ORIGINAL RESEARCH PAPER

Engineering

EMPLOYER BRANDING: A NEW FACET OF EDUCATION SECTOR

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ABSTRACT

The dynamic growth of the today's competitive world has made the organizations more competitive. To survive in the cut throat competition of the globalization, an organization has to attain its competitive advantage. It should be proactive to face the changes in the scenario. In this scenario, the drivers of the growth of the organization are its human resources. The organizational success does not only depend on the organizational policy, but also on the quality of work which can be achieved by the workforce. It is the human resource that is the drivers of the organization through their skill, aptitude & attitude by deciding, implanting & controlling the activities. This is the time to move for the organization where they have to stand first than its competitors. In this situation talent management has became an important tool for the organizational growth aligned with the individual growth. Hence, the employer paradigm has shifted in relation to the human capital, in terms of its attraction, development, utilization and retention, which placed a heavy demand on today's HR professionals. The present research is an attempt to evaluate the employer branding in select engineering institutions. Particularly, it intends to confirm current employer branding practices and their impact on employee performance and job satisfaction in select Engineering Colleges of Kurnool District. However, in this study, 4 most significant areas like; Attraction, Development, Utilization and Retention are chosen for analysis. Moreover, it portrays the diversity in the employees' potential and perceptions in the higher education sector.
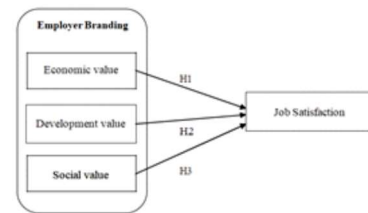
INTRODUCTION

Employer branding has emerged as a result of the application of the marketing principles to human resource management. This concept was firstly introduced in 1996 in an article presented by Ambler and Barrow. Ambler and Barrow defined the concept of employer branding as "the package of functional, economic and psychological benefits provided by employment and identified with the employing company". Here Ambler and Borrow have applied the concept of brand to HRM by viewing the employer as the brand and employees as customers.

Employer branding is relatively new approach towards recruiting and retaining the best possible human talent within an employment environment that is becoming increasingly competitive. Sullivan defined employer branding as "a targeted, long-term strategy to manage the awareness and perceptions of employees, potential employees, and related stakeholders with regards to a particular firm". The result of successful employer branding gives the organization an increasing reputation and exposure, coherence among its employees and a high number of applicants as the organization will be described as a great place to work at. Minchington and Estis also define the employer brand as the image of your organization as a great place to work in the minds of current employees and key stakeholders in the external market.

Source: Gaddam, 2008

Figure 1 Employer brand model

Dimensions of Employer Branding

Employer branding can be divided into three dimensions called economic value, development value and social value as recognized by Schlager et al (2011).

1. Economic value: Berthon, Ewing, and Hah (2005) declared that economic value comprises items such as a "good salary", "a fair number of holidays" and "reasonable retirement benefits". Firms provide benefits mostly for attracting and retaining employees and an increasing payment (or higher salary in general) is directly related to job satisfaction.

2. Development value: Schlager et al (2011) stated that development value category refers to variables such as "good training opportunities", an "empowering environment ", and a "good mentoring culture".

3. Social value: According to Alniacik and Alniacik (2012) social value assesses the extent to which an individual is attracted to an employer that provides the opportunity to gain career enhancing experience, good promotion opportunities , recognition and appreciation, acceptance and belonging, good feelings and job security.

Conceptual framework

Job Satisfaction

Job satisfaction is defined as the extent to which an employee feels self motivated, content and satisfied with his/her job. Job satisfaction happens when an employee feels he or she is having job stability, career growth and a comfortable work life balance.

