surveys, asking people in a queue, and surveying people in a mall, on the street, and in other crowded locations. This is known as "Convenience sampling".



5. CONCLUSION

The paper has argued for the needs of shari'ah audit to complement the current governance mechanism of Islamic financial services industry. There are a number of challenges as identified above that must be addressed to ensure shari'ah audit can be effectively implemented. In the mean time, there is a need to focus on research and development. Research and development requires critical review of the current shari'ah supervisory practices, and also to evaluate the sufficiency and the limitations of the present governance framework. There is a requirement for a framework that will detail out policy guidance to properly conduct both the internal and the external shari'ah audit. This policy guidance framework for the proper undertaking of shari'ah audit can be used as part of the routine supervision of the ifis in Malaysia. In addition, a policy guidance paper is also needed for the ifis themselves, for the proper undertaking of internal shari'ah audit in their respective institutions. Finally, a thorough and tested shari'ah audit program for Islamic financial services will become a requirement once the regulatory infrastructures are in place. This can be achieved with the cooperation of relevant interested parties such as ifis, BNM, accounting and auditing firms, and asss to effectively develop shari'ah audit program to ensure proper conduct of shari'ah compliance.

In the light of historical evidence from the early period of Islam and contemporary literature, a comparative review of Islamic financing principles has been presented in this paper. Important points have been summarized at the end of each section. In the following, some general concluding re-marks are made. The fixed nature of return on capital is considered the unique characteristic of interest by most contemporary Muslim economists. As a corollary, therefore, the Islamic principle of financing is considered to be based on the variable rate of return (i.e., profit sharing). Therefore, *mudharabah* has been treated by these scholars as a synonym for Islamic finance and the need for finance has been discussed in this context. This is perhaps the reason for neglecting the financing potential of the sale-based principle of finance and for the difference in this regard between interest and sale. As a result, Islamic economists tend to describe the Islamic economy as debt free. However, the emergence of Islamic financial institutions has highlighted the immense financing potential of the sale-based principle where financing results in debt creation. This clarifies the point that there is a difference between the fixed nature of return on capital invested in real transactions (sale) and on capital invested in pure finance (interest). It is, therefore, clear that profit sharing is the only Islamic principle of earning a return on capital invested in pure finance (where ownership is separated from management). However, as sale on a deferred basis serves the financial needs of the buyer and seller, it is no wonder that mark-up and renting principles became the dominant practice of contemporary Islamic financial institutions.

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LOCATION SELECTION MODEL FOR A VETERINARY CLINIC WITH CONCEPTUAL DESIGN

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ABSTRACT

This paper provides a multi-criteria location selection model for a conceptual model for a veterinary clinic and their solution methods. Also, it provides an overview on various criteria used. The data used were collected from 150 Veterinary Doctors using exploratory research by means of questionnaire. As are in other facility location problems, there are multiple criteria to be taken into consideration in veterinary clinic facility location problems and Doctors in this area should evaluate alternatives under these criteria the acquired results are expected to be a useful resource to the future decisions in this area for decision makers. The study has showed that if these criteria considered, it would accessed the extent to which authorities of hospital planning and administration have utilized in the planning.

Keywords: Hospital Location Selection, Veterinary clinic

1. INTRODUCTION

Location selection for business establishment is a complex and strategic decision. It may affect a company's future and profitability in the long run. Making a decision to select a location may be boiled down to a careful analysis of various economic factors done by the entrepreneurs who are driven by several significant contributions to choose the best location. One of the important characteristics of the promising location is that it should be situated in a low-wage area, leading to an increase in profits. Most entrepreneurs have been focusing on starting their businesses or relocating to areas of the like. Location selection for a business establishment is therefore essential to the success of a business because it is the procurement of the most efficient business venue. Entrepreneurs must also take into account profits, expenses, employees, customer relations, convenience and a good environment throughout the business which must be carefully considered to minimize future problems.

A veterinary service business is an important business according to India's strategic plan for development to be Asia's healthcare hub and generates high income for the country. It is a business that grows by leaps and bounds. The factor that drives a large number of customers, especially those from developed countries, to use dental services in India is that it is highly costly and takes a long to be in waiting for queues to meet with veterinarian's in the developed countries.

