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# Visitors' Importance - Satisfaction Analysis of Tourist Destination - A Case of Jammu & Kashmir Tourism

Deepak Jain<sup>1</sup>

## *Abstract*

Tourism industry is very much affected with perception the tourists carry with them about a destination. The study evaluates the perceptions of tourists towards J&K state with the broader objective of examining its alignment with the induced image and drawing some insights on the dimensions of the image perceptions related to the overall and specific characteristics of the place. Results from factor analysis show that visitors do not carry the requisite level of positive perception for J&K as tourist destination in respect of eleven variables out of 37 variables studied in all three factors extracted. Importance - satisfaction matrix identified that though there are factors on which government and private players are paying lot of emphasis to satisfy tourists but a lot remains to be achieved on this front. They need to pay attention to those factors as highlighted in IS matrix in Quadrant "Opportunities for Improvement".

**Key words :** J&K State-Tourism, Image, Services, Perception, Importance - Satisfaction Matrix



## Tourism Destination Image and Branding - Odisha

Prithweeraj Acharya<sup>1</sup>

J.K. Panda<sup>2</sup>

### *Abstract*

The present Research Paper critically examines and analyzes the factors that create a positive destination image in the minds of the prospective tourists in the State of Odisha. For this purpose, a total sample population of 197 individuals was selected through the administration of simple random sampling technique. The findings of the study will not only help in identifying the underlying issues and problems being countered by the industry in the State but will also indicate a scope of further research in this field.

# Effectiveness of MBA Curriculum and its Implementation in the Business Schools and Colleges in Chennai: An Empirical Study

A.V.R. Pandiyan<sup>1</sup>

## *Abstract*

This research article examines and evaluates the key parameters influencing the planning, design and effective implementation of MBA curriculum in the business schools and colleges offering MBA programmes in Chennai. It studies in detail the problems, issues and challenges in the existing MBA curriculum. For this purpose, the students, faculty, alumni and employers in various industrial sectors are consulted to understand their needs and opinions. Having studied the problems, it also suggests strategies for curriculum improvement and effective implementation. A flexible MBA programme is suggested to accommodate the needs of changing future, keeping in mind only a programme which allows constant assessment and reevaluation with scope for modification which will help achieve meeting the changing demands of the field.

**Key words:** Curriculum, Instructional processes, Career guidance, Industry-Institute-Community Interface, Student Services.



# Agile Leadership and Organisational Development: An Empirical Study

A.P. Sharma<sup>1</sup>

R.K. Sharma<sup>2</sup>

## *Abstract*

This study attempts to find out the impact of leadership on organisation development. It focuses to identify the factors of leadership and their influence on the corporate transformation and organisational development. Data were collected from a sample of 317 employees of automobile sector using convenience sampling technique. Exploratory factor analysis reveals that total nine factors were extracted from 29 variables by using rotated matrix. Correlation analysis was also conducted between dependent and independent variables and after that all the nine factors were put under regression test to find out the impact of these factors.

**Key Words:** Prodding, Force Multiplier, Cultural Inertia Antiquity

## Study of Motives and Issues for Carrying Private Labels by Retailers in India

Sonal Gupta<sup>1</sup>

Rajendra Jain<sup>2</sup>

### *Abstract*

As the organized retailing is growing and more and more organized retail players are coming, presence of private labels is increasing. Retailers carry private labels in each and every category and increasing their efforts in making them successful. The present study sets out to study the preferred reasons behind carrying private labels by retailers. The study comprised three categories of private labels namely Food and Non Food FMCG, Apparel and Consumer Durables. Multiple stage sampling was used to collect responses from 200 store managers. Summation of ranking shows the preferred reasons for carrying private labels specifically for three categories and then overall ranking considering all the categories.