Job satisfaction can be measured in cognitive (evaluative), affective (or emotional), and behavioral components. Researchers have also noted that job satisfaction measures vary in the extent to which they measure feelings about the job (affective job satisfaction) or cognitions about the job (cognitive job satisfaction).
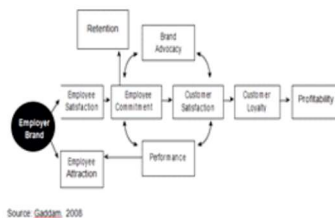
A STUDY ON THE IMPACT OF EMOTIONAL INTELLIGENCE IN WORK LIFE BALANCE TO REDUCE FAMILY-WORK CONFLICT

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Abstract

After LPG policy (liberalization, Privatization and Globalization) of Indian Government, the face of Indian Industry is changed. This change brought huge burdens with lots of stress and dissatisfaction among employees due to lack of work-life Balance. It affects both family and work life of employees. Previous studies have identified the significance of Emotional Intelligence in many facets of work and life. The research tries to identify the impact of Emotional Intelligence in work-life balance; as well as it also tries to reveal the relationship between work-family and family work conflict. Theprimary study is conducted on banking employees working in Public and private sector banks in Mumbai as Mumbai is afinancial capital City of Indian Banking Industry is earning maximum revenues here and also generating huge revenues.Banks are coming up with latest tools and services through competitive and skilled people, it develops competition among employees for securing their jobs. This effects employee in terms of stress, pressures, lack of personal life, physical health etc.In this research data is collected from90 bank employees from the age group between 25-60 years by using stratified sampling. Cronbach Alpha is used to test the reliability of questionnaire. Hypotheses testing is done by using Pearson correlation as a non-parametric testing. The study reveals the significance of emotional intelligence in work life balance. It shows positive relationship between work-life balance and WFC & FWC. Key Words: Banking Sector, Emotional Intelligence, Family-Work Conflict, Work-Life Balance, Work-Family Conflict.

Key Words: Banking Sector, Emotional Intelligence, Work-life Balance, Work life conflict, family-work Conflict.

Introduction:

The face of Indian business haschanged drastically. Banking sector is not an exception. After Liberalization, Privatization and Globalization policy (LPC) of Indian Government (1991),banking sector changed in terms of Products, services, behavior of employees and challenging demands of environment. Forceful competition is the major cause of new product and service development (Pooja Kura, 2011). It brought huge pressure on banking employees to improve financial outcome of business (RituTheya, Renu Arora 2013). Baking sector is changed in tier 1 cities like Mumbai due to

Impact of Training and Development on Employee Performance

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Introduction:

Employees training and development is one of the major issuing topics now a day because this helps the organization in number of ways. The daily performance of business and day to day maintenance is needed to be done by some workers or employees. And this can only be done when there is proper training and development session held for the employees. Training and development will definitely cause in increase of the employees performance. It is like a root toward a better result or success. Its is extremely important for any kind of business whether it is small based organization having four to five employees or a Large scale organization having some number of employees. But the main point is that the training and development is necessary in every organization in order to avoid any misleading activity in future.

Remember that quality work can only be produced by the trained worker. If the worker is trained and have exact knowledge about the work he is doing then there will be no problem in working environment. Further will affect the business activities as a whole means that it's not only affecting the internal business structure but also affecting the external activities.

Literature Review:

There are many study focuses on Training and Development such as, A manager is that what the other members of the organization wants them to be because it is a very popular trend of development training for the managers in the training for the management (Andresson, 2008; Luo 2002). According to Casse and Banahan (2007), the different approaches to training and development need to be explored.

(Oladele Akin, 1991) Presented the tree major approaches to training evaluation
- quality ascription
- quality assessment
- quality control

(Phillip C. Wright, 1992):
Reports on a study of current and past training literature which suggests that, to be effective and to isolate both training needs and those problems having other, non-trainable solutions, training must be preceded by a needs analysis.

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These research studies are strongly related to training and development cause in effect of different organization functions however our main concerned will be based on that how training and development affects the employee's performance.

Problem Statement:

Training and development has lots of impact on employee's performance. The only factor which is point of hesitation for the employers is "cost", used for the training and development. Otherwise there is always a positive result from training and development.

