

# AAYAM

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Ajay Kumar Garg Institute of Management, Ghaziabad, India

# Influencing Training Factors on Managerial Employees' Performance in a Private Bank in Oromia region of Ethiopia

P. K. Agarwal \*

G. Sudhakar \*\*

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## Abstract

The study is designed to identify the influencing factors of training of managerial employees on their perceived performance of a private bank in Oromia region of Ethiopia. The research was conducted between Nov 2016 to April 2017. The research used causal research design with the objective of identifying the impact of five independent variables on managerial staff performance (dependent variable). The study tried to identify the various determinants of training and the effect of each determinant factor on the perceived performance of managerial employees. This study used questionnaires as data collection instrument. The research was conducted on managerial employees of 41 branches of bank who attended at least one training module during their stay at the bank. Data was collected from the employees through primary sources using questionnaire as instrument. Descriptive and inferential statistics was used as data analysis tool. The findings show that there was a positive and significant impact between employee training (independent variable) and managerial staff perceived performance.

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\* Professor, Department of Management, Wolaita Sodo University, Ethiopia.

\*\* Professor, Department of Management, Wolaita Sodo University, Ethiopia.

# Swift Shifting in Customer's Attitude towards Second Hand Items: A Study of Parameters Included in Clothes Purchasing Decisions – In Special Reference to Meerut Region (Uttar Pradesh, India)

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Parul Marwah Gupta\*

## Abstract

With the inception of globalization and privatization, a large number of companies have emerged in the domestic markets and changed the overall scenario of the customer and manufacturer relationship. Earlier, with limited brands and restricted manufacturing units, the customer is bound to choose from available resources but with passing times, large number of corporates have emerged and shown mushroom growth with which the customer has variety of goods and services at disposal. Market scenario has changed and 'simple customer' gradually transformed into 'king customer'. The products are manufactured as per the choice and requirement of customer and overall scenario of the market has shown considerable amount of dynamism.

With overflow of goods and services in the market and increased number of channels in distribution networks, the cost of goods and services have shown increments. With high inflation rates and growing necessities, customers with limited income and pressurized living standards are inclined towards second hand goods market. Cloths being one of the most basic need of the human has transformed its necessity from being mere covering unit to show case wealth and living standards.

This paper is designed to create an understanding about the reasons beneath the inclination of the customer towards second hand market of clothing industry. The paper also tries to emphasize on the parameters which plays crucial role in determining the purchase of second hand/ Used cloths.

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\* Assistant Professor (MBA Department), Raj Kumar Goel Institute of Technology, Ghaziabad (U.P.), India

# Impact of Demonetisation on Microfinance Institutions in India—A Study

Babita Jha \*

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## Abstract

Demonetisation announced by the Modi government in the month of November impacted different sectors in varied degrees. Microfinance is one such sector which was smashed badly by demonetisation but unfortunately it finds no space in the overall discussion. In India, large number of Microfinance companies is financing needs of the low income and under - served or un-served population. Microfinance institutions (MFIs) usually follow small cash collection and disbursement on weekly, quarterly and monthly basis. The last quarter of the year 2016 was a tumultuous one as the declaration of demonetisation affected the smooth flow of microfinance sector. This paper will attempt to analyse the impact of demonetisation on collection efficiency and disbursement of cash flows of MFIs in India. It will also focus on the state-wise collection and disbursement of the loan amount and the challenges faced by the MFIs post demonetisation. The study is based on analysis of secondary data collected from various authentic sources.

