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ABSTRACT

EMPLOYER BRANDING: THE NEW AGE MANTRA FOR ORGANIZATIONAL DIFFERENTIATION

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The global talent crunch remains a pressing and pervasive issue for employers worldwide. Despite global recession and the weakest employment outlook in decades, employers are nonetheless facing a scarcity of talent in critical areas. By focusing on building their employer brands and enhancing their appeal to talented workers with scarce and vital skills, organizations can position themselves to win lasting competitive advantage in the talent marketplace. ‘Employer Brand’ is what the company “promises to deliver emotionally to connect employees so that they in turn deliver what the business promises to customers. This study is a comparative analysis of the employee perspective and the student perception towards the branding practices adopted by the hotels. The analysis reveals that no significant difference was observed in the employee perspective and the student perception towards the branding practices adopted by The ITC and The Oberoi but in case of The Leela, a significant difference existed. In context of their ‘Employer Brand’, the three organizations have been ranked similarly by both the employees and the students.

Keywords: Branding, Internal Branding, External Branding, Employer Brand Management

ORGANIZATIONAL CULTURE AND ITS DETERMINANTS

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In recent years, the term culture/climate has been increasingly in vogue in studies of organizational behavior because of the growing realization among organizational scientists and management consultants that the culture of an organization has as much influence on corporate effectiveness as the formal structure of jobs, authority, technical and financial procedures. Culture around workplace provides a comprehensive framework for understanding the various facets of work behavior. It reflects the way of life of people, their traditions, heritage, design for living etc. It is the totality of belief, norms and values which is related to the patterned regularity in people's behavior. Organizational Culture in a company could be positive or negative, depending upon whether it is consistent with, and supportive of the task and characteristics of the organization in question.

Keywords: organisation culture, behaviour, determinants

A STUDY ON EMPLOYEE ENGAGEMENT AMONG EMPLOYEES OF SMALL
A STUDY OF FACTORS AFFECTING USERS’ SATISFACTION WITH MOBILE DATA SERVICES

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The need for communication has resulted in an upsurge of cellular companies all over the world. Mobile phones meet user’s information needs by incorporating many value-added design features which have gradually changed its role from a mobile tool for voice communication into a powerful platform for accessing information from society universally. The proposed study of this paper attempts to review the key factors affecting user satisfaction on the basis of earlier studies and to analyze the key factors significantly influencing user satisfaction. Cross-sectional data were collected through a survey and analyzed for correlation analysis. There was found to be a high positive correlation between customer satisfaction and usage cost (.618) and customer satisfaction and perceived usefulness (.532). A high positive correlation was also found between continuance intention and perceived ease of use (.909). Expectation confirmation and perceived ease of use were also positively correlated (.738). The results clearly imply that mobile user’s expectation can be fulfilled to a certain extent by improving upon perceived usefulness and usage cost.

Key Words: communication, user satisfaction, perceived usefulness, usage cos
A STUDY OF RELATIONSHIP BETWEEN USER MOTIVATION AND USER RESPONSES IN SOCIAL MEDIA MARKETING

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There is a need for today’s marketers to adapt new strategies to the swiftly spread across by usage of internet as a source of media. If the past was about using mass media to get reach and frequency, the future is a lot more complex than that. Marketers no longer control what the customers see. The consumer no longer looks at just the product, but due to easy availability of information in this internet age, consumer can see what the company is doing for the benefit of the community.

Marketing 1.0 was Product centric era, Marketing 2.0 was Customer oriented era and Marketing 3.0 is Value driven era. Hence, instead of a linear relationship between a brand and the consumer, there is a need to propose an interconnected linkage between the brand, employees, consumer and community. Today is the age of participation and synergetic marketing.

Visualizing, how persuasive it would be to actually have a real-time communication with company’s target consumer or a contact could help build one’s business strategy. A direct human connection builds credibility and spreads positive word of mouth. Sites such as Twitter, Facebook and Linkedin exist solely to build these types of relationships. The connections, one can make, translate into more traffic to the website which in many cases is the point of sale.

The other side of coin is the challenges faced by Internet Social Media Marketing like reliability on online information security, payment methods, information sharing etc. Also the online consumer behavior pattern is frequently changed and thus creating a loyal customer online is also a big challenge.

These challenges lead to a major question: “What motivates the user to respond to the social media marketing?” The research paper tries to locate the connection between what motivates the customers to respond on these online marketing.

KEY WORDS: Social network, consumer motivation,

ECONOMICS OF CASHEW NUT CULTIVATION, PROCESS AND MARKETING – CUDDALORE DISTRICT, TAMILNADU

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Cashew is a hardy crop and can be grown in almost all types of soil from sandy to laterite including wastelands of low fertility. It’s very nature and adaptability to diverse soil and climatic
conditions have been to an end responsible for a misconception that the crop does not need much attention. Most of the plantations developed in the country from the early part of this century till late 1980s were of seedling origin. The primary consideration was to cover area rather than increase the productivity of the crop, resulting in non-productive plantations. As cashew is a hardy plant, often it has been thought to be highly suitable for afforestation, soil conservation and wasteland development. Unfortunately, the plantations raised with this objective, did not receive any management or inputs, thereby resulting in low productivity. The present study makes an attempt to analyze the marketing of cashew nuts in Cuddalore district -Tamilnadu from farmers perspective and to generate information to equip government agencies with the first hand information on current issues faced by the farmers.

COMPARATIVE ANALYSIS OF LIQUIDITY POSITION OF SELECTED PHARMACEUTICAL COMPANIES IN INDIA

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Liquidity is a prerequisite for the very survival of a firm. A proper balance between the liquidity and profitability is required for efficient financial management. Even if a company is economically sound, it may face some difficulties, if proper liquidity is not maintained. In this paper an attempt has been made to analyze the liquidity position of selected pharmaceutical companies in India. The Indian pharmaceutical industry is on a good growth path and is likely to be in the top 10 global markets in value term by 2020. High burden of disease, good economic growth leading to higher disposable incomes, improvements in healthcare infrastructure and improved healthcare financing are driving growth in the domestic market. The study has been undertaken for the period of ten years from 2002-03 to 2011-12. In order to analyze the liquidity position and performance, various accounting ratios have been used. Statistical measures such as mean, standard deviation, CV(%), ANOVA(one way) have also been used.

Keywords: Liquidity, Financial Performance, Management Efficiency