

13. NEED FOR LIFE SKILLS EDUCATION TO ADOLESCENTS WHO COMMIT PARASUICIDE

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ABSTRACT: Adolescence is a transitional stage of physical and mental development generally occurring between puberty and legal adulthood, but largely characterized as beginning and ending with the teenage stage. Adolescence is the epilogue of childhood and the prologue to maturity. Adolescents have many mood swings such as some moment they may act like the world is wonderful and then the next moment they may change and be actually angry. This is because their body is changing and they are becoming an adult and also becoming independent. This is a natural and normal process. At this time they may not be sure of themselves and may be searching for answers to lots of questions. It is sometimes hard for a person in this adolescence stage of life to understand himself and also very hard for them to express themselves.

KEY WORDS: Adolescence, Life Skills, Para suicide, Mental health, Social work.

14. ORGANISATIONAL CLIMATE OF CEMENT INDUSTRY IN ARIYALUR DISTRICT

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ABSTRACT: Organizational Climate is something that is sensed rather than something that is recognized cognitively. Climate is a set of attributes which can be perceived about a particular organization and its sub systems and that may be induced from the way the organization and its subsystems deal with their members and environments. Organizational Climate is the process of quantifying the "culture" of an organization. It is a set of properties of the work environment, perceived directly or indirectly by the employees, that is assumed to be a major force in influencing employee behavior. On the other hand, is often defined as the recurring patterns of behavior, attitudes and feelings that characterize life in the organization (Ekvall, G. 2007). It is said to be a shared perception of the way things are around at this juncture. The surveying on this enables the impact of Human Resource (HR) strategies to be evaluated and to create HR Return on Investment (HRROI) calculations. This data has been found to be highly effective in changing the perspective of people-based initiatives as being an "investment" rather than a "cost" and transforming HR into a "mission-critical strategic partner" from its perception of "personnel administration". Numerous studies have found positive relationships between positive organizational climates and various measures of organizational success, most notably for metrics such as sales, staff retention, productivity, customer satisfaction, and profitability. On this intention a study taken place with a universe of the whole employees working in three cement companies namely TANCEM, BIRLA and ROMCO at Ariyalur district. The sample consists of 600 employees as respondents through simple random sampling techniques by adopting lottery method. The detailed finding has been discussed with statistical analysis.

KEY WORDS: Organizational Climate, employee behavior, attitudes, organizational success.

15. JOB SATISFACTION AMONG CALL CENTER EMPLOYEES-A STUDY

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ABSTRACT: This descriptive/diagnostic study investigates the level of job satisfaction among Call Center employees of Bangalore city. The sample size consisted of 300 employees from ten Call Centers and simple random sampling method was used. To measure the level of job satisfaction among the respondents a scale developed by Singh and Sharma (1999) was used. The study shows that 13.33 percent of the subjects were extremely satisfied with their job where as 41 percent of them were very satisfied. There were 20.67 percent of the subjects who were moderately satisfied. 17.33 percent of them were not satisfied and 7.67 percent of them were extremely dissatisfied. The study further shows the associations between selected socio-demographic variables and job satisfaction using the chi-square tests, t-test and ANOVA. The data further demonstrated that the respondents from higher income groups had higher levels of job satisfaction which was statistically significant at <0.05 level. The study recommends to the Call Center organizations to appointing a health team, work station redesign and planned leisure activities to its employees.

KEY WORDS: Call Center, Job satisfaction, Emotional Labour, Dimensions, Right image.

16. TRAINING EFFECTIVENESS AND EVALUATION: TRENDS AND PROSPECTS

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ABSTRACT: The numerous training programmes conducted in organizations today and the numerous training centres / institutes available today indicate that training is a critical component of any organisation's business strategy. However, paradoxically, in reality organizations do not always evaluate the business impact of the training programmes. Given the large expenditures for training, measuring training effectiveness is the only way to justify its significance. The widespread absence of measuring effectiveness may have several reasons including lack of methodology, tools, other resources and awareness of the need to measure the business impact. The Kirkpatrick model, although acknowledged by trainers and organizational leaders as a comprehensive one for measuring training effectiveness, is seldom fully followed. Measuring training effectiveness covering all the four stages of Kirkpatrick model is the foundation for improving the training effectiveness on a continuous and complete basis so that organizational training becomes truly more meaningful, satisfying, rewarding and motivating for all the three principal stakeholders namely the trainees, trainers and organizations. However, given the paucity of resources for and the resultant hurdle to measure training effectiveness, the paper argues from a realistic perspective for making training effective in the first place by focusing on the impacting factors such as organizational and trainer commitment to training, the need for creativity and innovation to evolve and deliver training programmes effectively and the relevance of evaluating training effectiveness for development.

KEY TERMS: Business, Change, Adaptation, Training, Development, Measurement.