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\* Assistant Professor, Jaipuria Institute of Management, Jaipur, Rajasthan, India

# Green Marketing: Transforming Business through Value Creation

Rajeev Kumar Ranjan \*

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## Abstract

Continuous increase in the awareness and exposure on the various problems which environment is facing has led to a drastic change in the buying patterns of consumers on how do they adopt and consume the products. There has been a change in consumer preferences towards environmental friendly and sustainable products. People are willingly and actively trying to lessen their usage patterns of products and their disposal on the environment. However, this is not widespread and is still evolving especially in rural parts of India. The paper primarily focuses on the green marketing strategies and their impact on the business performance. The impact finding is in the marketing term which tries to find about the awareness, credibility, satisfaction and repeat purchase of the Green products. The paper primarily focuses on the strategies which have been chosen keeping in mind the latest trends going on in the area of Green Marketing. The Green Marketing strategies used specifically for the study are Eco-Labeling, Supply chain initiatives, Product modification for green effect and customer adoption of Green Products. It also includes the strategies which are to be used, so that the green marketing can be promoted and the way be paved to make the 'green products' more ecologically as well as 'economically viable for the consumers belonging to different social hierarchy.

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\* Senior Faculty, Management Department of Quantum Global Campus, Roorkee, Uttarkhand, India.

# Industrial Development of India Under Free Market Regime

Leonard T Das \*  
Kumar Das \*\*

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## Abstract

All sectors of Indian Economy seems to be vibrating with economic buoyancy. There is expansion of trade, investment, market, and increase in GNP etc. But after global economic meltdown, the new emerging world economic order poses a great challenge for India as the world economy is increasingly becoming speculation-driven. The faceless capital has increased enormously while labour absorption has declined. Modern technology has become divisive and elitist. Making technology work for the common man is almost an oxymoron. Economic growth per se tend to polarise our societies by concentrating income in the hands of few and narrowing the social opportunities for the poor. This paper examines the trend and pattern of industrial development in India under globalization regime.

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\* Asst Professor, Dept of Computer Science, Eritrea Institute of Technology, Eritrea.

\*\* Former Vice Chancellor and Professor of Economics, Utkal University, Bhubaneswar.

# What Government Ought to do to Enable Universities to Stand High in the World List? Need of the Hour

B M Naik \*

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*Where do you produce global leaders to make a nation developed? It is said, Seeds are sown within the four walls of class rooms.*

## Abstract

World ranking of universities has assumed great significance because those which rank high are found to produce globally competent professional and political leaders needed to manage the affairs of a country ably from local to international levels. World experience tells us that in knowledge based economy of today, prosperity of a nation is driven essentially by leadership shown in research and innovation which normally grows in world class universities. Having world class universities in a nation now is a prerequisite to qualify for achieving developed nation status. Even if a nation is endowed with abundant natural resources, without world class universities it cannot become developed. There are many universities in India which have good amount of money and good infrastructure yet they do not stand high in the world list. They have all the required resources at hand except good professors. In India, unfortunately faculty growth is neglected. The outdated rules and regulations have bound professors, such that they cannot perform to the best of their abilities, this is the main bottleneck. Their service conditions urgently need to be reengineered on the lines of world best universities, without which India is less likely to stand high in the world list, and in turn become a developed country.

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\* A Founder Principal of Guru Gobind Singh College of Engineering Nanded, State steering committee member Quality Improvement Program, Government of Maharashtra. 23 Mehernagar Garkheda Aurangabad 431009.



# Building Total Engagement in the Workplace and its implications for Organisational Climate

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Anshu Yadav \*

## Abstract

In view of the growing research evidence showing a positive correlation between progressive HRM techniques and improved productivity, there is no doubt that Human Resource Management can be a valuable aid to the turnaround of many Indian enterprises which are seriously affected by chronic productivity crisis, high incidence of industrial sickness and growing labour unrest.

This paper presents an overview of the organisational climate in one of the contemporary Indian organisation and is based on primary data gathered with the help of a questionnaire to study the impact of work engagement practices on the organisational climate in National Hydroelectric Power Corporation, a public sector organisation in India. The responses were recorded and systematically analyzed which included tabulation of data and performance of statistical application using MS-Excel and SPSS version 20.0 to draw a final conclusion.

The study indicates that NHPC and in general others public sector organisations are increasingly becoming competitive and showing a strong desire to improve its capacity to learn and prosper by better utilizing the knowledge and ideas of its people. Finally, implications for Indian industry are discussed and future research perspectives are suggested.

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\* Associate Professor, Institute of Business Management, C.S.J.M. University, Kanpur.