

## Abstracts

# TENTH INTERNATIONAL CONFERENCE ON U.N. MILLENNIUM DEVELOPMENT GOALS : CHALLENGES AND PERSPECTIVES JUNE, 23 - 26, 2009, HUNGARY

**Venue: Szent Istavan University, Godollo, Hungary**

### **PAPER 1 – AN EMPIRICAL STUDY ON CRITICAL SUCCESS FACTORS OF KNOWLEDGE MANAGEMENT FOR GAINING COMPETITIVE EDGE IN INDIAN SOFTWARE SECTOR**

*Ajay Kr. Singh, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi.*

*Vandna Sharma, Birla Institute of Technology, Ranchi Mesra – Ext. Centre – Noida, Uttar Pradesh.*

**Purpose** – To investigate the critical success factors (CSFs) for adopting knowledge management (KM) in Indian software sector – an area that has, to date, received very little attention in the literature.

**Design/methodology/approach** – A survey instrument comprising Organisational Culture ethos, Organisational Learning Diagnostics, Innovation approach and KM orientation was developed. Through a postal and personal survey, primary data was collected from Software sector in India. The sample included 80 Knowledge Workers, Project Managers, Team Members, Consultants, Researchers and Designers randomly drawn from Indian software industry.

**Findings** – The survey instrument was shown to be both reliable and valid score. Statistical analytical tools like F-test, t-test, ANOVA, coefficient of correlation, multiple regressions and other descriptive statistics scores have been performed. The results of the data analysis revealed sufficient evidence to establish a correlation between Organisational Culture, Organisational Learning, Innovation and KM.

**Research limitations/implications** – The accuracy of the analysis is dependent upon the accuracy of the data reported by selected organizations.

**Practical implications** – The results of this study would help software organisations to better understand the KM discipline, to facilitate its adoption and to prioritise its practices. Academics can use the results to build models that would further expand the KM domain.

**Originality/value** – This study is probably the first to systematically determine the CSFs for KM implementation in the Software sector in India. It offers a beneficial source of information to software organizations, which are still lagging far behind when it comes to KM practices.

### **PAPER 2 – A STUDY OF HRM PRACTICES AND ORGANIZATION CULTURE IN SELECTED PRIVATE SECTOR ORGANIZATIONS IN INDIA**

*Anil Kumar Singh, Sri Aurobindo College (E.), University of Delhi, Delhi.*

This paper examines the link between HRM practices and organizational culture in private sector organizations operating in India. Beginning with organizational culture developed in the India, the paper presents a set of HRM practices and organizational culture, which affects the organizations in a globalize economy in India. This study is based upon a survey of 95 respondents working in two private sector organizations. Although the HR practices in these organizations differ a lot but there is significant relationship between HR practices and organizational culture.

**PAPER 3 – SIGNIFICANCE OF DIRECT PAYMENTS FOR EUROPEAN FARMS OF ECONOMIC VALUE OVER 100 ESU IN YEARS 2000-2006**

*Anna Gronkowska, Katedra Ekonomiki i Organizacji Przedsiębiorstw SGGW w Warszawie.*

*Member states of European Union* are differ. They have different natural environmental conditions, different economic conditions as well as different farm structure. The main aim of this article was to discuss the significance of direct payments for farm income situation. Empirical analysis was focused on big farms (more than 100 European Size Unit (ESU)) in EU member states. Calculations were based on data provided by Farm Accountancy Data Network (FADN) in years 2000-2006. Poland was compared with other countries. Basic method of this research was a descriptive and comparative analysis. Descriptive statistics methods were also used. The results obtained demonstrate amounts of money paid to farmers on cattle, milk, sheep and beef productions as well as on plant production.

**PAPER 4 – HUMAN TRANSFORMATION AND THE ART OF LIVING**

*Arpita Kaul, Delhi School of Professional Studies and Research, Delhi.*

Human transformation or spirituality are aspects which are very difficult to measure as the concept in itself is confusing and complex. Spiritual matters are the matters regarding humankind's ultimate nature and purpose, it is not only as material biological organisms, but also as beings with a unique relationship to that which is perceived to be beyond both time and the material world. (<http://en.wikipedia.org/wiki/Spirituality> accessed on 12/12/08 at 11:00 a.m.)

Now a days people are so busy in running after money that they miss the small beautiful moments of life. People are running towards an end which they themselves are not clear about and in the process they forget enjoying the journey. Life is a journey but no one cares about the journey but about the destination.

Many organisations are trying to transform humans into spiritually developed beings and one of such organisation is The Art of Living. It is a multi-faceted not-for-profit educational and humanitarian NGO with a presence in over 140 countries. It is engaged in diverse initiatives aimed at uplifting humanity by bringing peace at the level of the individual, society, nation and the world as a whole. (<http://www.artofliving.org/> accessed on 12/12/08 at 11:15 a.m.)

This paper is an attempt to quantify the change in the people who do Art of Living Course. A Spiritual Quotient Questionnaire has been used to quantify the change. It has been found that 4 days workshop which includes knowledge sessions, Sudarshan Kriya, Yoga, Music, Dance, Activities and Interactive sessions completely transforms the outlook of people towards life.

**PAPER 5 – U. N. MILLENNIUM DEVELOPMENT GOALS: CHALLENGES AND PERSPECTIVES**

*B. P. Singh, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.*

While adopting in 2000, the Millennium Declaration, the international community pledged to “spare no effort to free our fellow men, women and children from the abject and dehumanizing conditions of extreme poverty.” We are now more than halfway towards the target date – 2015 – by which the Millennium Development Goals are to be achieved, but the progress towards the Millennium Development Goals (MDGs) is too slow in many parts of the world. The crisis is most severe in sub-Saharan Africa where, despite some successes such as increased primary school enrollment, the majority of countries are not on track to achieving the MDGs.

At a global level, progress has been made but the gains are uneven. Small-island developing states and landlocked developing countries face severe challenges, while high rates of inequality in many middle-income countries mean that entire regions or social groups will be left behind.

