



NAAC –SSR-Cycle –I 3.3 Research Publications and Awards

2017-2018

3.3.2 Journal Publications

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(AUTONOMOUS)



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**National Business Research Conference on
“EMERGING TRENDS IN COMMERCE AND
MANAGEMENT IN THE PRESENT DECADE
(ETCM '18)”**



Organized by
Department of Management Studies (Shift II)

In association with

**INSTITUTE OF COMPANY SECRETARIES OF INDIA [ICSI] OF SOUTHERN
INDIA REGIONAL OFFICE (SIRO)**

on Saturday, February 24, 2018



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3.3.2 Journal Publications

DBJC Journal of Business Research – Jain Spire, Issue No. 28, ISSN 2248-9711

IMPACT OF ATTRITION ON KNOWLEDGE MANAGEMENT FOR A SUSTAINABLE DEVELOPMENT

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ABSTRACT

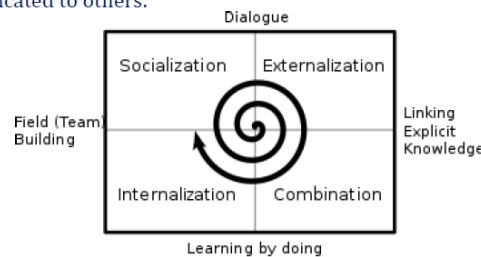
Attrition is a phenomenon affecting any business organization in the industry. Over the past few years, organizations have taken an increased interest in aligning their HR practices to their business goals. It was originally seen as the time-keeping, records-maintaining department of the past has today metamorphosed into the equivalent of a dynamic business consultant, providing strategic support. Deficiencies like inability to influence employee perception of growth; not aligning employees to roles based on their individual talent, inflexibility in leadership styles, are causing conflicts at a very intrinsic level, resulting in knowledge employees choosing the proverbial “easy way out.” Employees thus attempt to change the manager or the work environment, resulting in employee attrition.

This article aims to focus at the scarce resource on which the organizations invest to enhance the business value creation capacity. It illustrates the lifecycle of a firm, which shows tremendous growth within few years of their inception, and become globally active but they are also suffering from high employee attrition, threatening their strategic efforts to service their clients globally. Now-a-days managers are interested in managing knowledge not for the sake of knowledge management, but because the planning, design, assessment and revision of the organizational knowledge resources and processes can support the business performance improvements on the sustainability of the firm.

INTRODUCTION

Knowledge management is the process of creating, sharing, using and managing the knowledge and information of an organisation. It refers to a multidisciplinary approach to achieving organisational objectives by making the best use of knowledge.

Different frameworks for distinguishing between different ‘types of’ knowledge exist. One proposed framework for categorizing the dimensions of knowledge distinguishes tacit knowledge and explicit knowledge. Tacit knowledge represents internalised knowledge that an individual may not be consciously aware of, such as to accomplish particular tasks. At the opposite end of the spectrum, explicit knowledge represents knowledge that the individual holds consciously in mental focus, in a form that can easily be communicated to others.



“EMERGING TRENDS IN COMMERCE AND MANAGEMENT IN THE PRESENT DECADE (ETCM '18)”

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DBJC Journal of Business Research – Jain Spire, Issue No. 28, ISSN 2248-9711

FACTORS INFLUENCING CONSUMER BEHAVIOUR AT HOSPITALITY INDUSTRY WITH REFERENCE TO CHENNAI

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ABSTRACT

As globalization is increasing rapidly and new products from the foreign countries are finding their way into the country, the trend of utilization by our inhabitants is gradually changing. They are becoming more disposed to buying. The reason why consumers are more inclined towards global or local brands is associated to their desire for maximum satisfaction. With the passage of time, the international fast food brands are getting more precedence in comparison to the local brands due to the influence by the western world. As the markets have globalized, complex marketing strategies are developed. If any predisposition resulting from these strategies is seen in the buying decision, a close consideration should be given by the manufacturers, distributors, importers, exporters and other channel intermediaries to examine how it influence their businesses and employ appropriate strategies to counter this phenomenon. The notion that called globalization has guided many organizations to operate on a global level which as a result has changed the buying behavior of consumers and an increase in his knowledge regarding global fast food brands. Due to the societal and cultural effects of telecommunication, more awareness is spread in consumers about other cultures, lifestyles and brands. It was examined that foreign fast food brands are consumed more on a frequent bases in contrast to local ones. People feel modernized in consuming foreign fast foods.

INTRODUCTION

It is a common viewpoint that consumers consider only factor while purchasing a foreign fast food brand. However, reality tells that there are a number of varied factors involved while evaluating a product. Studies show that consumers who dwell in developed countries give more preference to foreign fast food brands, particularly from the west, not only because of the perceived quality but also of social status. Hence, a brand's country of origin serves as a summary of product quality and consumers prefer these types of fast food brands for status-enhancing reasons. Quality is conceptualized in terms of the product's performance. A consumer's standard of living and his purchase pattern can also be determined by his income, education, occupation and family background, demographics significantly verify the exposure to and thus the purchase of expensive foreign goods. Like many other developing countries, Pakistani social classes also exhibit very evident brand preferences. Amongst the different social classes, elite class and the upper-middle class are observed to be dining out at fast food foreign brands to sustain in the noticeable position in society. Karachi city has most of its people having the status consciousness characteristic. Whereas, foreign fast food brands are considered as a luxury for lower class, they do not consume them more often. The researchers intend to study that how the internal layout of dine-in restaurants, advertisements, celebrities

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EMERGING TRENDS IN HUMAN RESOURCES MANAGEMENT

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ABSTRACT

Continuous changes in technology, economic, social and psychological understandings and structures have influence on both Human Resources and their management. Current models of HRM suggest that expectations about HR roles are changing as organisations are striving to make the HR function leaner and more 'strategic'. As globalization advances and we move into the information age, organizations need to adapt to the changes in technology and the changing issues in management of people. Managing people, as an HRM function, has broadened, to include managing organizational capabilities, relationships, learning and knowledge. These functions include four generic areas, i.e., (i) Roles, (ii) Relationships, (iii) Strategic focus, (iv) Learning focus. These areas are different from each of the economy functions, like traditional, transitional and knowledge. The aim of the article is to identify recent trends in managing human resources and related to their development.

Keywords: Human Resource Management, Human Resource Development, HR trends, Globalization.

INTRODUCTION

Human resource management (HRM) has always been a very challenging aspect of any business. Especially with so much happening in the world of Human Resource, change, indeed is the constant when we talk about Human resource management. There are new trends in the world of HR emerging every now and then and it is extremely important for anybody remotely associated with the world of business to know about such contemporary emerging issues. In this era globalisation human resource walks into has walked into a zone of new technology and certain emerging issues of management. Here we would talk the most relevant emerging and contemporary issues about human resource. If we take a brief look at the issues that are relevant in this context we would be able to figure out that the issues that have very clearly emerged in recent times are planning, acquisition and development of human resources, yielding to the demands of the work place and, most importantly, evolving a strategy that deals with that challenge of industrial conflict. Considering this as a management practice, we would find that it covers all aspects of personnel management and industrial relations, converging with the relatively new areas such as communication, counselling, training and development, and even job enrichment. The following parts of this article would be throwing more light on the subject. The competitive advantage is dependent on the apt application of knowledge of good. The factor of managing men is no more the only important function of HRM; the function has gone beyond that into four major generic areas that include 1) roles 2) relationship 3) strategic focus and 4) learning focus. These areas are different from that of the conventional ones like traditional, transitional and knowledge. The innovation of HRM

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