17. A STUDY ON CUSTOMER ATTITUDE TOWARDS ELECTRONIC BANKING TECHNOLOGIES IN ARIYALUR DISTRICT

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ABSTRACT: Today's business environment is very dynamic and undergoes rapid changes as a result of technological innovation, increased awareness and demands from customers. Business organizations, especially the banking industry of the 21st century operates in a complex and competitive environment characterized by these changing conditions and highly unpredictable economic climate. Information and communication Technology (ICT) is at the centre of this global change curve. Laudon and Laudon, (1991) contend that managers cannot ignore Information Systems because they play a critical role in contemporary organization. They point out that the entire cash flow of most fortune 500 companies is linked to information system.

KEY WORDS: Banking, Information technology, E-Commerce, E-Banking, ATMs.

18. PROBLEMS FACED BY HIGHER SECONDARY STUDENTS WHILE TEACHING ISOMERISM IN ORGANIC CHEMISTRY USING MODERN TECHNOLOGY

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ABSTRACT: We are facing many problems in our day – today – life. The child in the cradle or mother's lap, and the aged one expecting the last breath face problems of their own. Higher Secondary students from science groups face problems due to lack of necessary equipments and required things in their respective laboratories or due to want of efficiency and expected interest on the part of teachers handling science subjects and especially chemistry and most particularly organic chemistry. With accumulation of profound knowledge and long time experience one cannot deliver the goods fully well. What is really required is deep devotion in the divine duty of teaching. Spirit of dedication in the heart and sufficient store of knowledge on the brain in the part of teachers, raise the standard of teaching and the dignity of the teachers. The present study was conducted to find out problems faced by higher secondary students while teaching isomerism in organic chemistry using modern technology. Before doing this, the treatment on achievement test on the chosen topic was conducted as a pre-test. Immediately after that the treatment of teaching the topic isomerism using modern technology is implemented.

KEY WORDS: Isomerism, Organic Chemistry, Learners, Random sampling, Effectiveness.

19. PERCEPTION ON ORGANIZATIONAL CULTURE OF THE EMPLOYEES – A STUDY

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ABSTRACT: The attention to organizational culture lost ground as organizational science, and social science in general became increasingly quantitative. The organizational culture determines values and beliefs which are an integral part of what one chooses to see and absorb (Davenport & Prusak 2000). It includes a set of shared mental assumptions that guide interpretation and action in organizations by defining appropriate behavior for various situations. This study on "Organization Culture at Atlas Exports Enterprises at Karur District" was undertaken to verify if the employees also shared this perception, namely, that the changes that had been made in the organization had truly led to improvements. In addition, the study also captured employee attitudes towards various aspects of the organization. A descriptive study was undertaken that focused on 60 employees by using stratified proportionate random sampling method. Data was collected during the period of February 2012 by using a self structured questionnaire with three point scale. Thus, the results lend some support to the overall framework. Implications for theory and practice, as well as directions for future research, are discussed in detailed paper.

KEY TERMS: Organizational culture, Values, Belief, Perception and Behaviour.

20. ORGANIZATIONAL CULTURE FOR ORGANIZATIONAL SUCCESS

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ABSTRACT: Culture is a system of informal rules that spells out how people are to behave most of the time. It expresses shared assumptions, values and beliefs and is the social glue that holds an organization together. While every organization has a culture, it is sometimes elusive and open to different interpretations. Whether it is a business organization, a club, community or nation, Organizational Cultural systems need to limit certain behaviors and encourage certain others. Despite changes in membership and leadership many organizations maintain certain characteristics, problems are handled essentially the same way, and behavior continues to be directed toward the same mission and goals. An organization's culture is often passed on from generation to generation creating a relatively high level of stability over time. This article aims to highlight the characteristics of a healthy and successful organizational culture which will be more useful for a conducive and happy environment to work.

KEY TERMS: Organization, Culture, Success, Sustainability, Good workplace.

21. GLIMPSE OF COMMUNITY PERCEPTION ON CORPORATE SOCIAL RESPONSIBILITY – A STUDY

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ABSTRACT: The last half decade has witnessed a remarkable resurgence of attention among practitioners and scholars to understanding the ability of corporate social responsibility (CSR) to address environmental and social problems. While significant advances have been made, assessing the forms, types and impacts on intended objectives is impeded by the conflation of distinct phenomena, which has created misunderstandings about why firms support CSR, and the implications of this support, or lack thereof, for the potential effectiveness of innovative policy options. This descriptive study is an attempt to find out the perception of implemented CSR activities by the India Cements (P) Limited in Thalaiyuthu Town Panchayat of Tirunelveli District, Tamil Nadu with a sample of 100 respondents. The researcher used self prepared interviewed schedules as tools to collect data by using random sample method. The study found that all the programmes which has been implemented by the organization has highly effective, further it also reveals that special projects (Delivery Method) like direct assistance to the beneficiary was shows that vast minority that the organization has to make little more concentration on these areas. However according to the observation of the researcher recommended that the organization has to concentrate on Millennium Development Goals (MDGs).