The paper explores the challenges and perspectives of MDGs and its various dimensions to conclude and give final recommendations.

## **PAPER 6 – REVIEW OF THE COMPETITION BETWEEN DIY STORE CHAINS IN HUNGARY**

*Balló Zsófia, Szent Istvan University, Gödöllo, Business Administration and Management Sciences Doctoral School, Hungary.*

It is only fifteen years that the first DIY store opened in Hungary. It was then a novelty that building materials became available not only at the building material depots (widely known as Tüzép), which previously had the monopoly in the field, but at home decor stores, too. However, Hungarians quickly grew into the habit of 'getting everything under the same roof'. Thus, just as the hypermarkets which sell fast moving consumer goods, DIY stores chains also began to develop dynamically.

In this article I will first determine the market and the target group; then I move on to analyze the coverage of DIY store chains in Hungary, along with the range of services they offer, and their marketing activity. I will devote special attention to the characteristics of high marketing value that make a DIY chain unique in the present market.

## **PAPER 7 – THE SIGNIFICANCE OF CONNECTIONS WITH THE ENVIRONMENT OF THE AGRICULTURAL FARMS IN POLAND FOR THEIR PRODUCTION AND ECONOMIC SITUATION**

*Barbara Goëbiewska, Faculty of Economics, Warsaw University of Life Science, Poland.*

The economic goal of the activity of an agricultural farm is to achieve the greatest revenues. Agricultural farms in Poland are much diversified. Each of them is characterized by a different pace of development conditioned by many factors. Also, the yield is diversified which results in the different revenues of farms. High revenues depend on the farmers' adjustment to the requirements of the market economy, on their entrepreneurship, and social and economic policy.

Changes in the environment of farms require systematic research and deliberations on the economic situation of agricultural farms. The revenues of people employed in the agriculture are the main goal of the agricultural policy. Therefore, this is an important and still valid issue.

The purpose of the study is to determine the level of production and revenues in the agricultural farms in Poland which are characterized by different connections with their environments. In the analysis, the authors used the data from Eurostat, the Statistical Yearbook of the Republic of Poland, Instytut Ekonomiki Rolnictwa i Gospodarki Żywnościowej [Institute of Agriculture and Food Economics]–PIB, and author's own research conducted in 225 randomly selected farms.

## **PAPER 8 – INCLUSIVE EDUCATION – CHALLENGES AND PERSPECTIVES WITH SPECIAL REFERENCE TO INDIA**

*Bhama Venkataramani, Symbiosis Centre for Management Studies (UG), Pune.*

Inclusive growth requires empowerment of the disadvantaged and such empowerment can be best achieved through education. Education and the Human Development Index of a country are directly correlated. Education is one of the pillars on which rests the edifice of social sector reforms. However, the society will reap the benefits only if education is universalized and made inclusive. Inclusive education must bring into its fold students who are disadvantaged socially, physically or mentally.

In this paper, the researcher seeks to establish the extent of 'inclusiveness' that is being practised in bringing visually impaired students to the mainstream of higher education; review the effectiveness of the tools of intervention that provide 'equity' towards 'equality'; study the impediments in implementation of policies; present two cases that suggest methods that hone life skills and livelihood skills so that they are empowered to accept assignments that they are intellectually capable of.

## **PAPER 9 – EMPOWERMENT OF WOMEN IN THE RURAL KHASI SOCIETY OF MEGHALAYA IN INDIA**

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Empowerment is a continuous process for realizing the ideals of equality, human liberation and freedom for all. Women's empowerment, thus, implies equality of opportunity and equity between the genders, ethnic groups, social classes, collective participation in different spheres of life-cultural, social, political, economic, development process etc.

Empowerment is a multifaceted, multi-dimensional and multi-layered concept. Empowerment means the access to power in order that her perception can be materialized.

The year 2001 was declared as the "International Women's Empowerment Year" by the United Nations. Simultaneously the Government of India had also recognized the same year as 'Women's Empowerment' year. The national committee on the status of women was set up in 1971 before the declaration of Women Decade. This committee submitted their report "Towards Equality" as early as in 1974. The empowerment of women is still an important issue, which has yet remained unrealised in several aspects

In most of the tribal societies even if poor, women always have an instilled social position and role they play in different spheres with great responsibility. The commonly known matrilineal Khasi Society of Meghalaya is such a society, where authority, title, inheritance, residence after marriage and succession are traced through line.

We would like to see the pattern of empowerment of women in rural settings in Meghalaya of Khasi society.

This paper thus an attempt to examine the dynamics of empowerment of tribal women in Meghalaya in North-East State in India, especially of Khasi women through social, economic, political, psychological and attitudinal indicators.

#### **PAPER 10 – FORMS OF AGRICULTURE DEVELOPMENT SUPPORT IN POLAND**

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*Mgr Joanna Karpińska, Faculty of Economic Science, Warsaw University of Life Science, Poland.*

Problems of state authorities intervention into economic processes resolves itself first of all to answer the question how much market mechanism is able to solve problems within economic and social sphere. Conflict related to the part of market and state in creation of economic reality took global character in 19<sup>th</sup> century leading to division of societies, declaring for application of market mechanism principles and socialistic – where economy was managed by state authorities in centralised way. Fact of existence of generally accepted process of socialistic system transformation into free market process proves higher effectiveness of this last one than control of economic processes by state authorities.

#### **PAPER 11 – REPLICABLE MODELS OF LEADERSHIP FOR FUTURE EDUCATION ENTERPRISE (FEE)**

*Chealapogu Suresh Babu, Department of Management Studies, Madanapalle Institute of Technology & Science, Andhra Pradesh,*

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All education in a country has got to be demonstrably in promotion of the progress of the country in which it is given.

– Mahatma Gandhi MM-381

A new mind is possible only when the religious spirit and the scientific attitude form part of the same consciousness.

– J. Krishnamurti

With the international economy evolving toward global network organized around the value of knowledge, the capacity of people and organizations to use technological developments wisely, effectively, and efficiently has emerged as a critical societal concern. People and nations are relying on colleges and universities to help shape a positive future.

