

Exploring the Correlation between the Efficacy of Intra-Level Communication and Organizational Effectiveness in Relation To Indian Automotive Sector

Effective communication is key for value creation in global economy. The hallmarks of effective communication are to help in creating a positive and inclusive work environment and in developing and promoting harmonious working relationships, keeping workforce motivated, reaching decisions collaboratively, and tactfully resolving conflict. New managerial responsibilities need communication and collaboration capabilities across functions, divisions, and companies to inspire people for their best performance. The present study aims at exploring the correlation between role of communication with respect to its three dimensions namely downward, upward and horizontal communication in relation to organizational effectiveness. The results indicate that higher the effective downward, upward or horizontal communication, higher will be the effectiveness of an organization.

Key words: Downward Communication, Upward Communication, Horizontal Communication, Organizational Effectiveness, Automotive Industry

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Ethical Finance: Evolution of a Lexical and Definitional Construct

Ethical or Socially Responsible Investment is a complex and ever-evolving concept. Despite the growth of ethical finance through these years, there has been no one universally accepted definition of the concept. This paper traces the evolution of the terminology and definition of the concept over the years, to appreciate what it meant in the past and its evolution into what it means today; based on a thorough insight into the literature. The paper finds that ethical finance evolved from purely religious concerns to social concerns in the 1960s and 70s. Growth of literature on the subject in the 80s broad-based the concept and alternative terms like Socially Responsible Investing evolved. In the 1990s and early 2000s, it further expanded to encompass environmental and governance issues, and developed into ESG investment. This transition has led to expansion of the concept and development of alternative terms and definitions, and this trend is likely to continue in future as newer definitions may evolve. But, in the present day context, the definition evolved comprehensively captures the dimensions of the concept most important to society.

Key words: Ethical Finance, Environmental, Social and Governance Investing, Sustainable Investment, Socially Responsible Investing, Definitions.

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Positive and Negative Personality Traits; And Leadership Styles Across Gender in the Indian Context

Leadership semantically invokes ideas of power and influence than empathy and mutual understanding. The role of leaders is pervasive and depicts how the internal state and obtrusive context contributes in creating valence and relationship with various other organizational factors. To manage the work dynamics, males and females in the lead positions might have different orientations, as there is an evidence of 34 percent executive positions comprises of females globally (Serafin, 2013, Grant Thornton International Business Review). The present study explored gender and culture perspective on a positive and negative personality traits and leadership styles and how it aggregates in managing self and work. There are number of studies which have focused their attention on personality, males and females Indian managers significantly differ on the both the personality traits (Core Self Evaluation and narcissism) with females being high on CSE (.001 level) and males being high on narcissism personality trait (.01 level). Leadership style orientation of male and females Indian managers significantly differ on six out of seven styles, the dominating leadership styles among male managers were authoritarian, bureaucratic and participative whereas female managers were higher on nurturant, nurturant-task, task-oriented and authentic. Hence, the present study contributes to essentialities of context and gender while studying these intra individual traits, patterns of behavior and how authentic leadership trait is a pervasive component and can be added to the popular literature on Indian leadership traits.

Key words: Core Self-Evaluation, Narcissism, Indian Leadership Styles, Sinha's Taxonomy, Gender.

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Endogenous Benchmarking of Sectoral Mutual Funds: A Case Study

Performance evaluation studies of mutual funds operating in the Indian capital markets have mostly used ratio analysis involving methodologies suggested by Sharpe and Treynor. The present paper makes use of non-parametric endogenous benchmarking to evaluate the performance of 16 sectoral mutual fund schemes based on observations for the period July-December 2010. The study uses both the reward to variability and reward to lower partial moment framework for the measurement of pure technical efficiency and scale efficiency of the in-sample mutual fund schemes. The results indicate that 3 schemes achieved technical efficiency in the reward to variability

framework while 2 schemes were found to be efficient if one uses the reward to lower partial moment framework.

Key words: Mutual Fund, Endogenous Benchmarking, Downside Risk, Upside Potential, Non-Parametric Analysis

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Influence of Experience of Medical Representatives on Product Promotion Strategies of Pharmaceutical Companies

Pharmaceutical Industry is not allowed to promote its products publically through the means of mass media. It is because of the nature and characteristics of Pharmaceutical products. Pharmaceutical Marketing is indirect in nature. Therefore entire promotion efforts or Strategies of Pharmaceutical Industry revolves around the Physicians. This paper has been prepared with an objective of evaluating the influence of experience of Medical Representatives (MRs) on Product Promotion Strategies. Primary data were collected from Medical Representatives through a self-designed questionnaire based on Rank Scale. Spearman's Rank Correlation coefficient was used to analyse the data. "t-test" was also used to authenticate the significance of the results. Results revealed that the experience of MRs plays a significant role in implementation of Product Promotion Strategies (PPS) of Pharmaceutical Companies. For the purpose of business implication, the priorities of Medical Representatives for implementation of PPS have been represented in a Model.

Key words: Medical Representatives (Mrs), Physician, Product Promotion Strategies, Pharmaceutical Companies, Priorities of Implementation.

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Measuring Sustainable Effectiveness of Credit Financing Schemes through Risk Evaluation: A Review

Risk and uncertainty are inevitable aspects of the sustainability problem as they are often neglected in the sustainability discourse, especially in the economic analysis of sustainable development. It has been argued that it deprives the sustainability discourse from the link between risk and policy making. The paper attempts to provide a tool for the effectiveness assessment of agricultural financing schemes through individual risk behaviour domains with perceived effectiveness. The study has an inert contribution, as all researchers have assessed effectiveness through its successor aspects but this study evaluates it from predecessor aspects in view of various risk domains. In this

regard, recent work by Weber et al., (2002) suggests that such apparent domain differences in risk taking have more to do with situational and domain-related differences in the perception of risk than with attitudes toward risk. The study has two fold contributions in policy formulation as it provides a tool for evaluating risk factors related to agricultural credit financing in particular and credit financing in general. Secondly, it provides a methodology for evaluating the effectiveness of credit schemes. Hence, evaluates individual from psychological perspective and scheme/policy from effectiveness perspective. At the end an attempt has been made to provide a tool for sustainable financing policy with maximum benefits and minimum losses through a trade-off between individual and policy.

Key words: Credit Financing, Risk Behaviour, Risk Evaluation, Risk Domains, Sustainable Effectiveness.

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