In addition, some developed countries' health insurances do not cover veterinary services and India is the top destination that people choose to use veterinary services, making the country achieve the highest market share in veterinary services in Asia. These growth and business opportunities certainly incentivize more people to invest in this business. Jain et al. (2018) revealed a precise and efficient selection of location and property for a veterinary business is one of the keys to success for a dental practice in India. For such service in India, commercial building is a type of property

mostly chosen and developed by veterinary clinic operators for veterinary business establishments.

Veterinary Hospital location selection is a multicriteria decision making problem including several criteria that may be conflicting and dependent or independent. Location refers to the place or situation of an establishment for carrying out activities that can promote and facilitate operations to achieve the set objectives by taking into account costs, profits and other related factors. The location of the property is the point where the business starts and adheres to a longterm relationship and if a defect or error occurs, it will be complicated to fix. The factors commonly used in the decision-making process to choose a location include environment. Location selection of a veterinary clinic depends on the target customer group.

Selecting a new hospital location is a serious decision for many urban planners and policy makers. In addition, this process is inherently complicated and time consuming. Furthermore, any fault in this decision may cause enormous cost. Decision makers have to evaluate and selecting the alternatives with respect to many quantitative and qualitative criteria under uncertainty. The criteria for a hospital location selection may be cost of land, land topography, building cost, population density, education level, economic conditions, proximity to transport, availability of infrastructure, and proximity to markets. With increasing demand on hospital beds, planning for expansion at a future date should always be kept in mind.

According to current experience from similar approaches, the benefits from the synergy of the methods and techniques of Spatial Analysis and GIS are the database management, the procedures automatization and the testing of alternative scenarios which as a result lead to quicker elaboration, study, and analysis of spatial phenomena and the presentation of results through qualitative maps.

The location decision study aims to determine the optimum location, which will ensure the success of the business plan. Under the framework of the above study, the suitable, according to criteria under evaluation, best locations are calculated so that after the procedure is completed, the solution that arises, serves simultaneously accessibility, effectiveness and efficiency. The selection for the location is accomplished by equilibration and crosschecking of the businesses requirements (e.g. equal distance for all doctors) and the special characteristics of that area (e.g. population, road network). Basically an examination takes place which under comparison of the businesses requirements and the special characteristics of the location of installation, so that the location which serves best is selected.

The increasing of public awareness about health causes the increasing of the need for veterinary clinics. The existence of more clinical laboratories will increase competition so the Veterinary Clinic X should choose the right location in order to survive and even flourish. To determine the location of new branches, there is a need to analyse the characteristics of the population in each district, the competitive advantage they had, existing demand in the district, access to supplier, the availability of infrastructure network, competition etc. In this study we have designed a conceptual model for the location selection problem of a veterinary clinic.

2. LITERATURE REVIEW

Ahmadi et al. (2017) described that Healthcare facility (HCF) location has attracted considerable attention from the operations research community over nearly four decades as one of the most important strategic issues in healthcare systems, disaster management, and humanitarian logistics. However, the lack of a comprehensive review in the last decade is a serious shortcoming in the literature of HCF location. This survey presents a framework to classify different types of non-emergency and emergency HCFs in terms of location management, and reviews the literature based on the framework.

Farahani et al (2010) explained This paper provides a review on recent efforts and development in multi-criteria location problems in three categories including bi-objective, multi-objective and multi-attribute problems and their solution methods. Also, it provides an overview on various criteria used. While there are a few chapters or sections in different location books related to this topic, we have not seen any comprehensive review papers or book chapters that can cover it. We believe this paper can be used as a complementary and updated version.

Sipahi and Timor (2010) analysed The purpose of this paper is to present a detailed literature review of the recent applications of the analytic hierarchy process (AHP) and analytic network process (ANP) group decision-making methodologies. Kahraman et al (2019) researched The three dimensional extensions of ordinary fuzzy sets such as intuitionistic fuzzy sets of type-2

(IFS2) or Pythagorean fuzzy sets (PFS), and neutrosophic sets (NS) aim at collecting experts' judgments more informatively and explicitly. In the literature generalized three-dimensional spherical fuzzy sets have been introduced by Küllu Gündoğdu and Kahraman.