The future of global higher education can be seen through four scenarios.

1. Open Networking
2. Serving Local Communities
3. New Public Responsibility
4. Higher Education Inc.

Despite the forthcoming changes, the intention of the institutions should be to bring about, if it is at all possible, a new human being. The purpose, the aim and the drive of these institutions is to equip the student with the most excellent technological proficiency so that he may function with clarity and efficiency in the modern world and far more important to create the right climate so that the student may develop fully as a complete human being.

#### **PAPER 12 – SUSTAINABLE BUSINESS – GREEN BANKING AND CARBON CREDITING**

*Csaba Fogarassy, Research Group of Biomass Economics, Szent István University, Gödöllő, Hungary.*

*Akos Lukacs, Research Group of Biomass Economics, Szent István University, Gödöllő, Hungary.*

*Gabor Ferge, Faculty of Economics and Business Administration, University of Debrecen, Hungary.*

The financial sector follows challenges of climate change and developed sustainability strategies, new decision-making models to incorporate low-carbon solutions. Banks are relatively not big emitters, but they can stimulate the transition to a low carbon economy by developing their own carbon assets classes, managing and optimizing their own GHG emissions by green purchasing policy, renewable energy usage, green building standards and financing the low-carbon market.

The building sector has a big share in national carbon emissions, in some countries even 40%, therefore banks can provide real advantages to these clients by developing corporate carbon management systems, and support emissions target and cost savings to be met. The success, the risk and the cash-flow of corporate climate change programs depend on carbon finance know-how, which triggers a new competition between financial players, and also restructures the hierarchy of classical banking divisions for the benefit of climate friendly systems and solutions.

#### **PAPER 13 – REGIONAL DISCREPANCIES IN HUNGARY**

*Cseh-Papp Imola, Faculty of Economics and Social Sciences, Szent István University, Gödöllo, Hungary.*

In the first half of the 90s, the regional differences in economical development by regions, countries and settlement types have grown significantly. There is a significant difference between the two parts of Hungary. Analyzing region-level differences within Hungary, we can say that the difference between the most and the less developed region is 2, 3 as much (calculating upon per capita GDP). This indicator is roughly adequate to the actual figures of EU member states.

In the present study it is assumed, that notable regional differences in the economy and their constant presence are strictly reflected on the labor market as well.

#### **PAPER 14 – US ECONOMIC SLOWDOWN & GLOBAL FINANCIAL MAYHEM**

*D. D. Chaturvedi, SGGSCC University of Delhi, Delhi.*

Whenever the US sneezes, the world catches a cold. This is evident from the way the global economies crashed taking a cue from US economic slowdown. Thus, Weakening of the American economy is bad news not only for India, but for the entire world. Although the US economy has suffered 10 recessions

since the end of world war II. However, the causes of the current crises were different. Further, the consequent upheaval in the global financial markets has caused more mayhem than ever before.

Many reasons are responsible for bringing the world to the door step of the financial doom, but the main cause of this financial disaster is believed to be unregulated capitalism. Keynes had rightly remarked that unregulated markets lead to sub-optimal outcome. Here, lenders misuse weakened or overlooked regulations to make a quick buck by giving sub prime mortgage loans to low credit worthy customers. The default on sub-prime mortgages led to major crises in the US.

Unregulated markets adversely affected the macro economic variables, resulted in the instability of local currency as well as equity and increased uncertainty, which is detrimental to the business confidence and over all economic activities.

A slowing US economy , high interest rates, unrealistic real estate prices , high inflation , rising oil prices together led to a fall in stock markets , stagnation , retrenchments , lack of consumer spending, a virtual halt to new jobs and defaults. Further, the GDP of almost all the nations are expected to fall by at least half percentage points and some nations are likely to witness a decline in their GDP by a full one percentage point. Even the IMF and World Bank expect the GDP across the globe to come down. The International Labor Organization predicted that at least 20 million jobs will have been lost by the end of 2009 due to the crises, mostly in construction, real estate, financial services and the auto sector, bringing world unemployment above 200 million for the first time. Even US has witnessed worst ever unemployment rate which can be compared with that of the great depression of the 1930s (25% of the labor force). This chronic unemployment problem has been the result of a loss of demand leading to lower production.

To save the economy from slipping into depression, the governments and central banks all over the world have taken measures like cutting the lending rates, infusing more liquidity in the system, bailing out of the banks and providing fiscal stimulus. Further strengthening of the regulatory framework, increasing the supervision of the financial sector and improvements in the accounting standards adopted by the financial players is also suggested.

#### **PAPER 15 – CHANGING FOOD CONSUMPTION PATTERNS – THE CASE OF MEAT CONSUMPTION IN SLOVAKIA**

*Daniela Hupkova, Faculty of Economics and Management, Department of Economics, Slovak University of Agriculture in Nitra.*

*Peter Bielik, Faculty of Economics and Management, Department of Economics, Slovak University of Agriculture in Nitra.*

The purpose of this paper is to examine consumption patterns of the Slovak consumer. The main objective of this study is to investigate the determinants of households' meat consumption using main economic factors. These include per capita beef, pork, poultry meat consumption and the percentage share of individual households' expenditures for individual sorts of meat. The interest is stemmed on the individual household categories. The Household Budget Survey of the Slovak Statistical Office was used for period 1993-2006. The use of household level data offers the potential of providing a richer dataset that may offer additional insight into the underlying economic relationships.

One of the primary factor affecting food consumption patterns is the consumers' ability to purchase food. The last two decades have witnessed major increases in per capita income levels of households all over the world.

