

Doctoral Dissertation Abstracts

Perceived Quality of Work Life (QWL) and Job Involvement among Employees of Selected Divisions of GSRTC

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How employees perceive their working life and how much they are involved in work/job have always remained major concerns for organizations. Several studies have explored Quality of Work Life (QWL) and Job Involvement separately, but mostly in foreign context; that too covering executive and managerial level employees only. Studies highlighting the opinions of lower level employees are very rare. Further, very few studies have focused on QWL among the employees of Transportation Industry, and studies focusing on the relationship between QWL and Job Involvement are very rare. Specifically, none of them has been in any of the State Transport Undertakings (STUs) of Passenger Road Transportation System (PRTS) of India. Identifying this research gap, this study analyzes the QWL and Job Involvement concerns of operative level employees in one of the largest STUs of India – Gujarat State Road Transport Corporation (GSRTC). Adopting Cross-sectional Descriptive Research Design, primary data collected from 400 Drivers, Conductors, Driver-cum-Conductors and Mechanics have been analyzed through cross-tabulation, chi-square test, one sample t-test and measures of correlation.

Contradicting the jaundiced popular misconception about non-managerial/operative level employees in India, this study highlights the welcome change in need priorities of operative level employees with greater importance being placed on higher order needs satisfaction. Even 'job-content' related 'intrinsic' factors have emerged as the most important components of QWL in contrast to the 'job-context' related 'extrinsic factors'. However, the study reveals that perceived QWL and Job Involvement in GSRTC is just near to average and above average level respectively; requiring thorough attention and efforts.

Developing a Green Supply Chain Management Model for the Indian Rubber Goods Manufacturing Sector

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Industrial processes are highly energy intensive and account for significant green house gas emissions. Studies suggest that demand for manufacturing products is likely to double by the year 2050. If green house gases emissions remain unchecked, then it will create a catastrophic effect. Reducing emissions require a focused and sustained effort by manufacturers. In recent years green supply chain management has gained popularity both in academics as well in industry and is reflected in the special issues of journals.

The rubber products manufacturing sector plays a pivotal role in Indian Economy and considered to be one of the key players in global rubber business. But environmental impact due to wide operations is a burning issue among rubber technologists. The ingredients used in the manufacturing process create nuisance during the entire product life cycle. Annually generated scrap rubber also creates a disposal problem.

The objective of this study is to develop a green supply chain management model for the rubber goods manufacturing sector based on the results of Interpretive Structural Modeling.

MICMAC analysis is applied to categorize the factors in terms of driving and dependence power. Further the GSCM model is statistically tested. Both practitioners in industry and academics might find the results useful, as it integrates natural resource based view theory and institutional theory, and addressing both internal and external perspectives of the firm.

Present study provides a hierarchy of factors which will help supply chain managers in decision making towards designing a green supply chain with reduced environmental impact.

Keywords: Green Supply Chain Management (GSCM), Rubber Goods Manufacturing Sector, Interpretive Structural Modeling (ISM), MICMAC Analysis

A Study on Men's Apparel Market Basket Analysis with Reference to Retail Outlets in Coimbatore City

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Apparel Market Basket Analysis is used to analyze the relationships among items that a given consumer purchases (what they put in their "shopping basket"). This information is then combined with comprehensive consumer information databases and qualified predictions are made about what other items this particular type of consumer is most likely to purchase. Apparel Market Basket Analysis uses market, customer expenditure and transactional data to determine what products are most frequently bought together. The study tries to find out the channels of purchases by the consumers like Shopping physically or through telephone or mail order or on Internet; the transaction is the critical piece of information. Apparel Market Basket Analysis is not only trying to answer questions about which cross variety products sell together, but also which products are bought by the same types of people (segments).

In the minds of apparel customers, where they shop and what they wear are cultural touchstones. Customers define their identities by the stores where they shop and the brands they endorse or reject. They project their affinities, their societal status and their tastes via the clothes they purchase. However, apparel retailers are confronting the increased pace and complexity impacting their industry and are challenged to emerge with a clear value proposition for their customers. Styles make accurate, timely category and merchandise planning an imperative. Missing key fashion trends means losing relevancy with consumers. Furthermore, brands today are tiered and nested in each other, forcing the customer to decipher which comes first: the store brand, the label or the garment itself. Meanwhile, clothing designers are opening their own branded outlets, and even top designers are broadening their reach and creating offers for value-oriented retailers. This leaves retailers to determine which coattails to grab to best differentiate them. Yet, this is no small task that clothing vendors and designers are spending money in brand advertising in an apparel landscape muddled by a proliferation of offerings. Figuring out the brand puzzle, as well as how to merchandise fashionably and quickly – all in a way that delivers to customers what they want in a timely manner – is critical to retailer differentiation.

Keywords: Cross Selling and Up Selling, Repeat Business, Target Marketing, Retail Sales, Promotional Strategies, Inventory Management

Work Place Stress among the Employees of Police Department

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Police Stress is defined as “an imbalance between what is required of an officer and what the officer is capable of giving, under conditions where failure may have dire consequences”. Police Department is a government organization, which is one of the important departments in the society for social wellbeing. In police department, police have to work round the clock to keep public safe. Throughout the day, they are on duty without breaks. This translates into less quality time spent with their family members, leading to lack of concentration on their duty because of frustration. Later on, this frustration manifests into depression and they will lose interest in their job. If we keenly observe, out of 100 police men, 80% of them will be having procrastinating attitude, impatience, problems in interpersonal relations with co-workers and higher officers, irritability, etc., which are the symptoms of stress. In fact, in present days the suicide attempts are also increased in police department. Hence it is my interest and the study objective to study the causes of stress, the impact of demographic variables on stress, the present coping strategies adopted by employees of Police Department, and also to understand the relation between occupation stress dimensions & coping strategies among the employees of police department, thus an enquiring into Work Place Stress among the Employees of Police Department

Keywords: Role Overload, Role Ambiguity, Intrinsic Impoverishment, Emotional Coping