KEYWORDS: Corporate Social Responsibility, Support, Policy, Perception, Environmental management.

22. ADVERTISING BODYIMAGES AND SELF ESTEEM IN YOUNG WOMEN

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ABSTRACT: The impact of visual media is a very powerful vehicle for communicating ideas and images is known to be tremendous. Mass Media creates a world which seems very real and people are unable to differentiate between the artificial world and the real one, which reinforces stereotyped images and beliefs that may affect individual attitudes and behaviours. Advertising is the most powerful source of education in our society. Unrealistically thin young women are often used in advertisements for everything from soft drinks to cars. The young women in our society have to deal with the mass media in their everyday lives, the infinite messages that the media sends to them every minute of everyday, no matter what they are doing, telling them whether they are too fat, too tall, what is pretty, what's not pretty, etc. Exposure to these unhealthy models leads a large proportion of women to feel dissatisfied with their own bodies and leads to lower self esteem. This study aims to highlight how body images in advertising affects a young woman's perception of her own body and how media education would help them analyse, interpret these unrealistic images and accept one's self for who they are and where they are in life which results in preventing the disorders from taking place and the self-esteem from lowering.

KEY WORDS: Advertising, Body image, Self-esteem, Disordered eating, Media literacy.

23. PSYCHO SOCIAL ASPECTS OF SUICIDE

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ABSTRACT: There is no one reason why people take their own lives. It is often as a result of problems building up to the point where the person can see no other way to cope with what they're experiencing. Very often people look for a 'cause' as if there is one factor that has led someone to take their own life. In reality, the way someone feels is a result of many factors. The one of the factors is suicide, it occurs when a person ends their life. It also affects the health of the community. Family and friends of people who commit suicide may feel shock, anger, guilt, and depression. There are several factors can put a person at risk for attempting or committing suicide. This perception paper will views the general characteristics of individuals to commit suicide. Further it dealt with psychological factors and sociological aspects of suicide.

KEY WORDS: Suicide, Health, Perception, Psychological, Sociological aspects.

24. EXTRACURRICULAR ACTIVITIES IS HOUR OF NEED – A STUDY WITH SPECIAL REFERENCE TO YOUTH RED CROSS

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ABSTRACT: Extracurricular activities are found at all levels in the colleges. They include the activities like such as debate, athletics, music, drama, College publications, student council, Student clubs, contests, and various social events. This multitude of experiences forms a third curriculum – paralleling the required and elective curricula. In this paper, the researcher discussed the way that the volunteers have been shape themselves by membership in Youth Red Cross. The researcher has chosen the descriptive study design for the present study. The study area has been defined with the Youth Red Cross unit which is functioning in HH Rajas College, Pudukkottai. The universe consists of all the volunteers those names are enrolled in the membership forms of the Youth Red Cross which comprises of 120 volunteers out which the researcher selected the total volunteers as sample size for the present study. The researcher used census method as a technique for collecting the data. The study shows that there is a significant difference between the respondents with regard to the discipline of study. The study further recommended knowing the youth perspective and acting according to it.

KEYWORDS: Co-curricular activities, Extracurricular activities, Goals of education, Non-classroom activities, School activities, Third curriculum.

25. THE IMPACT OF LABOUR WELFARE MEASURES ON LABOUR EFFECTIVENESS

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ABSTRACT: Labour the power that creates wonders to the nation, society and human being at large and at last to himself. Before the dawn of civilization, landlords the dominating heroes were alien the concept of labour welfare .while comparing the result of their physical efforts with the monetary returns there lies huge difference. Vast increase of hours to toil with the assigned work and lack of remaining to look after their family needs are the order of yester years. The necessity to live forces them to work in an unhealthy atmosphere. In India, 19th century witnessed the organization of workers (Trade union) insisting for labour welfare through social workers, philanthropists and religious leaders. This resulted in enacting legislations pertaining to security, safety, health and welfare. Welfare measures the main factor force makes workers feel comfortable and satisfied. When workers are satisfied physically, emotionally and intellectually then performance and all the efforts in their work will be effective leading to the state of labour effectiveness. In this occasion the researcher had conducted a study in TANCEM (Tamilnadu Cements Corporation Limited), Ariyalur on the relationship between labour welfare and labour effectiveness and found that the proper implementation of welfare measures has a positive influence on labour effectiveness.

KEY WORDS: Labour, Labour welfare, Statutory & Non-statutory welfare, Labour effectiveness.