A Comparative Study on Growth and Performance of Public and Private Insurance in Indian Insurance Sector

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Abstract:

The paper probes into the Indian Economy and observes the features of Insurance Industry in India based on Strength and Weakness of Insurance Industry in India economy. Further making literature survey, it is essential to re-look into the Private and Public Players in insurance industry in India as insurance companies are mushrooming after liberalization. Further, increase in the foreign direct investment from 26% to 49% shows that insurance business will grow in India. Thus, in this study, an attempt has been made to make the comparison of Private and Public firms in Insurance industry in India. The performance will be evaluated using the Key Performance Indicators (KPIs) in the Insurance Industry such registered insurers, new policies, penetration and density, number of offices, operating expenses and incurred claims ratios. The period of study has to be taken from 2010 to 2015. An attempt is made to clarify the results and generalize them to insurance industry performance. The study will be carried on making content analysis from the data collected from various secondary sources such as annual reports of insurance companies, Insurance Regulatory Development Authority (IRDA) journal, and insurance journal. The statistical tools used in the study will be descriptive statistics, percentage analysis, growth trends. The study is explorative, descriptive and empirical in nature.

Keywords: Insurance, Private sector, Public sector, Penetration, Operating expenses, Density.

Introduction

The financial service industry has made significant changes after liberalization and globalization. Among all, insurance sector is also one of the important sectors in India. The Private and Public companies in insurance industry in India are rapidly increasing after liberalization. Further, increase in

CORPORATE SOCIAL RESPONSIBILITY: A TOOL FOR REINFORCING THE SOCIETIES

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Abstract:

Corporate social responsibility (CSR) can be described as the continuous commitment by corporations towards the economic and social development of communities in which they operate their business. It is a humanistic and moral obligation to do something good for the betterment of the stakeholder of the company without expecting anything in return. The term CSR came in to common use in the early in 1970's and by late 1990s the concept was fully recognized: people, institutions and all sections of societies started supporting it. CSR holds very important place in the development scenario of the world today and can pose as an alternative tool for sustainable development.

The concept of CSR until the 1990's was purely in terms of philanthropy or charity under it, welfare programs were organized as part of their charity and through it, they want to convey their company's virtues: during 1990's many corporate leaders have started charitable trust that provide financial assistance for various worthy causes. in accordance with the change in the world and human number the impact of activities is being felt in more and more ways their change has performed implications for business and means that the word of corporate social responsibility or how business respond to society's expectations is at the forefront of this change. With the shifting of CSR paradigm to a stakeholder center approach, practices at ground level have undergone a radical transformation. Now a day there is a growing concern for socially responsible business behavior because growing consumerism, trade unionism, public opinion, enlightened professionalization and trusteeship. Allthese have encouraged corporate firms to inculcate CSR policies in their policies and design programs that will reinforce the societies. Through CSR activities many corporate houses throughout the world are addressing the issues which the public sectors have not shown much concern. in the absence of their reinforcing strategies it is difficult to cope up with the demanding issues.

Inspite of many CSR initiatives there are some areas which the corporate houses are yet to be address for fulfillment of reinforcement mechanism. Secondary source of literature on the topic has been consulted for the development of the concept. Through this paper an attempt has been made to know the CSR activities of corporate houses and their role in reinforcing societies.

OCCUPATIONAL STRESS AMONG NURSES IN SELECT PRIVATE HOSPITALS WITH REFERENCE TO KURNOOL CITY

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Abstract

Work life balance is a key part of a healthy and productive work environment .An individual who achieves this balance successfully dedicates an equal amount of time to work – related tasks and personal matters without becoming overwhelmed. With the satisfactory work-life balance, employers can reap a range of benefits. Productivity is higher, absenteeism is lower and physical and mental health improves with a higher commitment and motivation to work. The main objective of the study to assess the impact of occupational stress factors on work-life balance. The data is collected through questionnaire the opinions of nurses (86 Respondents) in various private hospitals in kurnool.To analyze the data various statistical tools like Regression, Correlation with the aid of Microsoft Excel Software and Statistical Package for social sciences (SPSS-20 version).The findings of the study indicate that there is a relationship between factors of occupational stress such as work load, working hours and work-life balance. From the study it would be better to assign tasks to team members and it leads to motivation and reduces stress.