A question that arises is whether economic factors are still the only factors that determine the world consumption, especially in Slovakia. In this regard it is important to take note of the studies of Bansback (1995), Huston (1999) and Dickinson et al (2003), who showed that non-economic factors (i.e. non price/income factors) are becoming in recent period more important in determining consumers' purchasing decisions. For example, in a study by Bansback (1995) on the demand for meat in the EU, he showed that, for the period 1955 to 1979, price and income factors accounted for a higher proportion of the

explanation of changes in meat consumption than the period 1975 to 1994. Huston (1999) argues that, by focusing only on product consistency and quality, food safety, health and nutrition concerns and convenience, since 1998 the US beef industry was able to stabilize beef demand. Dickinson et al (2003) concludes that many, but not all, Canadian and American consumers would be willing to pay for red-meat traceability, transparency, and enhanced quality assurances in red-meat products. In 1970 pork was the second-most consumed meat in the world after beef. However, in 1980 pork overtook beef as the most consumed meat. Pork's share of world consumption of meat increased from 34.6 per cent in 1970 to 43.4 per cent in 2003 (Barnard, 2005).

The objective of this study is to examine whether economic factors alone are still the main drivers of meat consumption among households in Slovakia.

#### **PAPER 16 – CHANGING CURRENT SCENARIO IN BANKING SECTOR – A FIGHT FOR SURVIVAL**

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In today's era of 21<sup>st</sup> century a drastic change has to be faced due to process of globalization and liberalization and has virtually transformed the way the business is being conducted across the globe. Due to information and technology countries have come very near to each other. The technological innovation followed by revolutionary improvements in communication network is responsible for marked change in way bank re-engineer their business models to offer cutting-edge service to their customers. Competition in the market has intensified and profit margins have started declining rapidly. A threshold momentous era of change and planning of growth and development of capturing a share of wallet at minimum risk. Due to which old world of banking industry is poised for change. A fight for survival, a challenge to change in level of foreign banks with all infrastructure and financial burden to stand in the market by providing higher level of service to customer is the scenario. Due to which banks are being gradually displaced from sellers market to buyers market. Because customer has become important segment on bank marketing. In coming years banking will more over depend on marketing. No bank will get the business without marketing fundas. Modern banking is totally based on marketing.

Development Credit Bank is only of the private sector bank who has accepted challenge to change with all infrastructure like re-engineering, changing environment, new basic capital accord, good staff training and to work on customer expectation to welcome customers suggestions so as to reduce the vaccum in staff and customer so as to create a good and friendly climate between them which results in maintaining and increasing new business with a good zeal.

#### **PAPER 17 – INDIVIDUAL CHANGE MANAGEMENT INITIATIVES FOR BETTER WORK LIFE BALANCE**

*Dayadi Pradeep Kumar, Department of Management Studies, Andhra Pradesh.*

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We work to live, not live to work. But today's business atmosphere makes men work up to their last breath. Hectic schedules, boring jobs, detrimental deadlines... the jobs suck even the last drop of your blood. When money dominates the modern life, people do not find few hours to spend on their personal life and the new generation end up with an unbalanced lifestyle. But the employee, at any cost, needs to maintain a healthy balance between his job and life.

Work-Life Balance does not mean an equal balance. Trying to schedule an equal number of hours for each of the various work and personal activities is usually unrewarding and unrealistic. Life is and should be more fluid than that. It is about when they work and where they work. Work satisfaction is closely related to life satisfaction. Most people don't want all work and they also do not want no work.

The best individual work-life balance will vary over time, often on a daily basis. The right balance for an employee today will probably be different tomorrow.

An average Indian employee is more family focused and more disturbed if the family life, commitments and small pleasures and plans are disturbed. Balancing life is equally important for him if not more than the job. Fun and relaxation are an essential part of living a well-balanced life. Until one gets into the habit of taking time for himself, set aside space in his planner for relaxation and fun, he cannot enjoy the very purpose of life. Employees have to plan what they're going to do and make necessary arrangements.

There is no perfect, one-size fit all, balance one should be striving for. The best work-life balance is different for each of the employees because they all have different priorities and different lives. However, at the core of an effective work-life balance definition are two key everyday concepts that are relevant to each of us. They are daily Achievement and Enjoyment, ideas almost deceptive in their simplicity.

One must accept change to balance the life.

#### **PAPER 18 – SUSTAINABLE BUSINESS - GREEN BANKING AND CARBON CREDITING**

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*Ferge Gábor, Faculty of Economics and Business Administration, University of Debrecen.*

The financial sector follows challenges of climate change and developed sustainability strategies, new decision-making models to incorporate low-carbon solutions. Banks are relatively not big emitters, but they can stimulate the transition to a low carbon economy by developing their own carbon assets classes, managing and optimizing their own Green House Gas (GHG) emissions by green purchasing policy, renewable energy usage, green building standards and financing the low-carbon market.

The building sector has a big share in national carbon emissions, in some countries even 40%, therefore banks can provide real advantages to these clients by developing corporate carbon management systems, and support emissions target and cost savings to be met. The success, the risk and the cash-flow of corporate climate change programs depend on carbon finance know-how, which triggers a new competition between financial players, and also restructures the hierarchy of classical banking divisions for the benefit of climate friendly systems and solutions.

#### **PAPER 19 – FINANCIAL ASSESSMENT OF AGRICULTURAL HOLDINGS IN POLAND**

*Grazyna Karmowska, Faculty of Economics, Westpomeranian University of Technology in Szczecin, Poland.*

The financial analysis enables the assessment of the efficiency of a firm and also its proprietary and financial situation. The investigation object are the agricultural holdings keeping records of farming accountancy and characterized by at least the minimum economic size (2 ESU – European Size Unit) in the years 2004-2006. The study comprised the region of Pomerania and Masuria Provinces. The numerous group of agri-cultural holdings represent the mixed type, achieving economic sizes within the interval (8;16) and (16;40) ESU.

The selected investigation object was analyzed by means of the selected financial ratios: a change in the quality of the equity, an average quality of the working capital, the gross and the net investments, the cash flow I and II. The highest efficiency ratios, i.e., total labor input [PLN/1h (PLN – Polish Zioty, National Currency of Poland)] and the field crops area (PLN/1 ha) in 2006 were achieved by Lubuskie Province. Also the highest financial ratios were achieved by Lubuskie Province, except for the gross and the net investments, in which the province of Pomerania prevailed.

