

EDITORIAL

Dear Readers,

Greetings to all the readers. Continuing the tradition of presenting the absorbing research articles to the readers, this issue also covers certain interesting papers in the contemporary business world.

Ms.JoiceSwarnalatha. R and Dr. V. Murali Krishna in their paper titled “Job Satisfaction and Its Impact Factors: A Study Using Factor Analysis” made an attempt to identify the factors influencing the job satisfaction levels of the employees. They observed that Job satisfaction is being influenced by the factors like team spirit, communication system, rewards and recognition, Motivation, Career planning and development.

Ms.Saidalavi. K in her paper titled “Sales Promotional Strategies of E-Tailors and Customer Retention” analysed on the impact of various sales promotional strategies on customer retention.

Dr.UdoBraendle in his paper titled “Recent Developments in Corporate Governance in Saudi Arabia” focused on the analysis of the most recent developments in the area of corporate governance, specifically in terms of corporate governance codes, board system, executive remuneration and corporate social responsibility.

Dr. K. Kanaka Raju in his paper titled “Indian Foreign Trade with Special Reference to Oil to Non-Oil Products” made an attempt to differentiate the oil products to non-oil products in terms of exports, imports and trade balance and also know the variability in total exports through the exports of oil and non-oil with some suitable suggestions to strengthen the India’s Foreign Trade Policy. It was evident from the analysis that imports of non-oil products were higher in quantity.

Dr.KanagaluruSai Kumar in his paper titled “Factors Affecting Employee Engagement: A Study with Reference to Software Companies” reviewed the perceptions and the feelings of the software employees on specific factors and also their relationship with employee engagement. Regression analyses of the factors indicate that job content and work relationships significantly affect the employee engagement. Further the study reveals that majority of the respondents are satisfied with the employee engagement practices that are being followed in the companies.

Dr.C.Shobha and Dr. T. Hanumantha Raya in their paper titled “Comparative Study on Work Life Balance of Women Employees with Reference to State Bank of Mysore and Karnataka Bank Limited in Tumkur City” studied the working environment of State Bank of Mysore and Karnataka Bank Ltd in Tumkur City and the effects of work life balance amongst the working women.

Mr.Shaik Masood, Prof. T. Satyanarayana Chary and Dr. Mohammed Mujahed Ali in their research paper titled “Market Efficiency and Trend Analysis of Spot and Futures Commodity Market in India – An Analytical Study” explored the presence of association, trend and long term price efficiency between the Spot and Futures Commodity Derivatives Market in India. The study concludes that trend exists between spot and future commodity indices and found efficient.

Mr. Ramesh Reddy. V, and Mr.Nagaraju R.Cin their paper titled “A Study on the Role of Various Institutions in Financing Agricultural Sector in India” examined the performance of agricultural credit flow and has identified the determinants of increased use of institutional credit at the farm household level in India. The study based on the secondary data compiled from several sources, has revealed that the institutional credit to agriculture in real terms has increased tremendously during the past four decades

Dr. M.V.S. Sudhakar in his paper titled “Revival Measures to Regain Monumental Image & Business of Good Old Hotels in Ongole – A Study” described about the poor condition of old hotels in Ongole City which enjoyed goodwill in previous days. It reveals that there is a wide gap between customers’ expectations and perceptions who visit these hotels. The author has given suggestions relating to the improvement of the business of this good old hotels.

Mr. D. Satyanarayana, Dr. B. Ravikanth and Dr. S. Krishnamurthy Naidu in their paper titled “Dealing with Suicidal Tendencies Among Students in Academic Institutions” made an attempt to gather in-depth information about the suicide in respect of its nature and extent, related attitude and behaviour in order to assess what role can mental health counsellor play in preventing suicides in our country.

We encourage all the readers to thoroughly present their opinions and ideas not only on the papers presented in this issue but also on the various contemporary issues influencing the business world across the Globe.

Dr. D. Pradeep Kumar

Editor-in-Chief - MIJBR