

TRANSNATIONAL CORPORATIONS AND MARKETING ETHICS IN GLOBAL MARKET IN POST GLOBALIZATION

In globalized world market transnational corporations are dominating world market. Transnational corporations are one of the most important actors in the global economy occupying a more powerful position than ever before. To increase profits they have increasingly turn to the developing world. Today they are some 65,000 of them with about 850,000 foreign affiliates across the globe. In the process of globalization the marketing ethics have not yet been globalized. Many transnational corporation in their relentless search for markets profits virtually severed their relationships with the societies that have nurtured them and acting as if they have no obligation to any one other than their own corporate interest. These unethical practices by TNCs may lead to far greater losses in the long run. The cost of ethical failure can be very high not just in financial penalties there can be a loss of trust and trust is important to all constituencies of business.

S.N. Mahapatra

Jitender Kumar

THE IMPACT OF TECHNOLOGY ON PRODUCTIVITY AND PROFITABILITY OF INDIAN BANKS IN POST LIBERALIZATION PERIOD

India's banking sector is growing at a fast pace. It has become one of the most preferred banking destinations in the world. It is almost fifteen years since the Indian banking sector was liberalized and paradigm shift happened in the Indian banking services. All banks have either totally implemented 'Core banking Systems' or halfway through Indian markets provide growth opportunities, which are unlikely to be matched by the mature banking markets around the world. Indian banks are investing heavily in the technologies such as telebanking, mobile banking, net banking, automated teller machine (ATMs), credit cards, debit cards, smart cards, call centers, CRM, data warehousing etc. To convince the management, investors and other stakeholders for this heavy investment in technology, it is desirable to evaluate the impact of Technology on the performance of Indian banks in terms of their profitability and productivity.

Amitabh Verma

EMOTIONAL LABOUR IN THE LIGHT OF EMOTIONAL INTELLIGENCE: A REVIEW WITH A NEW PARADIGM

Societies have workforces that are moving from manufacturing to service oriented work. This basically means that we increasingly have jobs where we deal with people rather than things. Apart from this greater competition and higher expectations has put the consumer on a pedestal where all the service organizations are competing to provide the best quality of service. Constantly having to deal with people rather than things often brings unique stresses, at work. All this leads to greater use of emotional labour at workplace. This paper does an extensive review of literature on the concept of emotional labour, discusses it in the light of affective events theory with the moderating role of emotional intelligence competencies and proposes a model that has great potential for practical application in organizations.

Farah Naqvi

FOSTERING CROSS SELLING IN FINANCIAL SERVICE INDUSTRY: AN OVERVIEW OF TOOLS AND TECHNIQUES

The greatest asset of any consumer finance business is its base of customers. In today's competitive market, acquisition of profitable customers is tricky and tough. Nurturing the relationship into long-term profitable assets require lots of perseverance, innovation and research. All customers are different, and to acquire the value they bring they need to be treated differently. Today, the customer is getting highly technologically driven. He is in the position to take his decisions analytically and systematically in buying decisions, and he expects and demands for more value and convenience from their financial institutions. Thus, with the increase in the level of competition in the market, players in the financial domain has to take some step to keep customer not switching on to other available players in the market for better or bundle of services associated to their basic needs. Cross sell is one of the smartest methods of growing revenues. In today's business environment acquiring new customers has become extremely expensive because of very high customer solicitation activity and very low response rates to customer acquisition efforts. Cross sell, therefore, is a much easier and smarter method of increasing revenues. The key to effective cross sell is to understand the needs of your customers, and then tailoring your product offering to suit the needs. This paper talks about the relevance and necessity finding of the Cross Selling techniques in the Financial Domain as well as to know the degree of importance and requirement of the technique for various Financial players of Financial domain in the market, whether banking or non banking financial institutions. It emphasizes on the requirement of the selling technique in the competitive growing domain of Financial Services by the institutions either to generate more revenue or to keep its customer involved in them.

Kanhaiya Singh

Priya Gupta

Richa Misra

**EXPLORING THE WORK TO FAMILY AND FAMILY TO WORK
RELATIONSHIP WITH DEPRESSION ON ACADEMIC WOMEN
EMPLOYEES WITH SELECT DEMOGRAPHIC PROFILE.**

This study deals with the relationship and the effect of the demographic profile (namely age, number of children / dependents, education and designation with depression. Data was collected from university teaching faculty with the sample size of one hundred and twenty three. Questionnaires were distributed and statistical analysis was carried out on the collected data. Results prove that depression exists among all age groups, of number of children, educational background, number of dependents with significant differences.

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