#### **PAPER 20 – HUNGER, FOOD SECURITY AND AGRICULTURE IN SYRIA**

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Hunger and malnutrition inflict heavy costs on individuals and households, communities and nations. More than a quarter of the world's starving people live in poor countries.

Small farmers produce most of the developing world's food. Yet they are generally much poorer than the rest of the population in these countries, and are less food secured than the urban poor. Therefore, dealing with poverty and hunger is one of the world's biggest problems, which small farmers face in their daily struggle for survival.

Syria is categorized as low-income, food-deficit country. Despite progress in agriculture, current production cannot keep up with population growth that is considered one of the highest rates in the world.

This paper covers Syrian governmental plans and policies of achieving food security and fighting hunger in the rural areas as well as the ongoing research of FAO, UNDP, WHO, and UNICEF.

## **PAPER 21 – MULTIFACTOR PRODUCTIVITY OF AGRICULTURAL PRODUCTS PROCESSING IN POLAND IN THE 1996-2006 PERIOD**

*Jaroslawn Golébiowski, Faculty of Economics, Warsaw University of Life Science, Poland.*

The analysis of competitiveness both of various enterprises, and of the whole industry sector requires the assessment of performance of their functioning. The performance is the ability of a specified object (entity, group of entities or the whole market) to effectively fulfil the ascribed functions. Productivity and efficiency are basic aspects and measures of performance. The improvement of efficiency is a common goal of enterprises, marketing companies, consumers and society. All the changes introduced to an enterprise or on the market are assessed against the background of the effectiveness improvement. There is a common consent that a higher effectiveness entails a better efficiency, whereas a decrease of effectiveness - its worsening.

This work makes an attempt to assess changes of productivity of basic sectors of agricultural and food industry in Poland in the 1996-2006 period. The area of research encompasses those sectors of food processing, which deal with processing of agricultural materials and are classified as the so-called original processing of agricultural products. This processing is the first element of food marketing chain after agriculture. It transforms materials of agricultural origin into products ready for further processing, storage, transport or consumption.

Detailed objectives of this work are as follows:

- Presentation of the concept of measurement of changes of productivity of the food industry,
- Characteristics of structural changes in the food industry in Poland in the 1996-2006 period,
- Specification of changes of labour productivity, material inputs in agricultural products processing in the examined period and differentiation of those changes in various sectors of processing.

## **PAPER 22 – MANAGEMENT OF STRESS RELATED DISORDERS IN IT SECTOR**

*Jawahar Lal, Department of Commerce, B.D.College, Patna.*

*Ranjana Sharma, Department of Commerce, B.D.College, Patna.*

Most of us are aware that employee stress is an increasing problem in organizations. Stress arises due to lack of fit between a person and his environment, when he or she is not able to cope with the constraints or demands encountered. Stress comes from an opportunity, threat or challenge, if the outcome of the episode is uncertain and important. Stress may be generated due to: (I) not being able to get what one likes to get, (II) not being able to do what one likes to do, (III) losing something which is very dear, (IV) an opportunity linked to future gains and (V) threat of an impending punishment/failure/negative consequences.

Stress is a dynamic condition. It depends on individual perceptions and reactions. What may be stressful for one individual may not be stressful for others. What may be stressful for an individual under certain conditions may not be stressful for him under some other conditions. Stress is additive.

It is said that stress comes out from greater workloads and having to work longer hours. It also arises in balancing the work and family responsibilities. There may be several causes and consequences of stress but it is not necessary that stress is bad in and of itself. Although stress is typically discussed in negative context, it has a positive value. It is an opportunity when it offers potential gains.

Globalization and liberalization of Indian economy has paved the way for new era in Indian IT industry. Indian IT companies are constantly upgrading their products and services qualitatively and it has become software superpower of the world. It has provided a lot of job opportunities to talented and technically skilled workforce. It provides 24 hour working environment in Software and BPO sectors.

In changing economic and business environment, organizations are restructuring and reengineering themselves into new steps. Technological innovations have accounted for a greater proportion of these changes. To cope with these changes, the employees of IT sector are becoming more specialized with a higher concentration in software and equipment knowledge.

#### **PAPER 23 – SIGNIFICANCE OF HUMAN RESOURCE DEVELOPMENT AND ITS EFFECTS**

*Jitendra Kumar Sharma, Department of Economic Administration and Financial Management, Seth Moti Lal Post Graduate College, Rajasthan.*

The term human resource refers to the knowledge, skills, creative abilities, talents aptitude, values, beliefs of an organization's workforce.

The more important aspects of human resources are aptitude, values, attitudes and beliefs. But in a given situation, if these vital aspects are same, the other aspects of human resources like knowledge, skills, creative abilities and talents play an important role in deciding the efficiency and effectiveness of an organization's workforce. Thus, human resource development improves the utilization value of an organization. HRD assumes significance in view of the fast changing organizational environment and need of the organization to adopt new techniques in order to respond to the environmental changes.

#### **PAPER 24 – IMPORTANCE OF SPECIAL BRANCHES IN POLISH AGRICULTURAL AND FOOD ECONOMY**

*Joanna Karpińska, Faculty of Economics, Warsaw University of Life Science, Poland.*

*Bogdan Klepacki, Faculty of Economics, Warsaw University of Life Science, Poland.*

Agriculture plays still very essential role in Poland's economic development. In result of dynamic changes its share in creation of PKB [Gross National Product] was subject to lowering from 12.1% level in 1989 to 4.2% in 2006. Processes that proceed in economy are forcing continuous adaptation to market conditions. This process concerns also Polish agriculture, which, following more and more effective utilization of possessed resources, tends towards application of modern technology solutions. The technology progress plays enormous part, particularly in the most capital-intensive agricultural sectors such as special branches.

