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Responsible Leadership and Organisational Commitment - An Empirical Study in Egypt

Mohamed Mousa, Ph.D.¹

Abstract

Responsible leadership has of late come to be a focus of research interest for management scholars. It entails the degree of stakeholder engagement and the sense of societal obligation that organisations have to fulfill. It also assumes that focusing only on maximising shareholder profit is no longer acceptable in the global business and economic sphere. Over the past four decades, organisational commitment has come to be considered a buzzword in both management and organisation studies. The concept was developed in 1960 to assess emotional attachment of the employees to their workplace, and currently its scope has been extended to include all employee-employer relationships. The importance of the concept stems from its strong correlation with many wanted and unwanted workplace behaviours like absenteeism, turnover, performance levels, citizenship behaviour and justice as proved by many quantitative studies. This empirical study focuses on Kasr El Eini hospital in Egypt to understand the effect of responsible leadership on physicians' affective, continuance and normative commitment through mediating the role of an inclusive diversity climate. It appears that responsible leadership has a positive association with an inclusive diversity climate, an inclusive diversity climate has a positive association with physicians' organisational commitment, and finally, responsible leadership affects physicians' organisational commitment through mediating the role of an inclusive diversity climate.

Keywords :

Responsible leadership; inclusive diversity climate; affective commitment; continuance commitment; normative commitment; Egypt

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Development of Human Resource through the Songs of Rabindranath Tagore

Rita Basu, Ph.D.¹

Abstract

Management thoughts in organisations revolve around the people involved, as they are the key resource for sustainable development. It is the responsibility of the authorities concerned to encourage, motivate and steer them towards the organisational goal in such a manner that they happily and spontaneously take part in the process for productive performance. Nobel Laureate Rabindranath Tagore (popularly known as 'Gurudev') composed plenty of thought provoking songs of various types known as Rabindrasangeet. Some of his songs can be used to nurture human resources by giving confidence, providing mental support, cheering up an individual, and helping one to overcome sorrow and fear. The objective of the present paper is to develop a thematic perception of a few songs of Tagore, i.e. Rabindrasangeet, in the context of Human Resource Development in an organisation. Endeavour has been made to identify the meaning of these songs with the perspectives of Meaning of Work, Role of the Manager in Managing Work and Organisational Development.

Keywords :

Work, Management, Organisational Development, Rabindrasangeet

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Mexico-Japan Economic Association Agreement: Impact on the Mexican Trade Balance

José G. Vargas-Hernández, Ph.D.¹ | Anel Guadalupe Miranda Gutiérrez²

Abstract

his research seeks to analyse the impact of the Mexico-Japan Economic Partnership Agreement (Acuerdo de Asociacion Economica entre Mexico y Japon – AAEMJ) on the Mexican trade balance. The research question is: What is the position of the Mexican trade balance in terms of AAEMJ. The research method used is empirical-analytical. It is observed that the AAEMJ has strengthened the economic relationship between both the countries, but with a trade deficit of Mexico with Japan of 12 million dollars. The growth of imports is due to establishment of Japan's FDI in Mexico. Mexican exports need support and development programmes.

Keywords :

AAEMJ, Mexican trade balance, FDI.

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Approaches to Equity Appraisal in India from the Perspective of the Financial Analysts

Harish Kumar Singla, Ph.D.¹ | Pradeepta Kumar Samanta, Ph.D.²

Abstract

The study examines the approach followed by financial analysts for the appraisal of equity shares in India. The Primary focus of the paper is on the usefulness of fundamental analysis and technical analysis. A comprehensive questionnaire instrument was designed based on the unstructured interviews of five financial advisors in the first round. A survey was then conducted on a group of 56 financial analysts. It is observed that Fundamental analysis is a more preferred approach to equity appraisal compared to technical analysis. The analysts also believe that Indian markets are weak-form efficient, which can be one possible reason for the preference for fundamental analysis. The financial analysts in India mostly use the ratio analysis and P/E ratio as a tool for stock valuation and consider technical analysis as a risky tool to be mostly used by the day traders and short-term investors. Investors in any stock market do not operate in isolation and mostly rely on the information and reports provided by the financial analysts. In this context, the study is of great importance as the study provides the perspective of financial analysts. However, the relatively small sample size is a limitation of the study.

Keywords :

Fundamental Analysis; Technical Analysis; Equity Shares; India

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Causal Relationship Between Macroeconomic Variables and Nifty: Empirical Evidence from India

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Abstract

This study aims at exploring the causal relationship between Nifty 50 (National Stock Exchange Fifty, the benchmark broad based stock market index of National Stock Exchange of India for the Indian equity market) and Macroeconomic Variables, namely, Crude Oil (CO), Exchange Rate (ER), Gold Prices (GP), the Index of Industrial Production (IIP) and Wholesale Price Index (WPI) of India. The investigation was made by using monthly data from National Stock Exchange of India to understand the ability of these variables to predict the level of the stock market returns. The results reveal that all the selected macro economic variables have bi-directional causality, except gold price with Nifty, index of industrial production with crude oil, and gold price and wholesale price index with index of industrial production.

Keywords :

Macroeconomic Variables, Nifty, Ganger Causality tests, ADF and Unit Root Test.

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Social Media and Financial Performance : A Study on Commercial Banks

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Abstract

A well-developed financial system helps in right decision-making for the economy, thus facilitating proper allocation of funds. Banking, being a part of the financial system, acts as an intermediary between the people who save and the people who spend. Social media helps organisations to meet a huge customer base on a common platform that facilitates one to one interaction, marketing of products, gaining valuable feedback from the customers, and thereby facilitating recognition of the needs of their customers. Other than traditional parameters, social media does play an important role in the financial performance of a bank. The independent variables used for this study are sales volume, customer acquisition cost, risk management and mitigation and the dependent variable used is financial performance. Twenty two commercial banks operating in Pune have been selected for this study from among the banks using social media as a platform to interact with the customers. The study finds and concludes that social media interaction reduced the cost incurred by the banks in acquiring new customers, thereby significantly increasing their revenue.

Keywords :

Financial Performance, Social Media, Commercial Bank

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CASE STUDY :

Bausch and Lomb in India :Clarity of Vision ?

Dev Narayan Sarkar, Ph.D.² | Kaushik Kundu, Ph.D.²

Case Summary

The case presents a decision situation facing the Director for Marketing & Strategy at Bausch and Lomb India, who has to formulate the marketing and growth strategy for the future. The company is the largest player in the contact lens industry in India and had grown well in the past few years. The case describes the characteristics of the vision care industry in India. It also elaborates the strengths and weaknesses of Bausch and Lomb and the strategies adopted by it. The Director is expected to choose an appropriate marketing and strategic option to help the company achieve its ambitious growth plan. This case is based on factual information from secondary sources. However, names of persons and specific situations are fictitious.

Keywords :

Contact Lens, India, Strategy, Marketing Mix.

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