Key words:-Work environment, Work life balance, Productive work, Regression analysis, Occupational stress.

Introduction

Stress is one of the main issues that hospital staff members are concerned about. A profession with significant levels of stress has been found to be nursing. Occupational stress can also occur when a person struggles to handle pressure from superiors or when they try to meet the demands of their position. Both physical and mental health is significantly impacted by occupational stress. Even being a nurse is a challenging career, and the stress of the job can have a bad effect on one's health and general quality of life. Stress management due to inadequate staffing and insufficient productivity is a top need in many areas. The nurses' major priorities are to stay alert help patients as needed, and respond to critical inquiries from patients or their family members. As a result, when they assist others, nurses will experience emotional effects in their working environment where there will be suffering and despair. Hospital nurse work environments are quite constrained due to a variety of variables, including inadequate staff support, teamwork,

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Inspite of many CSR initiatives there are some areas which the corporate houses are yet to be address for fulfillment of reinforcement mechanism. Secondary source of literature on the topic has been consulted for the development of the concept. Through this paper an attempt has been made to know the CSR activities of corporate houses and their role in reinforcing societies.

A Research on Supplier Performance with Reference to Switching Technologies Gunther Limited

K.Murugan, H.S.Abzal Basha, P.Venkatesh

Abstract— This study is conducted in Switching Technologies Gunther Limited titled "A Study On Supplier Performance" gives various detail about the suppliers who were importing raw materials to the organization to manufacture reed switches. This study explains the factors that commonly influence the performance of the suppliers. Brief information about the industry and company profile is given and also a short description of various research papers related to the study is mentioned to throw light on a few information that helps to conduct the study. The need for education, along with the objectives and scope, is explained. As far as the source of data is concerned with an interview with the executive personnel is used as a primary source and company's records, documents are used as a secondary source of data. The tools such as order cycle lead time, process capability indices, and Pareto analysis has been used. There are few limitations in the study which are mentioned. Detailed information about the data analysis, along with the interpretation, is given to know about the data collected from the organization. The study also provides various suggestions to provide appropriate clearance, increase ordering the materials more frequently, by using management software to automate the transmission of information and optimize the network design. This study draws to a close with the overall conclusion for a better understanding of the study.

Key Words: Supplier, software, Organisation…..etc.

I. INTRODUCTION

SCM is an important aspect of the manufacturing organization. Supply chain management suggests the organization how to deliver the produced product in the proper manner. It is having the chain which starts with the manufacturer and which goes to the wholesaler and after that goes to dealer and which passes through the retailer and finally goes to the customer. This is a very complicated process in the organization which requires lot of effort and proper study which makes the organization better performer. In the present study it's the strength of supply chain management for better productivity and for better control in the organization.

II. STATEMENT OF PROBLEMS

➢ This study is conducted only for three months in the current situation.

➢ This study is subjected to the regulations of Toxic substances control act for importing chemicals.

➢ Topologies, sub-divisions, textures of the importing materials cannot be determined.

➢ The Constraints of the employees to provide precise details about their importer is limited.

III. OBJECTIVES OF THE STUDY

Primary objective:

➢ To maximize the overall value of the purchaser along with quality products supplied by the supplier.

Secondary objectives:

➢ To understand how the supplier evaluation accomplished in the organization.

➢ To learn about strategic supplier relationships with the company.

IV. REVIEW OF LITERATURE

Martin Mukabi Shiati, Dr. Yusuf Kibet, Dr. Douglas Musiega (2014), stated that supplier selection is the process by which firms identify, evaluate, and contract with suppliers. During the last decades, there has been a growing realization of the vital contribution that suppliers can have on an organization's performance. The questionnaire and the interview schedules were the primary research instruments used in data collection. The researcher then analyzed the data using Statistical Program for Social Scientists (SPSS), where descriptive statistics were generated in terms of frequencies, percentages, and means among others and the results were presented in cross-tabulation and frequency tables.