#### **PAPER 25 – THE ROLE OF AGRICULTURE IN THE HUNGARIAN NATIONAL ECONOMY AND IN THE DEVELOPMENT OF RURAL AREAS**

*József Kaposzta, Faculty of Economics and Social Sciences, Institute of Regional Economics and Rural Development, Szent István University, Gödöllő, Hungary.*

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Due to the geographical and ecological endowments as well as the traditional economic relations of the country, the significance of the agricultural sector is relatively higher in the Hungarian national economy than in the developed industrial countries. Of course it is not reflected in its contribution to the GDP production, but rather in all those processes which play determinant role in the life of people living in rural areas. However, the importance of the agricultural sector in the national economy has declined in the past few years. Although, it did not change the fact that most of the inhabitants of the

country are still interested in the agriculture-related activities, since everybody consumes the goods made in this sector and they also enjoy the results of the environment protection activities. Therefore, the Hungarian agriculture – due to its multifunctional role – is more significant in the national economy than its GDP contribution reflects even from economic point of view. Agriculture still continues to play important role in the utilization of the favourable natural and ecological endowments, in the development of rural areas, in the employment of rural people, in improving the quality of life in the rural inhabitants. Its role in exports is also determinant due to its continuous trade surplus.

#### **PAPER 26 – COMBATING CORRUPTION IN AFRICA: THE ROLE OF WHISTLE BLOWERS**

*Kabiru Dandago Isa, Department of Accounting, Bayero University, Kano-Nigeria.*

The most serious obstacle to the achievement of millennium development goals (MDGs) in the African continent is corruption. Even as the world is fast becoming a global village, majority of the masses of Africa are denied the opportunity to benefit from the “goodies” provided by the process of globalization due to the endemic corruption in the continent. This paper reviews reasons why corruption is too endemic in the African continent, with a view to finding appropriate measures for combating it so as to give way for the achievement of MDGs.

The paper is a literature-survey type, relying on documented facts and research findings. It reveals that stringent measures must be taken by any serious African country that would want to combat corruption and allow for the achievement of MDGs. It, therefore, recommends that Sedition Act, similar to the one enacted in Malaysia, should be put in place to deal ruthlessly with the rigidities of the local economy which breed corruption and scuttle the process of achieving MDGs for sustainable economic development in most of the African countries, and that whistle blowing should be encouraged by using adequate laws to protect the whistle blowers and by providing them with incentive in the form of payment of an agreed percentage of any amount recovered from fraudulent officers through the efforts of the whistle blowers.

#### **PAPER 27 – THE DEVELOPMENT OF GLOBAL AGRICULTURAL PRODUCTION AND CONSUMPTION: FOODSTUFF PRODUCTION VS. NONFOOD AGRICULTURAL PRODUCTION UTILISATION**

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*Ondřej Miffek, Department of Economics, Czech University of Life Science, Prague.*

*Michal Steininger, Department of Economics, Czech University of Life Science, Prague.*

*Ondřej Skubna, Department of Economics, Czech University of Life Science, Prague.*

The agricultural sector has been playing an important role in human society development for centuries. The current agricultural system has been covering the production of many crops and animal products. These products are not only used for foodstuff consumption and for foodstuff industry, but they are also used as base material for power industry, building industry, pharmaceutical industry and so on. Individual industrial sectors have been constantly competing with agricultural sector for basic factors of production. The agricultural sector has been producing food – the essential need for the survival of mankind. The main aim of our paper is to analyse the development of past and present agricultural production and consumption, to analyse those factors which have been influencing the current state of agricultural production and to highlight those factors which will have a decisive influence on the development of future agricultural production and consumption.

#### **PAPER 28 – CARBON MANAGEMENT IN THE AGRICULTURAL PRODUCTION – BEST PRACTICE CARBON REDUCTION TECHNIQUES**

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*Csaba Fogarassy, Research Group of Biomass Economics, Szent István University, Gödöllő, Hungary.*

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Climate friendly techniques have arrived in the agriculture of the USA with use of market based financial

instruments resulting in extra incomes for farmers. Farmers changing carbon balance of land-use, plant production or animal husbandry, that result in carbon emissions reductions compared to BAU scenario earn additional revenues. The sequestered carbon, called offset goes to climate exchanges, where the seller is the farmer, and the buyer is an organization, who is committed to reduce his emissions in a certain period of time, but does not meet his target only by internal emission reductions projects.

Involvement in this market is voluntary, but legally binding, and regulated strictly by international, sound methodologies, and also monitored by third party verifiers. Since 2003, 800.000 hectares were delivering 300.000 tones of reductions yearly, resulted 1,30-1,50 USD/ha extra revenue. This way, farmers can experience cost worthy best practices to act against climate change in the future.

#### **PAPER 29 – LEASING IN CROATIA**

*Luka Mladineo, University of Split, University Centre for Professional Studies, Livanjska, Croatia.*

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*Nenad Vudric, University of Split, University Centre for Professional Studies, Livanjska, Croatia.*

Leasing market in Croatia started to grow since 1997 and until then it was rather underdeveloped. Legal framework and Croatian Financial Services Supervision Agency were established in 2006. In the recent years leasing in Croatia has grown rapidly.

This paper describes the development of leasing in Croatia in terms of number and assets of leasing companies and number and characteristics of leasing agreements concluded over the recent years. Leasing in Croatia is developing rapidly so it is very important to understand the issues involved in leasing such as taxation, accounting and legal treatment of this industry in Croatia.

Most of leasing agreements refer to cars what brings up the question if leasing is recognized as a mean of obtaining business assets in production or some other purposes. All of these facts seen from a regional perspective will clarify the main characteristics of leasing business in Croatia.