Pinar and Antmen (2019) examined As being a significant determination for companies, facility location can be regarded as a multi-criteria decision making (MCDM) problem. Nonetheless, facility location is not significant merely in companies, likewise, facility location decisions in healthcare are significant, as well. Furthermore, since human life is the point in healthcare facilities, facility location decisions in this field are vitally important.

Alkan and Kahraman (2022) described the CIF-TOPSIS method is applied to determine the most appropriate pandemic hospital location selection problem. Then, a sensitivity analysis based on criteria weights and the weight of the decision maker's optimistic and pessimistic attitudes are conducted to check the robustness of the decisions given by the proposed approach.

Lin and Tsai (2010) explained This study models location choices for foreign direct investments in new hospitals in China as an multi-criteria decision-making (MCDM) problem and designs develops a multidirectional relationship decision model combines the techniques of analytic network process (ANP) and technique for order performance based on similarity to the ideal solution (TOPSIS).

Gul and Guneri (2021) described The increased focus of people on the quality of health care in recent years has led hospital owners to develop strategies and policies to improve medical services through the establishment of new hospitals. For hospitals to be competitive, the hospital location and proximity to potential patients are considered crucial factors in establishing new hospitals. In this context, evaluating and selecting the most suitable hospital location to establish a new hospital from the multicriteria decision-making (MCDM) perspective is a priority for the entrepreneurs or government to gain a competitive advantage. Therefore, this study aims to present a systematic literature review of the hospital location selection problem considering the applied methods and application areas.

Varnakovića and Messina (2006) analysed Michigan Community hospitals are tasked with serving diverse populations and providing a full range of medical procedures. Many healthcare facilities were built to serve large local populations. Others were intended to provide regional coverage across less populated areas. The precise settings of these hospitals were dictated by a diverse set of geographical and historical factors, including the distribution of population at the time each facility was constructed, the physical characteristics of available sites, and the human and political context of the moment.

Jamali et al (2012) analysed The hospital is an important element in the new public health. The health of the populations requires access to the medical and hospital services as well as preventive

care and a healthy environment. This study attempts to review the important factors to be considered in the hospital sites selected and design in the urban, regional and country levels. Finally, suggestions have exhibited to the hospital sites selected and design for its optimum and efficiency. It's also suggests proposals for appropriate site selected and design of hospitals for optimum efficiency. Materials & Methods:

3. RESEARCH METHODOLOGY

In this research of location selection model for a veterinary clinic, the type of research used is "Exploratory Research", which is concerned with exploring the characteristics of a particular individual, or a group. Exploratory research is an initial research which analyses the data and explores the possibility of obtaining as many relationships as possible between different variables without knowing their end-applications. This means that a general study will be conducted without having any specific end-objective except to establish as many relationships as possible between the variables of the study. This research provides a basis for general finding. Researchers and practitioners can explore the possibility of using general findings in future. This type of research lay the foundation for the formulation of different hypotheses of research problems. Different types of exploratory researchers are literature survey, experience survey and study of problem to have an insight.

Sample technique used for this study is "systematic sampling". Systematic sampling is a probability sampling method in which researchers select members of the population at a regular interval (or k) determined in advance. If the population order is random or random-like (e.g., alphabetical), then this method will give you a representative sample that can be used to draw conclusions about your population of interest. Systematic sampling is a method that imitates many of the randomization benefits of simple random sampling, but is slightly easier to conduct. You can use systematic sampling with a list of the entire population, like you would in simple random sampling. However, unlike with simple random sampling, you can also use this method when you're unable to access a list of your population in advance. The size of the sample chosen for the study is 150.

5. CONCLUSION

In this study we use the conceptual framework for analysing the Hospital location model for a veterinary clinic. Choosing the right location for your business is one of the most important decisions that you will make in your career as a veterinarian; with many important factors that should be considered. Here are a few to keep in mind for optimal success. The location of your veterinary clinic can provide valuable exposure and marketing opportunity. However, choosing commercial real estate in a high visibility location may also drive up rental rates and other operating expenses. Consider the amount of visibility that a location can offer your practice.

Would your business' signage be easily visible? How much traffic passes by? Be sure to consider both vehicle and foot traffic.