Kamlesh Nanaji*, Prof. Emeritus M. R. Apte (2015) stated that supplier selection is the purchasing function that forms the foundation for the success or failure of projects. Therefore supplier selection criteria should be well defined. Supplier selection is a multi-criteria decision-making problem that includes both qualitative and quantitative considerations. This paper presents a review of supplier selection processes and decision-making methods reported in academic and other literature related to the construction industry.

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"A STUDY ON CUSTOMERS' PERCEPTION TOWARDS BANCASSURANCE IN KURNOOL CITY"

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Abstract: The reforms of the liberalization, privatization and globalization have drawn the worlds of the banking and allied activities closer together. Today's modern banks are not only confines to the regular and traditional activities such as deposits and withdrawals. They are performing various activities which includes; insurance, consumer finance, foreign exchange trading, commodity trading, trading in equities, futures and options trading and money market trading. Among these services bancassurance is playing a major role in the terms of business, profits and market share.

Bancassurance, one such concept, has gained recognition in the recent years. Bancassurance means selling of insurance products by banks. In this agreement, insurance companies and banks go through a tie-up and thus allowing banks to sell the insurance products to its customers. As a result of the transformation, public, private and foreign banks are designing a range of new products to attract, sell and retain customers to become market leader in the sector.

The present study aims to analyze the perception of the customers towards the bancassurance services in the industry. It includes more detailed analysis such as Brand name, Sales Management, Branch Network, Insurance products and range and view of the Customer that affect their choices. The study is an empirical and descriptive in nature. To get the statistic data for the study, survey with 22 questions was done. And results were form based on the analysis, interpretation and empirical findings of the study. It also provides suggestions of disable people about the bancassurance services.

Index Terms - Bancassurance, Customer perception, Insurance, Insurance players.

I. INTRODUCTION

Bancassurance – a term coined by combining the two words Bank and Insurance (in French) – connotes distribution of insurance products through banking channels. Bancassurance encompasses terms such as 'Allfinanz' (in German), 'Integrated Financial Services' and 'Assurebanking'. This concept gained currency in the growing global insurance industry and its search for new channels of distribution. Banks, with their geographical spread and penetration in terms of customer reach of all segments, have emerged as viable sources for the distribution of insurance products. Presently, there's more activity here than anywhere else. And everyone wants to jump onto the bandwagon for a piece of the action cake.

Bancassurance is a long-standing dream of offering a seamless service of banking, life &non-life products. India, being the one of the most populous country in the world with a huge potential for insurance companies, has an envious chain of bank branches as the lifeline of its financial system. Banks with over 65,000 branches & 65% of household investments are the backbone of the Indian financial market. In India, there are 75 branches per million persons. Banks have expertise on the financial needs, saving patterns and life stages of the customers they serve. Banks also have much lower distribution costs than insurance companies and thus are the fastest emerging distribution channel. For insurers, tying up with banks provides extensive geographical spread and countrywide customer access; it is the logical route for insurers to take. However, the evolution of Bancassurance as a concept and its practical implementation in various parts of the world, have thrown up a number of opportunities and challenges. Aspects such as the most suited model for a given country with its economic, social and cultural ramifications interacting on each other, legislative hurdles, and the mind set of persons involved in this activity, have dominated the study and literature on Bancassurance.

RECENT DEVELOPMENTS IN THE INSURANCE AND BANKING SECTOR

The New Economic Policy (NEP) was introduced in India in June 1991 by the then newly elected government and thus, the process of liberalization of Indian financial sector started. The main thrust of reforms in the financial sector was the creation of efficient and stable financial institutions and markets. Reforms in the banking and non-banking sectors focused on creating a deregulated environment, strengthening the prudential norms and the supervisory system, changing the ownership pattern, and increasing competition. The main idea was Globalization, Privatization, Deregulation and Liberalization.