#### **PAPER 30 – GLOBAL ECONOMIC RECESSION AND DEVELOPING COUNTRIES: CHALLENGES AND OPPORTUNITIES IN THE CONTEXT OF INDIA**

*Maisnam Bobo Singh, Department of Economics, Manipur University, Manipur.*

The world economy today is gripped by the very real danger of prolonged and deep recession reminiscent of the depression of the 1930's. Crisis has assumed panic proportions. Strauss-Kahn said, "The IMF expects global growth to slow below zero this year, the worst performance in most of our lifetimes". It can be termed as the "Great Recession" to use Kahn's word. The crisis broke out one year ago when the U.S. real estate market went burst and swamped the financial sector with subprime mortgages turned sour. Federal Reserve Board Chairman Ben Bernanke and Secretary of the Treasury Henry Paulson appeared before US Congress on September 18, 2008, during which the stunned lawmakers were told, "we're literally days away from a complete meltdown of our financial system, with all the implications here at home and globally." This was immediately followed by Paulson's statement of an emergency plan for a \$700 billion bailout of the financial structure, in which government funds would be used to buy up virtually worthless mortgage-backed securities (referred to as "toxic waste") held by financial institutions. Once the bailout plan approved financial panic spread globally with stocks plunging in every part of the globe. Though the initial impact of the global crisis has been limited to the stock market and the foreign exchange market, it is spreading to the rest of the financial system, and all of these are bound to affect the real economy. Industries have started cutting jobs and people are spending less. Businesses ranging from a one man operated small business to those employing thousands of workers are closing at an unprecedented rate. Rising unemployment cuts in consumer spending and business investment plans, job cuts, have started provoking a further cycle of contraction. The World Bank said in a March 8 report that the International economy was likely to shrink for the first time since World War II, and trade will decline by the most in 80 years. The loss of world output in the calendar 2009 is expected to reach US \$ 2.5 trillion. It is likely to have long-term implications for developing countries. India may claim to have escaped the full brunt of the global crisis, but there is no

doubt that it will remain affected for a long time to come. The impact of global crisis is already being felt by India. The country is faced with a widening current account deficit, depleting foreign exchange reserves, depreciation of the rupee, the emergence of a balance of payment problem, credit crunch, an accelerating contraction in industrial production and huge job loss.

### **PAPER 31 – INVESTMENT OUTLAYS OF THE SMALL AND MEDIUM-SIZED ENTERPRISES SECTOR IN POLAND**

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Small and medium-sized enterprises in Poland, as well as in the whole European Union, have a very important role in the domestic economy. Compared to the largest companies, these entities demonstrate high efficiency of management, most of all, due to the possibility of quick cost reduction or a more precise control of production. They also demonstrate high flexibility of reactions to the changing environment, quick assimilation of technology and production innovations as well as a better capacity to satisfy the needs of market niches.

The size of investment outlays is of paramount importance in the functioning and development of small and medium-sized enterprises. The present strong competition on the market motivates the entrepreneurs to seek new technological solutions and take different enterprising actions. Any investment activities taken by economic entities enhance the attractiveness of the company products, at the same time, improving its market competitiveness and position.

The purpose of this article is to present the volume of investment outlays in the Polish small and medium-sized enterprises sector and its dynamics in the years 2002-2006. It covers also the structure of such outlays as per economy sections. The last part has been devoted to the sources of the financing of these investment outlays by the small and medium-sized enterprises sector in Poland in the years 2002-2006.

### **PAPER 32 – VEGETABLE PRODUCTION IN POLAND AND SELECTED COUNTRIES OF THE EUROPEAN UNION – STATE OF ART AND CONDITIONS OF DEVELOPMENT**

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*Tadeusz Filipiak, Faculty of Economic Sciences, Warsaw University of Life Sciences – SGGW, Warsaw, Poland.*

The paper aims to analyze the state of the art and the conditions of development of vegetable production in Poland and selected countries of the European Union. There were analyzed data coming from official statistical sources for the period 2002-2007. It argues that the vegetable sector is developing significantly, which results from market cyclical factors and strong competitive advantages as well as the EU funds available for sector development. The further development of the sector will depend on the dynamics of increasing competitive positions on the EU Single Market as well as taking advantages of EU funds and the level of cooperation between sector's stakeholders.

### **PAPER 33 – 1929 RECESSION VS. 2008 CURRENT GLOBAL RECESSION**

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*Niharika Arora, Delhi School of Professional Studies and Research, (Approved by AICTE), Delhi.*

“Depression is always unwanted.”

The great depression that took place in 1929 was called so because of its extent and longevity. It lasted for 10 years and finally came to an end in 1939.

2008 recession was given birth by US Sub prime Crisis i.e. lending of housing loans to people who have low credit worthiness and misuse of credit cards.

Objectives of the research were:

- Analysis of similarities between the 1929 recession and current global recession
- Analysis of differentiating factors between the two crisis
- Effects of the two crisis on the Indian economy

The research is based on a secondary survey. The data collected for research is taken from various national dailies, business and management magazines like Frontline, Business Outlook, and Finance India.

The 1929 depression was not initially started because of the stock market crash only but unequal distribution of wealth, high tariffs and over production in industrial and agricultural sectors, were also part of it. Subsequent effects were seen as there was widespread hunger, poverty, unemployment and worldwide economic crisis.

2008 recession affected the global economy in a pessimistic way, because of high degree of globalization. The resultant of the crisis was huge amount was pulled off by FDI's and FII's, lay off, stock market crash, which lead to inflation and shaky economic status of almost all the countries of world.

#### **PAPER 34 – ENVIRONMENT AND ENERGY: HOLISTIC APPROACH FOR SUSTAINABLE DEVELOPMENT**

*Mukul Singh, Department of Pathology, Safdarjang Hospital, New Delhi.*

Environmental sustainability is one of the missions of United Nations Organization (UNO). If it has to be achieved in a significant way and we are determined to create a better future then application of conscious energy technology to our U. N. Millennium development goals will ensure a positive sustained development process.

The biotic and abiotic components of the environment have their own energy fields and the beautiful interface of the interaction of individual energy floating in the divine consciousness create the energy of the environment. Beside air and water our environment consist of human, animals, plants, mineral kingdom and other kingdoms (stars, planets, meteorites, etc.) and each component is affecting the very existence, behavior and nature of other components. For example water has its own energy and existence and its quality in terms of pollutants , elements (both trace and other), source (nature of the rocks of the mountains, vibration of sounds (like mantra chanting), path (through mountains, sand, swamps) that affects and is affected by other atmospheric components and accordingly responds as the total effect of energies of each component and affects plants, animals, humans, atmosphere, and earth with the result of interface reaction of all energies. Similarly air and other elements have their own energy fields which needs to be seen in holistic perspective. However, the current approach is to develop specialist in each domain who are not able to work with holistic perspective and they focus on one domain of specialized knowledge only.

