

## Faculty of Business Studies, SHIATS



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### **Human Resource Management**

#### **Training as an effective tool for organizational management with special reference to industries in Naini area of Allahabad**

In a study conducted over 500 employees of five Industries in Naini, Allahabad. i.e. Areva India Ltd. ITI Ltd., Baidyanath Ayurved Ltd., Reliance Industries Ltd. and BPCL, It was found that employees exposed to training had improved productivity.

It was also concluded that if the methodology of training is excellent, efficient trainers are involved and the feed back is filled in by the participants, the training proves to be effective but if all these do not lead to enhancement in productivity, these evaluation and feed back are not very useful.

The most effective method of evaluation of training is to establish relationship with productivity. In other words, result is more important than the process. Whatever method we adopt the training should have a permanent effect on an individual and should enhance productivity.

#### **Impact And Implications Of Voluntary Retirement Scheme'**

The study revealed that the actual reasons for opting VRS were the requirement of lump sum money and the employees perceive VRS as either 'Retrenchment without tears' or 'Golden Handshake'.

The post VRS phase of the employees is not good as they do not have any fixed source of income and depending only on their prior investments. The opinion of most employees towards VRS is 'it is good for the company but not for the employees'.

The study also revealed the education level of employees has a positive correlation with the right decision towards opting VRS.

#### **Employees Attitudes and Job Satisfaction with Respect to Service Conditions in Mission Hospitals in Kerala**

The study substantiated that only with the improvement in working conditions, good response from the employees can be expected.

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The Study indicated that if the service condition under which an employee is working is healthy and good he will be more satisfied with his job. Job Satisfaction mainly depends on financial benefits.

### **A study of employee attitude for corporate planning with special reference to gridco**

The study revealed that Corporatization does not lead to a Significant Change in the overall attitude of the Organization. Many negative attitude formations such as Fear of Job loss Hire and Fire policy etc; are the outcomes that come through corporatization.

## **Marketing Management**

### **Consumer attitude towards carbonated cola drinks**

The study revealed that there is no significant difference in the ages of cola and other soft drink consumers, neither any significant difference is seen in Socio economic status between cola consumers and other carbonated drinks consumers.

The attitude of consumers towards colas affects their actual behavior in terms of cola consumption. The consumer attitude towards cola consumption is negative.

Eighty eight percent out of more than 200 consumers are sure to claim that colas contain pesticides, yet go for a cola drink if given an opportunity.

### **Dynamics of buying behavior of branded cement in Uttar Pradesh**

In a study aimed at the buying patterns of branded cement, it was observed that purpose plays an important role in the purchase of cement and the urban customers of service class has clear preference of brand for the purpose, construction of house, compared to other purposes.

Color of the cement has no role in the purchasing decision of cement. Quick setting time, curing time and price matter in the purchase dynamics of branded cement in the respective order.

### **Role of Media in the Management of Health Care**

The study identified role of media as an informer and educator with regard to HIV/ AIDS issues. Print and Electronic media actually play a significant role in creating awareness about the causes, incidence, prevalence and treatment (preventive and curative) regarding health problems.

## **Retail Management**

### **A Study of the Market and Potential for Online Retailing**

The study revealed that Indian internet population is ready to accept online purchasing and there is a great potential for online retailers to sell goods to foreign markets, especially to non resident Indians.

The study substantiated the problems in online retailing as Low valid credit/ debit card ownership, Security concerns and delayed payments.

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## **Financial Management**

### **Customer relationship Management in banking sector**

The study revealed that the present CRM Software used in Private Sector Banks is best means of addressing the CRM needs. It circulates the satisfaction of Bank customer proportional to the efficiency of the bank's customer Relationship Policies.

### **Comparative Analysis of Depository Participants in Equity Markets**

In order to increase the sales figures, the company has somewhere ignored the service delivery and left the customer on his own. In order to fill this gap, company needs to customize its services it is dealing into financial instruments. These financial instruments are risky and it is very essential to make the customer feel that you are taking care of his money. The study concluded that this can be done if all the services are customized and the system is made transparent for the customer as well as for the employees.

## **Agribusiness Management**

### **Supply Chain Management of Guava in Allahabad District, Uttar Pradesh**

The study revealed that the scope to increase the producers' share in the consumers' rupee is high, if the number of intermediaries is reduced.

With the advent of globalization and liberalization programmes, integrating production, processing and marketing will not be an overemphasis. Improving the basic infrastructural facilities and a favorable government vision would further boost the trade of Guava fruit in the domestic as well as export markets.

### **Supply Chain Management of Fruit Processing Units in Allahabad District**

The study concluded that the five fruit processing units in Allahabad have simple supply chains having the levels: Supplier, Manufacturing Unit, Retailer and Customer.

### **Promotional Programmes of Card in Agriculture Sector**

Kisan Goshti, Exhibition and Road show are found best mediums for disseminating agricultural information. Most of the Banks and dealers-retailers are found interested in participating in Krishi Mela but majority of the dealers want free of cost stall for displaying their products and they need approval from higher authority for the same. All the District authorities are willing to extend non-

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financial support. Few of them are willing to extend even financial support. Regarding Farmers tour, most of the officials are found interested in sponsorship. Some officials have also given good suggestions, along with generous hospitality for organizing Krishi Mela.