In addition to layout, the quality of the space is equally important. Will you take over a vanilla shell or an already-built-out veterinary practice? Does the space include modern features or will it require renovation? Will you need to make any specific improvements such as electrical, plumbing, or structural changes to accommodate your veterinary equipment, supplies and practice plans? Building-out a veterinary clinic is an expensive and time-consuming ordeal, requiring an incredible amount of planning and resources. Relocating your clinic in the future for a larger space is not an attractive, feasible, or realistic option. Carefully review all aspects of the space now to ensure you make better decisions for your current and long-term business goals.

CONCEPTUAL FRAMEWORK



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A CONCEPTUAL DESIGN FOR DETERMINING SUCCESS OF GOAT FARMING

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ABSTRACT

This study estimates a conceptual modeling factors determining success of goat farming in Tamil Nadu. The data used were collected from 150 goat farmers using the simple random sampling method by means of questionnaire. The most significant factors affecting efficiency of goat production were farmers experience, cooperative membership, milk yield per goat, and family and hired Labour. Application of the method to a case study with 24 goat farms reveals an value of 46.5% for dairy goat farms located in mountain areas of Tamil Nadu. The conceptual model obtained are expected to support farms and agricultural advisory services in individual decision making of future business development strategies and increase knowledge of urban farming's main business models. The acquired results are expected to be useful resource to the increasing the successful of the goat farming.

Keywords: Conceptual model, goat farming, success factors

1. INTRODUCTION

Sheep and goat farming in India according to the latest survey is practiced in about 300,000 farm units. Even when the units which breed more than 10 adult female animals are accounted, the number of these farms is no less than 155,000 with an average size of 84 sheep or 99 goats. In practice, the 9,200,000 sheep and 5,600,000 goats in India are utilizing the 10.5 million tones of herbage dry matter produced each year on the rough grazing lands of the country and finally contribute 45% to the gross value of animal production or 15% to the gross value of the Greek agricultural production.

Sheep and goats in Greece belong to dual-purpose breeds (milk and meat), being characteristic that among European countries, this country has the highest proportion of milked adult female sheep and goats (about 95% of the total). Most of the milk produced by these animals is transformed to cheese in industrial and artisan enterprises, whereas the rest of it is made into a variety of traditional products. Meat production is mainly orientated to lambs and goat-kids which are sold young, at low weights and relatively high prices.

The major production system in the sector can be characterized as: shepherded-extensive and covers 85% of the animal population. Sheep and goats are farmed in all regions of the country and spread more or less evenly throughout. Since the country is characterized by a mountainous relief and large numbers of islands, the greatest proportion of the animals is farmed on Less Favoured Areas, as they are defined by the NUTS II, where actually 80% of the sheep and 90% of the goats are bred.

Goats play an important role in the rural economy at national level. More than 70 percent of the landless agricultural labourers and marginal and small farmers of the rural India rear them. The

socio-economic value of goat rearing as compared to other livestock species has been immense, for the poor farmers. The low input, high fecundity, easy marketing and unprejudiced social acceptance of their products are few of many advantages of this enterprise that provides assured higher income. Goats are also among the main meat-producing animals in India, whose meat is readily preferred irrespective of caste, creed and religion. They produce a variety of products, mainly meat, milk, skin, fiber and manure.

The goats are particularly useful in the semiarid, arid and mountainous regions, where they can sustain on sparse vegetation and extreme climatic conditions. Further, wherever irrigation facilities are poor, one can generally find large areas of waste and other common property land, on which the small ruminants of rural resource-poor households can survive. A major part of their fodder requirement is met through such waste and other common property lands. It has been argued that these rural households have often developed highly efficient agricultural and livelihood systems that make the most rational and conservative use of the scarce resources available to them.

The rural poor who cannot afford to maintain a cow or a buffalo find goat/sheep as the best alternative source of supplementary income and milk. This is one reason why poor rural households maintain a few number of goats. Unlike a cow or buffalo, a few goats can be maintained easily and can be easily sold in the years of drought. Therefore this sector assumes critical importance in rain fed areas, high altitudes as well as in wasteland and fragile zones having low agricultural productivity. However the productivity of goats under the prevailing extensive production system is very low. It is mainly because the animals are reared on natural vegetation on degraded common grazing lands, wastelands, stubbles and tree topping. Even these degraded grazing resources are shrinking continuously, we design a conceptual model for the factors determining success of goat farming.

