SOCIO-ECONOMIC BACKGROUND, CAREER GOALS AND OCCUPATIONAL VALUES OF THE FUTURE MANAGERS: A COMPARATIVE STUDY

This paper is based on the outcome of two studies, one carried out in 1973-74 and the other in 2007-08. The samples for the two studies consisted of MBA students. By using essentially the same questionnaire, data were collected on the following three topics: (a) socio-economic background, (b) career goals, and (c) occupational values. Though separated from each other by a gap of 34 years, the findings of the two studies are found to be remarkably similar. Through sociological analysis of the massive data, an attempt has been made in this paper to identify the factors behind the observed facts. Several suggestions are offered to make the selection of future managers more fair, just and equitable. A few suggestions are also made for sensitizing the students in order to improve their people orientation, thereby enhancing their leadership ability.

Baldev R. Sharma
Professor Emeritus,
International Management Institute,
New Delhi.

MODEL FOR PREDICTING THE QUALITY OF A RECRUIT IN THE BPO SECTOR

This paper aims to build a predictive model that could identify a "good hire". It is based on the problem of hired candidates failing to show an expected performance and not entering the productive workforce. In this paper an effort is made to establish the validity of a performance metric. The quality of the personnel after hire and training is compared with the expected quality of this work force laid out at the outset. This is accomplished using a statistical analysis of the secondary data derived from company manuals and records. Two hundred and twenty four employees from a BPO company near Chennai constituted the test sample. This sample was analyzed using method of discriminant analysis. Using this method the candidates were classified in to two groups, viz., successful or unsuccessful and into the values of a categorical dependent, usually a dichotomy. The data on candidates whose training result is known was then used to build a predictive discriminant equation. Based on the above analysis, a predictive model was developed to classify a candidate as a good or bad hire. Thus this model can be used to track the hire quality.

Vijaya Mani
Professor,
SSN School of Management and
Computer Applications,
Kalavakkam,
Tamil Nadu.

LIFE STYLE A CORE SEGMENTING CRITERIA - RETAIL BANKING INDUSTRY IN INDIA

Serving and satisfying the whole market is impossible practically. In a competitive world, bank has to find out niche submarket and develop a strategy to satisfy their needs. As a result, loyalty of customers and profitability of bank should be enhanced. There are many variables used as base for segmenting the heterogeneous market into homogeneous submarkets. Among them, lifestyle is one of the most important variables. In retail banking especially, in retail credit market, lifestyle plays major role in the behavior of consumers. So, this study attempted to segment the customers of retail credit on the basis of their lifestyle by conducting survey in Chennai city. Applying factor and cluster analysis, the total respondents was divided into three lifestyle segments and examined the differences between with special focus on behavior.

G. Ramasundaram
Assistant Professor,
St. Joseph's College of Engneering,
Chennai.

Ramachandra Aryasri
Director,
School of Management,
Jawahar Lal Nehru Technical University,
Hyderabad.

M.Sakthivel Murugan
Head of the Department,
Department of Corporate Secretaryship
and Management, DB Jain College,
Chennai.

AN EMPIRICAL STUDY OF DISCLOSURE PRACTICES OF ACCOUNTING STANDARDS IN INDIA

Accounting is nothing but a language to communicate the financial massage to related parties. Since accounting process involves preparation of financial statement therefore every organization is required to prepare financial statement and while preparing theses statement they must follow various accounting policies .There are some policies which can be used discretionally , and it leads to shows different results . Therefore accounting standards issued by ICAI in India prescribes the rules regarding treatment of different items e.g. treatment of fixed asset, depreciation, inventory etc in financial statement. This paper is an attempt to analyze the compliance of accounting standards practices in India by various companies .So far as mandatory accounting standards are concerned all the companies are complying with those all but in case of optional accounting standards there are some , which are disclosing full information regarding their compliance with the accounting standards ,and on the other hand there are some companies which are clarifying the true picture . This makes comparison difficult and as well as it doesn't give true and fair information to various related parties such as investors, employees, customers

and Government. As a conclusion it could be said that that there must be uniformity in financial statement of companies in order to make inter -firm and intra- firm comparison easy.

H.S Bajpayee
Reader,
D.D.U Gorakhpur University.

Anubha Srivastava
Lecturer,
Amity Business School,
Noida.

WORKING CAPITAL MANAGEMENT AND FIRM'S PERFORMANCEA STUDY OF INDIAN MANUFACTURING COMPANIES

The aim of this study is to analyze the effect of working capital management on firm's performance. In accordance with this aim to consider statistically significant relationship between firms Operating Profit Margin and the component of Working Capital Management of Indian Manufacturing companies for the period of 2003 to 2008 has been analyzed under a multiple regression model. The findings of the study indicate that current asset to total asset, total debtors to total asset and inventory days are directly related variables with working capital management, and have significantly negative effects on firm profitability and the other variables included in the regression model (Asset Turnover, Gearing, Current liability to total asset, accounts payable and current ratio) have no statistically significant effect on firms profitability.

* Pushpa Negi

* Shilpa Sankpal

* Anindita Chakraborty

* Garima Mathur

* Lecturer,

*=Prestige Institute of Management, Gwalior.