**Key words:** Private Labels, Food and Non Food FMCG, Apparel, Consumer Durables



## Effect of Telemedicine on Rural Healthcare Services - An Empirical Case Based Analysis

Sudeepa Banerjee<sup>1</sup>

### *Abstract*

A case study has been conducted to estimate the impact of internet on delivering critical health care service in the health industry. Time series data on discharge and death from intensive cardiac care units along with data on referrals for further treatment including surgery to the referral centre have been collected from three individual centres (Udaipur in Tripura, Bankura and Siliguri in West Bengal) which are under the internet based telemedicine project of Rabindra Nath Tagore International Institute of Cardiac Sciences in Kolkata. Regression analysis has been performed to estimate the response parameters and test of hypotheses. The results confirm the effectiveness of using internet in providing critical cardiac care to patients in remote and underdeveloped regions. The findings can be utilized to increase the number of local telemedicine centres to provide and extend better healthcare services to the potential cardiac patients in remote and underdeveloped areas of India.

**Key words :** Telemedicine, Internet, Health care service, Thrombolysis

# The Forgotten Employees? Dealing with the Repatriation Dilemma in New Zealand Companies

Rizwan Tahir<sup>1</sup>

## *Abstract*

The purpose of the present study is to investigate the factors that influence the repatriation process in New Zealand companies. The results of the present study indicate that young age, longer time spent on overseas assignment and decline in social status in New Zealand are negatively related to all facets of adjustment of repatriate managers. Finally the results show that the novelty of the host country culture relative to the home country culture is negatively related to interaction and general adjustment of repatriate managers in New Zealand. The results of the present study also indicate that enhancing employees' commitment towards their parent companies is a critical first step and the present study attempts to show the way to the companies to begin this important process.

**Key words:** Repatriation, foreign assignments, adjustment, international human resource management.



## Workplace Support Factors as Predictors of Job Satisfaction among University Professionals

Abhishek Sharma<sup>1</sup>

Sandeep Kaur<sup>2</sup>

### *Abstract*

The present study was conducted with the aim of investigating the effects of the perception of role stress and workplace support factors on job satisfaction among teaching and non-teaching university professionals. It was expected that perception of role stress and workplace support factors will differ in teaching and non-teaching employees and therefore difference in the level of job satisfaction will also evident. The study revealed that the perception of workplace support was almost similar in both the groups. Further, the findings highlighted the significance of workplace support factors which can have beneficial effects in maintaining the level of job satisfaction among university employees hence may be fruit full in gaining the goals of higher education.

**Key words:** Workplace support, perceived organisational support, inter-professional support, mental well-being.

## A Study on the Employer Branding in a Consultancy Organization from the Employees Perspectives

R. Kasilingam<sup>1</sup>

S. Riasudeen<sup>2</sup>

### *Abstract*

Employer branding is a distinguishing and relevant opportunity for a company to differentiate itself from the competition. Fierce competition for talents and asymmetric distribution of information are the two main reasons that make employer branding necessary for knowledge intensive companies. The empirical data was gathered among 240 respondents by means of well developed questionnaires. The perception of the sample groups were compared in order to identify the brand value created by the organization. The factors considered for the study are reputation, work life balance, training and performance management, pay and benefits, leadership and management and work environment. Among all brand variables training contributes maximum to the overall image of the company. Therefore the companies should provide adequate training to build good career to the employees.

**Key words:** Brand image, Employee branding factors, Gap analysis, Segmentation of employees.



# Measuring Personality Type and Its Influencing Factors in Human Psychology: An Empirical Analysis

Atanu Kundu<sup>1</sup>

Subir Ghosh<sup>2</sup>

## *Abstract*

Normally, two types of personalities namely type A and type B are found in human psychology. Type - A individuals are normally ambitious, aggressive, competitive, high risk taking and type - B individuals are just opposite to type A. But in reality most of the people possesses some characteristics of type A and some characteristics of Type B. Therefore, the need arises to study the personality of mixed category. Against this backdrop, present study tries to establish a new type 'C' of personality besides the existing two types. It also aims to find out the percentage of people under each category of personality and analyses the influencing factors of personality type possess in human psychology.

