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- 1. ASSESSMENT OF AFTERMATHS OF MARKETING THE RETAIL BANKING SERVICES IN INDIAN CONTEXT; DR. DEEPAK TANDON (PROFESSOR), INTERNATIONAL MANAGEMENT INSTITUTE (IMI), B - 10, QUTAB INSTITUTIONAL AREA, TARA CRESCENT, NEW DELHI 110016**

**Abstract**

Retail banking in the banking industry has always been important in India where banks were nationalized with the objective of reaching the masses. However, the growth in retail banking has been quite prominent retail in the recent years. The concept of Retail Banking is not new to banks but is now viewed as an important and attractive market segment that offers opportunities for growth and profits. Retail banking and retail lending are often used as synonyms but in fact, the later is just the part of retail banking. In retail banking all the needs of individual customers are taken care of in a well – integrated manner. Retail Banking in the country is characterized by multiple products, multiple channels and multiple customer groups. This multiplicity of the roles to be played by the retail bankers adds to the excitement as well as the challenges faced by the bankers. The authors have studied the functioning and scope of the retail banking in India. Both Primary and Secondary study was done. The growth, profitability parameters of Ten Banks were compared from their annual reports and 200 respondents were tapped through a questionnaire and data collected and massaged. Econometric tool of Cronbach alpha depicted a lot of gap in proper communication to customers as on occasions they are not aware about several products and their comfort level is also not exceptionally high. Causal factors were also explored for satisfaction. Various plausible recommendations have been suggested by the authors

**KEY WORDS:** CRM – Customer relationship Management, CAGR - Compound annual growth rate ROA – Return on assets, ROE – Return on equity, RB – Retail Banking CAR - Capital Adequacy Ratio

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**2. COMPARATIVE GROWTH OF PUBLIC EXPENDITURE ON HIGHER EDUCATION-A STUDY OF PUNJAB AND HARYANA; HARPREET KAUR RESEARCH FELLOW, DEPARTMENT OF COMMERCE GURU NANAK DEV UNIVERSITY, AMRITSAR (PUNJAB)-143001 & DR. G.S.BHALLA, PROFESSOR; DEPARTMENT OF COMMERCE, GURU NANAK DEV UNIVERSITY, AMRITSAR (PUNJAB)-143001**

**Abstract:** In this paper an attempt has been made to compare the Growth of public expenditure on higher education of Punjab and Haryana at current and constant (2004-05) prices. The study period has been taken from 2004-05 to 2012-13. Compound annual growth rate has been used to study the overall growth rate of public expenditure on education in Punjab and Haryana by using log linear regression model. GSDP deflator has been used to calculate the public expenditure at constant prices. Research findings revealed that Public expenditure on education increased during 2004-05 to 2012-13 in both states but the rate of increase is very low at constant prices. The education budget has been increased by 3.02 times in Punjab and 5.20 times in Haryana but, the government spent very low percentage of GSDP on higher education. Haryana economy growing at a faster rate of Punjab so, the growth rate of public expenditure on higher education in Haryana is higher than Punjab. But the higher education sector still faces financial crunch in Haryana.

Keywords: Growth, Haryana, Higher Education, Public Expenditure, Punjab

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**3. ROLE OF FOREIGN DIRECT INVESTMENT (FDI) VERSUS FOREIGN INSTITUTIONAL INVESTMENT (FII) IN A DEVELOPING ECONOMY; NEETU PUROHIT, ASSISTANT PROFESSOR, INSTITUTE OF TECHNOLOGY AND SCIENCE ; MOHAN NAGAR, GHAZIABAD-201007**

**Abstract**

Foreign Investment means flows of capital from one nation to another in exchange for significant ownership stakes in domestic companies or other domestic assets. Typically, foreign investment denotes that foreigners take a somewhat active role in management as a part of their investment. Foreign investment typically works both ways, especially between countries of relatively equal economic stature. Currently there is a trend toward globalization whereby large, multinational firms often have investments in a great variety of countries. Many see foreign investment in a country as a positive sign and as a source for future economic growth. Foreign investment refers to investments made by the residents of a country in the financial assets and production processes of another country. The effect of foreign investment, however, varies from country to country. It can affect the factor productivity of the recipient country and can also affect the balance of payments. Foreign investment provides a channel through which countries can gain access to foreign capital. It can come in two forms: foreign direct investment (FDI) and foreign institutional investment (FII). Foreign direct investment involves in direct production activities and is also of a medium- to long-term nature. But foreign institutional investment is a short-term investment, mostly in the financial markets. FII, given its short-term nature, can have bidirectional causation with the returns of other domestic financial markets such as money markets, stock markets and foreign exchange markets. Hence, understanding the determinants of FII is very important for any emerging economy as FII exerts a larger impact on the domestic financial markets in the short run and a real impact in the long run.

