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# **Influence of Perceived CSR Activities on Customer Loyalty: An Empirical Study on Leading Electronics Manufacturer of India**

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## **Abstract**

*The purpose of this paper is to examine how the perceived CSR activities influence customer loyalty with reference to India's leading electronics manufacturer. The study used a quantitative approach in cross-sectional design. A survey among Indian customers of electronics was conducted as a method for data collection. After data collection, a statistical data analysis was performed using SPSS software. Results confirm a positive relationship between perceived CSR and customer loyalty on the leading Indian electronics company. From a theoretical perspective, this study broadens our knowledge base by generating deeper insights into the concepts of CSR and consumer behavior. From a managerial perspective, this study suggests that proper CSR positioning leads to an important competitive advantage. It also suggests intrinsically driven CSR activities.*

**Key Words:** Corporate Social Responsibility (CSR), customer loyalty, Indian Electronics Company

# Mutual Fund Industry and its Prospects in Indian Scenario

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## **Abstract**

*Institutions and banks have been an integral part of capital market operations. Small investors, who possess limited income, find it difficult to pool their saving in the capital market. To cater the needs of small investors under the guidance of professional team of experts mutual fund came into existence. Moreover, India's savings rate has been between 30-35 percent since last few years but investment in mutual funds have been minimal as compared to other avenues of investment. However, mutual fund business follows a Business to Business model (B2B) rather than a Business to Consumer (B2C) model and hence, distribution is a critical success factor for any mutual fund. Thus, an effort is being made by the professionals to make mutual fund as a pull model rather than a push model. The paper aims to center towards the inception and growth of mutual fund in India. Indian mutual fund industry has witnessed considerable growth since its inception in 1963. Assets Under Management (AUM) have surged to Rs 8,684 bn in June 13 from just Rs 250 mn in Mar 65. In a span of 48 years, the industry has registered a CAGR of 24%. The impressive growth in Indian Mutual fund industry in recent years can largely be attributed to various factors such as rising household savings, comprehensive regulatory framework, favorable tax policies, and introduction of several new products, investor education campaign and role of distributors. Thus, in this paper an effort is being made to capture the key prospects of mutual fund along with challenges faced by under penetrated Indian market.*

**Key Words:** Mutual fund, AUM, CAGR, UTI

# **A Study on Factors for Investor Dissatisfaction towards Mutual Funds in Bhopal City**

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## **Abstract**

*Mutual fund as an investment option still needs to be accepted by the investors as an instrument in their basket of investment. Presence of the mutual fund industry has been more than 5 decades old and yet efforts are made, to strive hard, for its existence and survival in the market. Despite that more than 1300 schemes are marketed to meet the investor objectives by 44 AMC's in India, yet the industry is unable to gain the trust and satisfaction of investors. This paper attempts to evaluate the factors that contribute to investor dissatisfaction in Bhopal city and also the impact of dissatisfaction on the tenure of investment in mutual funds.*

**Key Words:** Mutual funds, dissatisfaction factors, investment tenure.

# Organizational Culture as a Tool for Sustainable Development: A Study on ONGC

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## **Abstract**

*Work culture evolves in response to the demands placed on and perceived by the organization members over a given period of time. With a change in demand patterns, both internal and external, the prevailing work culture would tend to become a hindrance to the capability of employees to re-define the transformed reality and to re-direct their responses in meeting the challenges. Work Culture thus becomes the main focus of any organizational change efforts which can provide the basic principles and conceptual framework around which organizational structures and processes are designed for sustainable development. It is therefore, necessary to assess the existing work culture with the goal of developing a responsive work culture that may enable the organization to gain, retain and maintain competitive edge in the world of business.*

*This paper intends to find that how far OCTAPACE culture plays an important role in enhancing employee and organizational effectiveness. The importance of this lies is the fact that culture reflecting OCTAPACE can be viewed as an approach to supplement organizational strategy and to develop the capabilities of the organizational members for continuous growth. To understand the dimensions of culture and sustainable development, the study has been conducted at ONGC and data was collected from different levels in the organization. Instrument developed by Udai Pareek, has been used to collect data which,*

*indicated that ethos in ONGC is at an average level. It has emerged that some of the values are distinguished enough to make the culture a performance oriented culture.*

*Public sector enterprises play a significant role in the all round development of the country. They need to operate at the maximum level of efficiency and productivity. Productivity improvement in their working gives a fillip to national economy and prosperity for the entire nation. In order to introduce the spirit of productivity and efficiency of the workforce, there is a need to develop a new work ethic as well as corporate culture.*

**Key Words:** Organization Culture, Sustainable development, Public sector enterprises

# Leadership and Employee Motivation: Moderating Role of Gender

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## **Abstract**

*With the present business environment which is creating a strong demand pull for quality and efficient logistics services, core issues are being gradually removed with time but HR issues are still neglected. Motivation can be the key process of boosting the morale of employees to encourage them to willingly give their best in accomplishing assigned tasks. During growth of any sector, dimensions of leadership can have great impact on employee motivation. This research paper analyzes impact of transformational leadership on employee motivation and moderating role of gender. The result shows significant positive correlation between transformational leadership and employee motivation and gender does moderate the relationship.*

**Key Words:** Intellectual stimulation, transformational leadership, individual consideration

# Managing Work-Life Balance: A Study of Married Female Employees in Management & Engineering Colleges in a Selected Area