2. LITERATURE REVIEW

Gul et al (2016) Analyzed This study estimates the technical efficiency of goat rearing in the province - using Data Neural network. The data used were collected from 100 goat farmers using the stratified sampling method by means of a questionnaire. The technical efficiency of the goat farming varied widely between 0.13 and 1.00. The mean efficiency of 150 goat farms was calculated to be 0.44 and 0.66 for constant and variable returns to scale assumptions, respectively.

Ogola et al (2010) described to augment the incomes of smallholder farmers and consequently improve their nutrition and income, many development organisations and policy makers are increasingly promoting dairy goat farming. The aim of the present study was to determine the contribution of dairy goats to household income and the performance of the dairy goat enterprise using gross and net margins from dairy goat farming as an indicator of economic viability.

Byaruhanga et al (2015) Explained a study was conducted to document the socio-economic aspects of goat production in Tamil Nadu. Data was collected by using a questionnaire administered to 100 purposively selected goat owners. Majority (87%) of defect household heads were male. About 41.2% of the respondents were >51 years. The average number of goats per household was 9.2 (range 3-31). Most farmers (65%) owned <5 acres of land. Indigenous goats were mainly acquired by buyback schemes, while goats and their crosses were acquired from government programs (34%).

Mohanty et al (2021) Analyzed the present investigation was carried out in two blocks of Tamil Nadu. 100 respondents were selected randomly having minimum 10 numbers of goats with 5 years of experience in goat rearing. The overall mean score (34.43) of economic impact showed a positive sign for the economic prosperity. The study revealed that 69% of the respondents had

medium level of economic impact due to goat farming followed by 18% and 13% respondents with high level and low level of economic impacts respectively.

Gaspar et al (2011) To explained the study of dairy goat systems was carried out, a mountainous area located in Tamil Nadu. This territory is characterized by difficult orography and a fairly harsh climate, and has low indices of income and population density. Goat production in the area has contributed notably to its economic and social development historically, but there has been a marked recession in goat-based activities in recent decades, leading to changes in the type and intensity of land use.

Kumar (2007) to researched the Commercial goat farming in India. An emerging agri-business opportunity. The status economics and prospects of commercialization of goat production in the country have been analyzed using primary data from 18 commercial goat farms in Tamil Nadu. It has been revealed that several large and progressive farmers, businessman and industrialists have adopted commercial goat farming. The entry of large farmers, who have better access to technical knowledge, resources and market, into this activity would help in realizing the potential of goat enterprise.

Singh et al (2016) The economic study of goat farming from different herd size groups (Small, Medium and Large) of barbari and local breed has been conducted. The study was undertaken in randomly selected. The goat keepers (household) of selected villages were divided in to two groups maintaining barbari and local breeds. The study revealed that the net income derived from different herd size groups of goats was much higher among barbari breed group than local breed group.

Dossa et al (2007) to explained this paper identifies the objectives, constraints and needs of goat farmers in Tamil Nadu and discusses their relevance to the development of improvement programmes. We structured questionnaires, focus group discussions and participant observation were used to collect information from 38 goat farmers in two selected locations. Goats were kept mainly for sale whenever cash was needed. Traits related to reproduction, to behaviour, to health and to meat production were considered equally important and were ranked very highly by goat keepers.

Dawadi (2016) To analyze the socio economic impact of small commercial goat farming in Tamil Nadu, to explore the supporting and constraining factors of small scale commercial goat farming. A set of questionnaire entitled 'Problems and Prospects of Small Scale Commercial Goat Farming' was the tools for the collection of data, which were distributed to 150 households who were rearing at least four goats in their home for the purpose of business. Collected data have been analyzed and interpreted in descriptive ways. The study has used purposive and convenience sampling method.