**Key words:** Human Psychology, Type 'C' Personality, percentage, Chi-square test statistic, Correlation, level of significance

## **Goods and Service Tax (GST) - A study with special reference to Warehouses in India**

**Vinod K. Bhatnagar<sup>1</sup>**

**Shiv K. Shrivastava<sup>2</sup>**

**Prakash Sharma<sup>3</sup>**

### *Abstract*

The specific objective of this research effort is to analyze the impact of Goods and Service Tax (GST) on warehouses situated in India. This paper reveals that if Government imposes GST, there would be positive impact on warehouses from the earnings point of view because there would be no need to have warehouses in different States thereby reducing transportation cost.

**Key words:** Goods and Service Tax (GST), Warehouses, and GST Rate



## Tourism and Eradication of Poverty

Deepak K Sahoo<sup>1</sup>

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Namita Mishra<sup>4</sup>

The tourism industry is one of the major contributors to India's GDP growth, which stands at 6.2% presently. The growth of the tourism industry during the last decade was about 12%. It has been rightly said that tourism industry has a multiplier effect in the economic development of our country. So tourism can be used as a major opportunity for sustainable development of national wealth. India is blessed by its varied culture endowment resources and topography. Some states are very rich while others are very poor, so far as per capita income is concerned. Investment in tourism industry has a ripple effect in transportation, building and construction sector, entertainment, recreation and peripheral development in and around the tourist centre.

On the other side of the coin of Indian economy is the poverty; 260 million people in this country do not have income to access a consumption basket which defines the poverty line. Out of these 260 million people 75%

live in the rural areas. India is blessed with a varied culture, rich heritage and nature with its own history. It is estimated that the travel and tourism sector creates more jobs per million rupees of investments than any other sector of the economy. It is the only industry capable of providing employment to a wide spectrum of job seekers from the unskilled to the specialized.

The 10th five year plan recognizes vast employment generating potential of tourism and the role it can play in furthering the socio-economic objectives of the plan. A full assessment of the socio-economic impacts of tourism requires a detailed study of the linkages between tourism and development.

The Tourism Act of 2002 has been implemented by the central government to create a supportive environment for promotion of tourism. The objective of the tourism Act 2002 is to mobilise the state governments to use tourism as a means for achieving their socio-economic objectives, to encourage the

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## Redesigning Pedagogy: The Multiple Intelligences Theory in the English Classroom

Seema Sing<sup>1</sup>

### Introduction

The language teacher generally uses the term 'intelligence' to explain a student's success or failure. For example, if a student performs well in tests/examinations, the teacher might attribute it to a 'high level of intelligence'. On the other hand, a student might not score well despite working hard and over longer period(s) of time. In this case she/he might probably be explained as 'less intelligent'. Sometimes, but rarely enough, these explanations are used to explain the failure of the language teacher herself/himself.

These introductory and general observations are based on the idea that intelligence is a single, unitary mental capability, largely hereditary and is unchangeable. Subsequently, we believe that the level of 'intelligence' decides who will be successful in learning and later on too. But, not every successful learner ends up successful in her/his chosen profession. Because, these simple observations do not explain the fact that many students who do not do well at school turn out to be extremely successful in life. Examples of these are

Einstein, Beethoven, Walt Disney, and Tolstoy, to name a few.

Probably two conclusions could be drawn here: First, we should not indiscriminately label students. A student who is slow in the language learning process is not necessarily 'stupid', 'unwilling', 'slow learner' or 'destined to be a failure in life'. Second, we need to consider carefully the latest findings from research into human cognition. Intelligence is not as simplistic as we generally think or assume it to be. In fact, there is a significant body of research which says we should rather be extra careful in using the term 'intelligence' to explain success or failure in language learning. It cannot be loosely used. The first researcher who needs to be mentioned in this context is Robert Sternberg of Yale University with his proposition of the Triarchic Model of Intelligence (1988).

### From Intelligence to Intelligences

Next to be mentioned is Harvard University Professor of Education Dr. Howard Gardner with his Project Zero

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