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## **Abstract**

*Today's working women are continually being challenged by the demands of full-time work and when the day is done at the office, they carry more of the commitments and responsibilities at home. With growing number of employment among females, it is becoming difficult to separate work from their lives or we can say that work has actually become their life. Since, academic jobs are growing larger and becoming oversized, so it requires more dedication and effort from faculties. In reality, academia now means that colleges/institutions want faculties to teach more courses than ever before while maintaining active research programs, obtaining significant grants and other activities that include finding, mentoring and advising students. So, these jobs today, have three dimensional demands i.e. research, teaching and services. Regardless of whether the women is in a job, they tend to bear a greater proportion of domestic responsibilities as compared to men which she tries to balance with various conflicting roles like professional, mother, wife, daughter-in-law etc. When domestic work gets coupled with a busy professional life, the workload becomes burdensome. This significantly increases pressure in office as well as in the family. For the purpose of study data was collected from female faculties of various management and engineering colleges in Lucknow city with the help of structured questionnaire. Data was analyzed with the help of percentage & frequency table analysis and hypotheses were proved with the help of chi-square and one-way ANOVA test. Present study aims to analyze the*

*relationship between socio-economic variables and work-life balance. The results revealed that there is no significant difference between the designation of female employees and their attitude towards conflicting demands at home and work. The study also shows that without proper support from spouse and family, it is difficult to balance work and life effectively.*

**Key Words:** Work-life balance, attitude, WLB programs, stress, personal commitment

# Impact of Pharmaceutical Advertisement on Doctor's Prescription Behavior With Reference to Educational Qualification of Doctor

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## **Abstract**

*This study was conducted to develop a simple framework for finding out the impact of the different kinds of promotional tools offered by pharmaceutical industry on the prescribing behavior of doctors. Moreover the study also focused on whether the perception of physicians towards various promotional tools is different with respect to qualification of doctors. Pharmaceutical advertisement is effected by various variables which have different extent of impact. Qualification of doctor is also one of the variable in which there is a difference in impact of advertisement when compared with different dimensions. ANOVA is applied on the data to check whether difference exists in impact of advertisement perceived by education of doctors among all the dimensions. Pharmaceutical marketing is unique as the decision making of buying the medicine lies in the hand of intermediate customer (doctor) rather than final consumer (patient). Thus, pharmaceutical companies try to influence the customer (doctor) rather than final consumer (patient). Thus doctors are the most important players in pharmaceutical marketing system. Doctors write the prescriptions that determine which drugs (brands) will be used by the consumer (patient). Thus, influencing the doctor is a key to the pharmaceutical sales. Pharmaceutical companies try to influence prescription pattern of doctors in favor of their brands by offering various kinds of promotional inputs like samples, gifts and sponsorships etc. This study focuses on impact of advertisement on the physicians prescribing behavior. This research based on descriptive research. Well-structured questionnaire was developed for doctors to identify important variables*

*influencing Pharmaceutical advertising effectiveness and prescription behavior towards medicine. Non probability systematic convenient sampling technique has been followed. Survey was conducted and data was analyzed. This study was conducted on 150 respondents who are doctors and analysis was carried out on the data collected from questionnaire in which the doctor were asked to tick a number that was most suitable to their choice. Findings of the study can help the marketing managers of pharmaceutical companies in designing their promotional strategies especially for doctors and consumers. Some of the pharmaceutical medium of advertisement was found to be persuasive with reference to qualification of doctor.*

**Key Words:** Detailing, pharmaceutical advertisement, promotion mix, drug prescribing behavior

# Impact of Advertising Context with Reference to Print Advertising

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## **Abstract**

*Advertising context refers to the surrounding or the environment within which an advertisement is found. Context in the case of print advertisement includes other advertisement of related or similar products, or of unrelated products, news contents, articles and editorial content etc. A consumer or the reader do not assess the advertisement alone but assesses it along with its context. Thus, it is important that the advertiser take into consideration the role of context and design and place the advertisement in such a way that there are no chances of misinterpretation of the advertisement. Paper tries to find out what influences can a context have on the interpretation of a accompanying advertisements and how can the context be favorably used to ensure that desired result is achieved from the advertisement.*

**Key Words:** Advertising context, perception, effectiveness, priming, recognition and recall.

# **Academic Satisfaction among Students**

## **A Case Study of Business Schools in Gr. Noida**

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### **Abstract**

*The purpose of this study is to examine satisfaction of students from academics while pursuing higher education in the field of business in India, focusing on a variety of service quality factors such as, teaching methodology, delivery and assessment, quality of study material, understandability etc. Study relies on finding the relationship between service quality variables and student satisfaction at an academic institution. The motive behind conducting this research is to analyze, how academics play a crucial role in affecting satisfaction level of students, catering students in Noida region.*

**Key Words:** Satisfaction, students, academics, career, teaching assessment.

# Project Expectation Management – A Quality Approach to Customer Satisfaction

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## **Abstract**

*This paper investigates the current challenges faced by the project managers in creating realistic expectations of customers in dynamic changing project environment which are created by rapid introduction of new unknowns, as they progress. One might say they are more akin to packing boxes of frogs without a cover, setting each thing right before a new challenge is faced. The difficulties posed by these projects are identified and the literature is reviewed for suitable approaches.*

*Why do projects fail and what more is critical to the success of project? All projects are conceived with a vision to satisfy certain needs of the business. Hence, the beneficiary of these needs become key stakeholder. Appropriate participation of this key stakeholder in steering the project ensures the success of the project. Also businesses are impacted by competition and changing market place resulting in skewed expectation management.*

*Managing expectations enhances the success of the project immensely. Now, goal of the project plays a pivotal role and hence respecting it, is an important task, in project management. Project governance is an important aspect which needs to change according to the requirements and requires a dynamic approach rather than a 'rule book approach'.*

**Key Words:** Project management, Lean, Scrum, Agile, Expectation Management