Gunaseelan and Singh (2018) A study was undertaken to analyze the constraints perceived by commercial goat farmers of Tamil Nadu. A sample of 120 commercial goat farmers (20 farmers from each selected districts) from 6 districts of Tamil Nadu was selected randomly for the study. The results of study revealed that marketing (71.02%) was the main constraint followed by socio-economic (62.63%), management (62.04%), technological (60.33%) and institutional (58.99%) constraints as perceived by commercial goat farmers. The important socio economic constraints were high cost involved in construction of shed/floor housing (70.58%) and higher capital investment (70.25%).

3. RESEARCH METHODOLOGY

A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth,

effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusion.

In this research of success of business or goat farming, the type of research used is "Descriptive Research", which is concerned with exploring the characteristics of a particular individual, or a group.

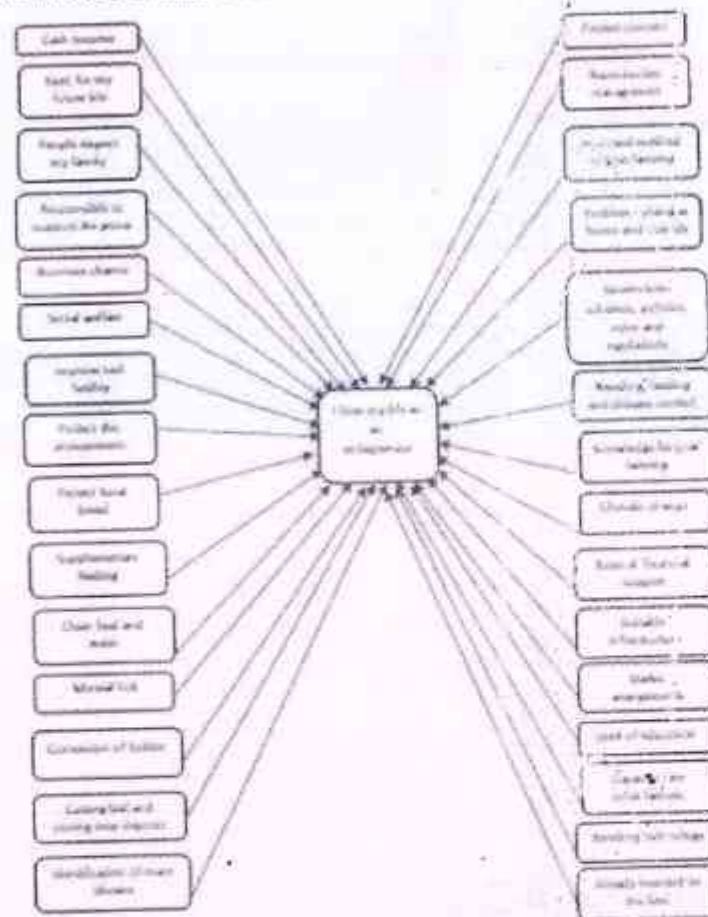
A Descriptive research is carried out with specific objectives and hence results in definite conclusions. This research tries to describe the characteristics of the respondents in relation to a particular or a practice/culture of importance. The research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question. The characteristics used to describe the situation or population are usually some kind of categorical scheme also known as descriptive categories.

Sampling technique used for this study is simple random sampling. Simple random sampling (also referred to as random sampling or method of chances) is the purest and the most straightforward probability sampling strategy. It is also the most popular method for choosing a sample among population for a wide range of purposes. This method is considered to be the most unbiased representation of population. Nevertheless, sampling error persists with this method, similar to other sampling methods.

In simple random sampling each member of population is equally likely to be chosen as part of the sample. It has been stated that "the logic behind simple random sampling is that it removes bias from the selection procedure and should result in representative samples. The size of the sample chosen for the study is 100.



4. CONCEPTUAL FRAMEWORK



5. CONCLUSION

The study to use the conceptual framework for analyzing the factors determining success of goat farming in Tamil Nadu. Goats play an important role in the rural economy at national level. More than 70 percent of the landless agricultural labourers and marginal and small farmers of the rural India are them. The socio-economic value of goat rearing as compared to other livestock species is very immense, for the poor farmers. The low input, high fecundity, easy marketing and unprejudiced social acceptance of their products are few of many advantages of this enterprise that provides assured higher income. Goats are also among the main meat-producing animals in India,

whose meat is readily preferred irrespective of caste, creed and religion. They produce a variety of products, mainly meat, milk, skin, fiber and manure.

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