**Keywords:** Foreign Direct Investment, Foreign Institutional Investment, Developing Economy.

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4. **“MENTORING: A HIGH IMPACT LOW COST STRATEGY TO ENGAGE EMPLOYEES”;** POORNIMA MADAN, ASSISTANT PROFESSOR – SCHOOL OF BUSINESS, GALGOTIAS UNIVERSITY, GREATER NOIDA; & DR. SHALINI SRIVASTAVA, ASSOCIATE PROFESSOR - JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

**Abstract:**

Employee engagement has been defined as ‘an individual employee’s cognitive, emotional, and behavioral state directed toward desired organizational outcomes’ (Shuck and Wollard 2010, 15). The state of employee engagement includes long-term emotional involvement and is an antecedent to more temporary generalities of employee sentiment, such as commitment and job satisfaction. Because employees who are engaged at work exhibit greater workplace performance, the concept of engagement has achieved widespread attention internationally. Researchers have found that enhancing engagement could create a compelling competitive advantage for organizations across the globe. By the use of mentoring programs this has been achieved to a larger extent. This has not only enabled employees to plan their career growth but has also provided them with psychological support and an anchor. The paper will explore the mentoring relationships and will find out how these relationships provides for low cost experiential learning, expansion of professional networks, promote diversity and inclusion and increase engagement. The paper will scrutinize how the heightened sense of commitment using mentoring results in reduced turnover, which allows organizations to build a stronger talent bench. The paper will also explore the role of mentoring and its contribution to employee engagement and will study the strategies implemented to enhance employee engagement in Indian banking sector. The paper will try to assess which of the different types of mentoring (i.e. peer mentoring, web based mentoring, reverse mentoring) have the most significant impact on employee engagement.

**Keywords:** engagement, mentoring, retention, mentee, productivity.

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**5. FACTOR ANALYSIS OF LOYALTY TOWARDS BRAND OF BANKS OF INDIA- A CASE STUDY ON SELECTED BANKS OF UDAIPUR CITY; MANISH SHARMA ASSISTANT PROFESSOR, GITANAJALI INSTITUTE OF TECHNICAL STUDIES, UDAIPUR; DR. MUKESH PORAWAL DIRECTOR, GITANAJALI INSTITUTE OF TECHNICAL STUDIES, UDAIPUR & DR. KAMINI SHARMA, LECTURER, VIDHYA BHAWAN RURAL INSTITUTE, UDAIPUR**

**Abstract:**

Indian banking today is witnessing drastic changes. The liberalization of the financial sector and banking sector reforms have exposed the Indian banks to a new economic environment that is characterized by increased competition and new regulatory requirements. As a result, there is a transformation in every sphere of activities of the banks in India, especially in Governance, nature of business, style of functioning and delivery mechanisms. This paper tries to highlight effect of various factors on one important parameter for banks to capitalize upon in present era i.e. 'Brand Loyalty'. To do so, the study employs the newly developed brand loyalty conceptual framework of Moolla (2010). The framework is used to measure the brand loyalty level of the clients as well as employees of various banks of Udaipur.

The results show that the Moolla model could be used with minor adaptations in the banking industry, and that the reliability as measured by Cronbach alpha coefficients are acceptable. In measuring the brand loyalty levels, it is clear banking clients are not very loyal, scoring low on all the brand loyalty influences except customer satisfaction (which falls in the fair to good margin).

**Key terms:** brand loyalty, loyalty influences, conceptual framework, banking industry, Moolla brand loyalty framework, factor analysis.

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**6. ALIGNMENT OF HR POLICIES AND PRACTICES WITH BUSINESS STRATEGY: A CASE OF ABC ISPAT AND ENERGY LIMITED; SHALINI SHUKLA, RESEARCH SCHOLAR, DEPARTMENT OF BUSINESS ADMINISTRATION, UNIVERSITY OF**

**LUCKNOW, & SHAILENDRA KUMAR TRIPATHI, ASSISTANT MANAGER,  
PATHERDIH NLW WASHERY, DHANBAD**

**ABSTRACT**

This case study investigates that how HR policies and practices are aligned with the respective business strategy of ABC ISPAT and energy limited. The strategy classification of M. Porter were used to analyze the different approaches used by organizations for competing in the market and the way they use HR policy and practices to support their business strategy. Data collection instrument (questionnaire) has been used for collecting the data form employee as well as HR manager. Based on the qualitative study of various functional managers and secondary data (annual report, press release, websites content etc), this study highlights the internal as well as external synergy of HR policies and practices. Different SHRM models were used to find out the strategic alignment. ABC ISPAT has its coveted position in various aspects like steel production, mining etc. When it comes to the alignment of HR policies and practices with their business strategy ABC ISPAT is not better than other domestic organizations. Although, endeavor has been done by HR department to established good alignment but ground level analysis reveals the status of re-consideration. Today's environment, characterized by globalization, cut throat competition, use of information communication technology enforce the organizational executive to deploy and utilized the human capital in best possible way for the attainment of business objective and goals. The Study presents number of practical implications for academicians, students, HR mangers, HR practitioners in organizational context.

**Key words:** - Strategic Alignment, SHRM, Steel Industry.

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