

## **Doctoral Dissertation Abstracts**

---

### **Human Resource Practices in Small and Medium Enterprises – A Study with Special Reference to Chennai District**

**K.P. Savitha**

**Dissertation Guide:** Dr. Ayub Khan Dawood

**Month/Year Completed:** April 2016

**Institution:** Annai Vellan Kannis College, Madras University, Chennai,  
Tamilnadu, India

**e-mail:** savithamsme2015@gmail.com

MSMEs sector, more than 95% industrial units belong to MSME sector about 45 % industrial products are produce by this sector. Different categories of product and service are supplied by this sector and their range more than 6000 in different types. On the average 8% GDP has been contributed by this sector. MSMEs provide employment to above 60 million persons through 26 million enterprises. The overall growth of MSME sector is much higher than the large industries. With globalisation, there is an urgent need to inculcate ethical HR practices for a dynamic and self-sustaining development of SMEs sector. Human resources are significantly important for the success of an organization and organization will have a competitive advantage if its human resource management practices are its core competencies. HRM practices are increasingly important as companies face the double challenge of need for more highly trained employee coupled with shortage of qualified labour .To be successful in a global market a small firm need a highly motivated skilled and satisfied workforce that can produce at low cost. So growing small business need to develop their HRM practice. This Dissertation discussed about the Structural equation model which narrates the HR Practices and interrelationship between the HR variables as the estimated values.

HR practices in SMEs are able to have significant impact useful to increase employee efficiency, organisational efficiency, productivity and profitability.

**Keywords:** Employee Efficiency, Organisational Efficiency, Globalisation, Productivity and Profitability,

## **An Empirical Analysis of Success of Mobile Banking App Using the De-Lone and Mc-Lean Information System (IS) Success Model**

**Minakshi Singla**

**Dissertation Guide:** Dr. Nilam Panchal

**Month/Year Completed:** August 2016

**Institution:** B K School of Business Management,  
Gujarat University, Ahmedabad-380015, Gujarat, India

**e-mail:** singla.meenu@gmail.com

The emergence and penetration of Information technology (IT) is putting pressure on each and every business to serve their customers most effectively to remain in the pace of competition. So each and every business is adopting Information technology to reach to their goals. Banking business is one among them. Adoption of mobile banking applications is a part of that drive. Banks are incurring huge expenses on establishing mobile banking applications to penetrate banking services through mobile phone devices. This study is mainly concerned with analysis of success of these mobile banking applications in providing customer satisfaction and bringing loyalty among customers. In this study primary data regarding the views about the services and system established for providing these services is collected from mobile banking customers from using Android and IOS tune platform. In this study content analysis is used to find out the main components required for the success of mobile banking apps. Then a questionnaire is structured on the basis of those components to measure the user's perception of success of these mobile banking applications. Structural Equation modeling (SEM) will be used to establish the relationship among various dimensions of quality and loyalty of the customers.

**Keywords:** Mobile banking, Applications, Information System, D&M Model, Success

## **A Study on Prescription Behaviour of General Practitioners with Reference to Pharmaceutical Marketing in Chennai**

**V. Saravanan**

**Dissertation Guide:** Dr. D. Ayub Khan Dawood

**Month/Year Completed:** March 2017

**Institution:** The Quaide Milleth College for Men, University of Madras  
University City, Chennai, Tamil Nadu, India

**e-mail:** reachsarvesh@yahoo.com

This thesis has been structured and designed to serve pharmaceutical companies to identify and strategize their market positioning. Apart from that this thesis has addressed the needs of awareness required by patients to avoid self medication and occupational hazards. This study also created strategies and designs for Modern pharmaceutical needs and serves as a guideline for Medical practitioners and updates for their requirement from their patients.

This study has been initiated towards fulfilling gap between medical fraternities and pharmaceutical companies. Most of the patient's thinking such as prescription is only a receipt to get medicine from chemist or pharmacy has been challenged in this thesis with remarks from Doctors, patients and Chemists.

There is wide spectrum of 150 journals, articles and Books has been reviewed and taken for reference for this thesis. In that 58 Articles and Books has been taken for Review for literature. Well structured questionnaire served after reliability test to 610 Medical fraternities out of 690 covered. Overall reliability of the study stands good 0.852 using crohnbach's alpha test. There has been 10 hypothesis raised in this thesis and answered. Wide spectrum of coverage area has been taken for research like Government, private and corporate hospitals have been taken for research in this thesis. Statistical tools like Percentage analysis one sample test, Independent samples t-test, Friedman's test, ANOVA, Bi-Variate Correlation and Multiple Regression analysis has been used. Limitations in this study like Doctors apprehension, Time factor and industry factor also considered.

**Keywords:** Pharmaceutical Industry, Social Awareness