In India, the reforms in the insurance sector (Life and General) commenced with the setting up of the **Committee on Reforms on Insurance Sector** under the chairman-ship of Dr. R. N. Malhotra, the ex- governor of RBI, by the Government of India in April 1993 for examining the structure of insurance industry. The recommendations of the Committee was submitted in 1994 which was accepted in principle by the government which started implementing the recommendations since December 1999, thus heralding an era of liberalization in the country's insurance sector. The setting up of Insurance Regulatory and Development Authority (IRDA) and opening up of Insurance Business (life and general) to foreign capital up to 26 per cent were the initial steps in this direction.

At present there are 21 private life insurers operating in the Indian life insurance market along with the only state owned life insurer Life Insurance Corporation of India (LICI). The total volume of premium reached to Rs. 221,791 crore in 2008-2009 from Rs. 24,630 crore in the year 1999-2000 which is little more than 800% increase by 22 numbers of insurers (including LICI) in India. In India, private life insurers are slowly gaining the momentum to penetrate the market with their new products, services and the global knowledge of expertise in doing life business. This can be witnessed from their growing market share statistics

SERVICESCAPES INFUENCE ON BRAND LOYALTY

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Abstract:

The "Servicescape" is a term popularized Zeithaml and Jo Bitner. Servicescape is nothing but sixth- P in service marketing mix .i.e. Physical Evidence. The Servicescape are important both from the point of view of customers and employees. Well-designed Servicescape can attract customers, induce positive feelings in them, enhance credibility perceptions, and generally increase satisfaction with the service experience. The main objective of this study is to know Servicescape influence Brand Loyalty. For this study Percentage method, Rank method, Correlation analyses were employed. The findings revealed Positive relation between Servicescape and Brand Loyalty.

Key words:

Servicescape, Perceived quality, service marketing mix, Brand Loyalty, Percentage method, Rank method, Correlation analyses

Introduction

The "Servicescape" is a term popularized Zeithaml and Jo Bitner. Servicescape is nothing but sixth- P in service marketing mix .i.e. Physical Evidence. Philip Kotlar has used the term "Atmospherics" in one of his paper to describe the effect of a Servicescape. Like a landscape, the Servicescape creates a mood, a longing, an attraction or a desire to visit the service provider, in the context of a service purchase. Oliver (1997) defined loyalty as a "Deeply held commitment to rebuy or repatronized a preferred product or service consistently in future, despite situational influence and marketing efforts having the potential to cause switching behavior. Brand Loyalty is a deeply held commitment to re buy a preferred brand or service consistently in future. Brand Loyalty play vital role in success of the organization

Statement of the Problem:

Retail Business is also one of the Businesses which contribute to growth of the Economy. In Present it registered a mark of growth and also competition because of organized retailer entry in to scene. For surviving in competition

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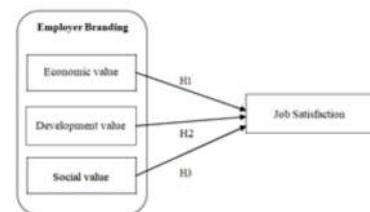
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2. Development value: Schlager et al (2011) stated that development value category refers to variables such as "good training opportunities", an "empowering environment", and a "good mentoring culture".

3. Social value: According to Alniacik and Alniacik (2012) social value assesses the extent to which an individual is attracted to an employer that provides the opportunity to gain career enhancing experience, good promotion opportunities, recognition and appreciation, acceptance and belonging, good feelings and job security.

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Job Satisfaction

Job satisfaction is defined as the extent to which an employee feels self motivated, content and satisfied with his/her job. Job satisfaction happens when an employee feels he or she is having job stability, career growth and a comfortable work life balance.

Job satisfaction can be measured in cognitive (evaluative), affective (or emotional), and behavioral components. Researchers have also noted that job satisfaction measures vary in the extent to which they measure feelings about the job (affective job satisfaction) or cognitions 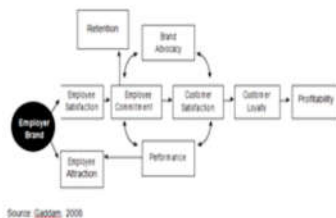about the job (cognitive job satisfaction).