

**BRAND MANAGEMENT THROUGH THE LENS OF KNOWLEDGE: A STUDY OF BRAND CHOICE OF LAPTOPS BY MANAGEMENT STUDENTS**

Brands have value and varying values underlie the brand's importance in the marketplace. Brand stands on its values, salience, identity, leverage and above all, personality or equity. Consumers usually would like to buy a brand having goodwill in the market, which should be seen as trust worthy and matching their life style where values creep in. While a whole industry has grown up around the need to promote and build brands, it can be argued that brand image/ identity is no substitute for brand reality. No one can dispute the power of a brand. Brands give reliance to trust, reassurance of quality and increasingly, status. Thus, in many advertisements the number of existing customers is a good strategy to communicate with the customers. This will not only make the brand distinct but will also create a feeling of trust worthiness among the potential and existing consumers. Brand value, in essence, will represent the service and behaviour that is expected from the brand. There is little doubt that the most successful brands of laptops for example, historically have communicated and delivered a high level of consistency.

Key words: Brand, Knowledge, Laptops, Brand Choice, Management Students

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**SPIRITUALITY IN ORGANIZATIONAL LIFE: AN EMPIRICAL STUDY OF SPIRITUALITY AND JOB ATTITUDES**

Given the amount of time people spend at work, the work environment becomes an important predictor of employees' well-being .The concept of workplace spirituality brings attention to the work environment as a critical influencer of employees' wellbeing and performance. A spiritual workplace is an employee-friendly work environment that recognizes, supports, and develops the spirit of its employees. This study examines the concept of spirituality in the workplace, drawing on recent literature and theoretical models and conducts research to empirically assess the relationships among certain core dimensions of spirituality and employee job attitudes besides proposing an integrative model having implications for research and application.

Keywords: Spirituality, Job Satisfaction, Job Involvement, Values, Meaning in work.

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## AN EMPIRICAL STUDY OF CORPORATE SOCIAL RESPONSIBILITY AND PROFITABILITY

The word of corporate social responsibility stems from a commitment to the society in which a business operates. In India, it has been traditionally linked to spirituality, while respect in the corporate world has been treated at par with the bottom line. From a long time several research studies have conducted to examine corporate social responsibility (CSR) and its effects on business performance. Inversely, the present study examines the relationship between financial performance of the Indian companies and their relative spending on corporate social responsibility. The objective of this study is to examine the causal relation between corporate social responsibility (CSR) and financial performance. For the financial year 2007-08, top 1000 firms are examined, which are rated by karmyog (A Non- Government Organization), out of which 37 companies found associated with social programs and parted some part of their revenue for society in the financial year under study. Based on theoretical assertions and empirical evidence in the literature the research identified a positive relationship between CSR and financial performance. Moving further, categorization has made on the basis of index based (Nifty) and non-index based companies. On the basis, an attempt has been made to find which one is showing more interest in this area as far as their recommended budget and actual expenditure on social projects are concerned and level of responsiveness among both categories. With the help of descriptive and inferential measures, it has found that financial performance does not have much positive impact on CSR. Finally, the paper concluded that corporate social responsibility is driven more by unobservable firm characteristics than by financial performance and the level of commitment of Indian firms towards social programs is not up to mark. As the need for CSR finds wider recognition in India, it would be worth to examine the contribution by Indian corporates. It is concluded that Indian companies are not very sincere towards social projects as far as their annual spending are concerned and finally found only descriptive statements and commitments in their annual reports than the concrete actions on annual basis.

Key Words: Corporate, Empirical, Financial Performance, Social Programmes and Unobservable.

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**DEFAULT AND TRANSITION ANALYSIS OF CORPORATE DEBT RATING**

Basel II implementation has made it compulsory for banks to estimate default risk for proper credit risk measurement in the bank. The present study is undertaken primarily to view the distribution of rating transitions conditional on rating of the issuers and economic activity of the issuer for the period from January 1994 to January 2009. The CRISIL's annual ratings of long term debts issued by corporate formed the basis of the analysis. It is found from the analysis that the least stable retention rate was found in low rating grades issuer and default rates, in contrast, were observed high. The analysis clearly indicates that the ratings transition is cyclical in nature and so the default probability.

Key Words: Credit risk, Business Cycle, Default Probability, Pro-cyclicality, Basel II

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**ENTREPRENEURIAL DRIVE AMONG INDIAN WOMEN: AN EMPIRICAL STUDY**

In most countries, regions and sectors, the majority of business owner/managers are male (from 65 percent to 75 percent). However, there is increasing evidence that more and more women are becoming interested in small business ownership and/or actually starting up in business. Recent research presents interesting trends for women entrepreneurs. According to the Center for Women's Business research, the number of women-owned businesses in this country grew at twice the rate of all firms between 1997 and 2002. The Small Business Administration finds that women-owned businesses account for 28 percent of all privately owned businesses and they employ 9.2 million people. They contribute \$2.38 trillion in revenue to the U.S. economy. Although there are no official statistics relating businesses to the gender of their owner/manager, there is a good deal of evidence to suggest a significant increase in female entrepreneurship. One consequence of this is that women are a relatively new group of entrepreneurs compared with men, which means that they are more likely to run younger businesses. This in turn has some implications for the problems they face and their ability to deal with them. Like young entrepreneurs, women may have particular problems with raising finance and may have had less chance than most men to accumulate the confidence, skills and contacts necessary to start and run a successful business. In addition, gender discrimination by finance and support providers, customers or employees may be an issue. Some previous research has

suggested that it is more difficult for women to raise start-up and recurrent business finance than men and those women are more likely to encounter credibility problems when dealing with bankers (Carter and Cannon, 1992). The Current study will analyze the personal attributes, motives and role stress among women entrepreneurs.

*Key words: Entrepreneurs, motives, role stress, psychological traits, meta- cognitive activity*

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**A STUDY OF LEADERSHIP STYLES ADOPTED BY THE MANAGERS AT DELHI JAL BOARD (DJB)**

Effective leadership makes an organization successful. Without leadership, organizations move too slowly, stagnate, and lose their way. Much of the literature about organizations stresses decision-making and implies that if decision-making is timely, complete, and correct, then things will go well. Leadership is crucial in implementing decisions successfully. Leadership helps the employees to move together in the same direction and harness their efforts jointly. The paper brings out the leadership style at Delhi Jal Board (DJB) and studies the perception of the staff and managers towards leadership.

*Key Words: Leadership, Leadership Style, Transactional Style, Transformational Style, Supervision*

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