
ORGANIZATIONAL STRUCTURE, COMMUNICATION, TASK AND ORGANIZATIONAL EFFECTIVENESS

In this study, an attempt has been made to investigate the relationship between organizational structure, communication, nature of task and organizational effectiveness. Three dimensions of organizational structure namely, formalization, participation and centralization were considered. Organizational effectiveness was measured using perceptual method which, included output (quality), output (quantity), proper utilization of resources, flexibility and future orientation. Data have been collected from manufacturing organizations belonging to public sector, private sector and multinational companies during management development programmes in India. Multiple regression technique was used to analyze data. All variables explained 27.47percent variance. The findings indicated that communication openness was positively related to effectiveness. Two dimensions of structure i.e., formalization and participation were positively related and centralization was negatively related to organizational effectiveness. It was found that routine task reduces effectiveness. Among all the independent variables, communication, openness and formalization explained more variance in dependent variable i.e., organizational effectiveness. Implications of the finding have been discussed in the paper.

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DETERMINANTS OF FIIS INVESTMENTS IN INDIAN STOCK MARKET

The broad objective of this paper is to find out the factors that determine the flow of FIIs funds to India and determine the nature and direction of causality between returns on Indian stock market and FIIs investment flows by using the daily data for the period April 1999 to July 2007. The major findings reveal that Indian equity market return is found as the prime mover of the FII net flows into India. Hence, the rate of FII flows into the country would be governed by the performance of the domestic equity market and/ or foreign investors expectations about this performance.

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EXPLORING ANTECEDENTS OF EMPLOYEES TURNOVER IN INDIA

Employees' turnover is buzzword in global business world including India. There is no dearth of studies on what causes employees turnover. However, these are fragmented. There is hardly any consensus on what causes employees to leave the organization or remain with the organization. It is usually believed that the cost of employee turnover is enormous however; there is some silver lining to it as well. Many causative factors such as task, organizational, personality, and demographic have been explored in the relevant literature. There are various theoretical propositions on employees' turnover ranging from the traditional attitudinal model to the recent one which is called job embeddedness model. Employee turnover is also a cultural phenomenon. Its causes and manifestation may also vary across culture. The present paper is a modest attempt to synthesize the existing knowledge on employee turnover with reference to Indian context.

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PERCEPTUAL DIFFERENCES AMONG CUSTOMERS FOR RETAIL OUTLETS

Indian shoppers in the metropolises like Mumbai are an important target group for retailers and are likely to have different decision-making styles. Comparisons were made of the perceptions of retail buyers to examine the differences that might affect the buying behaviors. Major differences were found amongst gender, occupation, age, education level and period of association. In order to understand the effectiveness of activities designed to retain customers, we study the determinants of customer satisfaction and store loyalty intentions of current customers for selected retailers in Mumbai city. A statistical approach revealed a structure of relationships, which may affect the congruence of buying practices of retail buyers in Indian metropolises. Considering the advances in retail scenario and scarcity of empirical research describing differential nature of customer's response to retail outlets, this study attempts to investigate the variability, if any, in preference regarding various attributes of retail outlets due to demographics profile of customers.

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CONSUMER DEMOGRAPHICS TOWARDS HEALTH RELATED INFORMATION- AN EMPIRICAL STUDY WITH REFERENCE TO CSE

India is a developing economy, which is developing in terms of GDP, consumption patterns and per capita income. Out of these factors, the increasing rate of per capita income is the key force which is influencing consumer behavior. The house holds are becoming healthier and are adopting ever changing life styles, modernization and a choice pattern. The soft drink market is no exception in this, as Indian consumers are having a preference for soft drinks for one or another reason. With a growing concern in the medical and scientific communities about the harmful effects associated with the consumption of carbonated soft drinks, especially by children, teenagers and vulnerable populations like pregnant women, issue of safety arises in consumption of these drinks in India as well as in the world. Reports produced by CSE (Centre for Science and Environment) had made the issue of pesticides common and relevant to act upon. As in India the soft drinks are more unregulated and are operating in laissez free market, there comes the question of consumption of the soft drinks is right or wrong. The paper is a modest attempt to analyze the awareness level of respondents towards CSE reports and to highlight the level by which respondents were accepting these reports. This paper provides the insights into consumer demographics with respect to soft drinks consumption and defines their reliability and reliance on CSE reports.

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