

IIMS JOURNAL OF MANAGEMENT SCIENCE

VOL. 10, NO. 3, SEPTEMBER-DECEMBER, 2019

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Employee Training and its Effectiveness among IT and ITES Employees of Bengaluru City

– *Anni Arnav*

ABSTRACT

Information technology is the key sector of modern and digitalized India. The sector is considerably contributing towards the GDP of the nation. The IT sector offers numerous job offerings to the young and talented professionals. Teamwork and diversified work environment is predestined in any work environment. In this era IT industry is facing lots of changes and succession planning becomes most important. Knowledge transfer practices will help the employees in tactical decision-making, leadership and in technical expertise. Attrition rate need to be brought down in the industry. Training is the only solution for achieving productivity and improving employee performance. For this purpose, the author identified 6 important constructs of training based on existing literature and tried to explore the interrelationship and impact on effectiveness of training. Among all the assets, human asset is very important and precious too. Those companies who invest in human capital will alone survive in this dynamic and competitive business scenario. Improved training will reduce the staff attrition, trim down the miscommunication, cut down the redundant costs. Improved employee performance will be an empowered employee who needs less supervision and guidance. Findings of the study proved that there exists interrelationship between professional technical expertise, diversity, relationship building, leadership, teamwork and coaching. When an organization optimally executes these constructs, undoubtedly there will be enhanced performance and greater productivity.

Keywords: Training, Employee retention, Employee performance, Productivity

JEL Classification: M53

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Embracing Persistency-Key Metric to Life Insurance Profitability in India

– Ramesh Kumar Satuluri and Raavi Radhika

ABSTRACT

With more than 27,000+ crores (37116 crores) (Source:<http://www.lifeinscouncil.org/about-us/industry-overview>) deployed as capital and over 11,148 (11280) (Source:<http://www.lifeinscouncil.org/about-us/industry-overview>) branches becoming operational, life insurance companies are still grappling to wipe out accumulated losses. Going slow on expansion, Insurance Companies are attempting to take an evaluated risk. Persistency plays a vital role in life insurance profitability. The absence of empirical studies in India, about persistency of insurance companies became the motivation for the study. The main objective of this study is to understand the impact of persistency on life insurance business and profitability and to suggest measures in improving persistency. This article is descriptive in nature which aims to understand the impact of persistency on the overall business of life insurance industry and its profitability. Related review of literature is structured around the key components of persistency, customer retention and future trends in retaining customers for long term. At present, there is one public sector company, that is, Life Insurance Corporation and 23 private life insurance companies. For the study purpose, we had selected all companies in Indian life insurance space.

Keywords: Persistency, Life insurance, Profitability, Renewals, Futuristic trends

JEL Classification: G22

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Strategies of Liberating Private Voluntary Organizations (PVO) Employees from Work –Related Stress: Evidence From PVO Employees in Harare

– Progress F. Mukuvisi, Takupiwa Nyanga and Nhamo Mashavira*

ABSTRACT

The main intention of the study was to investigate and establish strategies for managing job-related stress for Private Voluntary Organization (PVO) employees in psycho-socially challenging work environments. The study was purely qualitative, where semi-structured interviews were utilized to assemble data from 15 participants drawn from PVOs in Harare in Zimbabwe. A purposive, non-probability sampling technique was employed to choose the 15 participants. Data assembled from semi-structured interviews were presented and analyzed using a thematic analysis approach. The study found out that the sources of work-related stress at PVOs are unachievable targets, poor ergonomics, poor remunerations, and relations between management and workers. The strategies that are employed by organizations to reduce workplace-related stress are counseling, flexible work arrangements, incentives, providing leave and off days, clinical supervision, and leisure activities. Employees also employ stress coping strategies, such as hobbies. The study recommends that organizations should engage workers who work in psychosocially challenging work environments when making decisions that relate to their work rather than just imposing policies and activities on them. It was also recommended that the physical infrastructure and layouts at work should meet all the requirements of people with disabilities standards, and organizations should also hire professional supervisors to supervise social workers.

Keywords: Stress, Humanitarian, Private voluntary organizations, Counseling, Emergencies

JEL Classification: G21, G43, J3

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Evolution of Fund Selection, Sanctioning and Monitoring Process under the Fund of Funds Operations

– *Mohammad Mustafa*

ABSTRACT

Venture capital or private equity investing is a fledging global industry. This article wishes to delve into aspects of fund underwriting, sanctioning and monitoring taking the example of the fund of funds (FFS) under the Small Industries Development Bank of India. The FFS was designed as a sector-agnostic fund, created with the specific purpose of extending support to the fledging start-up ecosystem in India. The primary goal of this fund was to support 10,000 start-ups over 12 years and create 18 lakh additional jobs. SIDBI was entrusted with the responsibility of managing this FFS in June 2016, and subsequently the FFS has undergone significant changes in its fund management operations. This article relies on interviews with key management personnel of the FFS, desktop research and analysis of the pertinent reports and circulars issued by Ministry of Commerce and Industry, Department of Industrial Policy and Promotion as well as other SIDBI internal documents, along with comprehensive data analysis to explore the evolution of the fund management process. The article finds that there are significant improvements in timelines for approval and sanction amounts over time, with a notable shift from reactive monitoring of funds disbursed to a proactive one. The article can serve to be a key learning for other sovereign funds and LPs with regard to objectivity in decision-making, transparency as well fund performance monitoring.

Keywords: Venture capital, fund of funds, limited partner, fund selection, monitoring

JEL Classification: G11, G24, M13

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Examination of Oil Price and its Relationship with Auto Sector and Energy Sector: Case of India

– Hiteksha Upadhyay

ABSTRACT

Some possible challenges to growth include persisting energy price level and minimization of adverse price hike impact on other industries. Price fluctuation in oil and energy has always been an area of serious concern. For any investor and entrepreneur, a flourishing and healthy stock market has been considered very important for national economic growth by channeling capital and determining the association between economic indicators and industry. Oil price makes a significant impact on selected sectors, specifically in oil-importing countries. The present research paper attempts to study the short run and the long-run relationship among oil price, automobile industry, and Energy sector. For conducting this research, the researcher has used Energy Index, as it represents pioneer players of the energy sector and Auto Index, which represents major players of the Automobile Industry as a sample. To examine the association between oil price, Auto index, and Energy index daily closing value of all the time series is taken from 1st January 2014 to 31st December 2018. Standard econometric tests such as unit root test employed to test whether data is stationary or not. The Granger Causality test used for the demining association of the short run, and to accomplish the objective of long-run relation, Johansen cointegration test has been used in this research paper.

Keywords: Econometric analysis, oil price, Auto Index, Energy Index,

JEL Classification: C32, F15, Q43

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Role of Divergence and Relevance in Advertising Creativity

– Pravin Chandra Singh and Amit Gautam

ABSTRACT

Creativity helps to increase the effectiveness of advertising, but advertising research has put minimum emphasis on creativity. Hence, the rationale of this study is to examine the role of divergence and relevance because divergence and relevance are the pillars of overall advertising creativity. The data for this study were collected from consumers of north India. A total of 384 respondents filled the questionnaire properly, so 384 questionnaires were taken into consideration for analysis and were analysed through SPSS 20.0. The finding of this study indicates that divergence and relevance both are significant for the formation of a positive consumer attitude towards creativity. As far as the sub-dimensions of divergence and relevance are concerned, sub-dimension of divergence, that is, artistic value, has the strongest relationship with the attitude towards creativity, whereas flexibility has the weakest relationship with the attitude towards creativity

Keywords: Advertising creativity, divergence, relevance, artistic value, flexibility

JEL Classification: M3, M37

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