Hence, sustainable environmental development energy oriented approach is required to be adopted so that sustained positive desirable results in protecting the environment and meeting the challenges posed by climate change can be achieved by using the holistic approach.

#### **PAPER 35 – FREEDOM FROM HUNGER AND POVERTY: THE NIGERIAN PERSPECTIVE**

*Okoro Benedict Chinedum, Independent National Electoral Commission, Nigeria.*

By 1983, Achebe summed Nigerian's problem in his literary piece; *'The Trouble with Nigeria'*; painstakingly he articulated it thus; *'...the trouble with Nigeria has become subject of our small talk the same way weather is to the English'*. That book is Achebe's honest assessment of the entire jamboree that we have collectively indulged in since our independence in 1960. The malaise that Achebe lamented was corruption! Some scholars opine that we are bedeviled by systematic collapse. Truth is that we don't have a system at all. Like a pyramid, this absence of a system is heavily blamed on the process or institution saddled with the task of electing our leaders called INEC. *As an administrative Officer,*

*with Independent National Electoral Commission, Nigeria; I would have been at home with a lecture on Nigeria's 2007 general elections. Perhaps, the volcanic debate will bull us out from the woods! I will reserve a good energy on a day such a lecture will come. Nevertheless, whether a credible election will guarantee the leader as adumbrated by John Locke should preoccupy modern research. Again, can Africa practice democracy? In Nigeria John Odey, a catholic priest, in remote Abakaliki in Ebonyi State of Nigeria; where I have spent better part of my youthful days, has come to agree that Nigeria is practicing DEMOFACISM!*

Today, man's advancement towards nature, his feat in technology and space is threatened by hunger and poverty which is now lord to over 60% of the inhabitants of the planet earth. Pathetically, hunger and poverty has assumed absolute prominence in the lives of those in the third world. It has weakened their ability to think out a way towards their own liberation and the hopes of a better tomorrow are clearly perceived in the religious Parousia. This fact necessitated the challenging proposal put forward by Kofi Annan, former Secretary General of United Nations, to the General Assembly to set a supreme agenda through reformation of a body comprising of 185 member countries aimed at uplifting the lives of the majority of earth's inhabitants.

Surely, hunger and poverty is a siege that has defined the jostles of the Nigerian political class and labeled them jugglers! Certainly, shelter and clothing take a second place in the mind of the average Nigerian as he battles with daily morsel. Notably, Nigeria is a case study in failed leadership. However, our nightmare stems from the tide that our elites have been preoccupied with the struggle for political power with no clear vision on what to do with power. This inordinate ambition, shamefully, has created pitiable situation where over 70% of graduates roam on streets due to massive unemployment.

#### **PAPER 36 – THE MAIN DIMENSIONS OF THE REGIONAL COMPETITIVENESS: HUNGARY VS. INDIA**

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*Kitti Kollár, Institute of Regional Economics and Rural Development, Faculty of Economic and Social Sciences, Szent István University Gödöllo, Hungary.*

*Tamás Tóth, Institute of Regional Economics and Rural Development, Faculty of Economic and Social Sciences, Szent István University Gödöllo, Hungary.*

This topic has been chosen because it is remarkable to compare two basically very different countries: Interns of European versus Asian, Small versus Large, Developed versus Less-developed, One-lingual versus multi lingual.

The symptoms of regional competition and regional competitiveness are of supplementary relevance in the World. Nowadays the Economics and the Regional Economics pose some crucial questions, like: "What is regional competition and regional competitiveness? How could its indicators be described?" It is important to characterize two opposite concepts: globalization and localization. Most of the well-developed countries are characterized by localization (regionalization) which can be understood as a feedback for the globalization. The less developed countries has more complex reaction for the globalization.

This article based on a research of the World Economic Forum: Global Competitiveness Report (WEF: GCR) 2008-2009. The authors examined the similarities and the differences of the elements of the regional competitiveness between India and Hungary. Four main dimensions have been observed: The Economic Performance, Government Efficiency, Business Efficiency and the Infrastructure. These dimensions are used by the IMD Year Competitiveness Book. By the opinions of the authors these dimensions partly cover the two main indexes (GCI: Growth Competitiveness Index, BCI: Business Competitiveness Index), which are used by the WEF.

#### **PAPER 37 – METHODOLOGY OF ASSESSING THE EFFECTIVENESS OF ENVIRONMENTAL POLICY IMPLEMENTATION**

*Abstracts: Tenth International Conference*

**Petr Šauer**, *University of Economics Prague.*

**Jaroslav Kreuz**, *University of Economics Prague.*

**Antonín Dvorák**, *University of Economics Prague.*

Ex-post assessing of effectiveness of environmental policy implementations is a necessary element of policy cycle in the environmental protection. A research project has been conducted at the Department of Environmental Economics, University of Economics in Prague in purpose to develop sound methodology for ex-post evaluation of various policies implemented in the Czech Republic in the filed.

Our paper will present the principles of the proposed design of the Methodology, which is supposed to be approved and applied by the Ministry of Environment of the Czech Republic. Transaction costs issue, the consistency between policy design, implementation and evaluation belong to the principles of the methodology. The scheme and description of the key part of the methodology will be presented and discussed.

#### **PAPER 38 – SUPPLY CHAIN PROBLEMS IN THE WINE INDUSTRY**

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**Katona Brigitta**, *Budapest College of Management, Department for Business Management.*

**Vágány Judit**, *Budapest College of Management, Department for Business Management.*

Our research aims to examine to what extent the supply chain types described in Hungarian and International literature can be found in Hungarian wineries, what similarities and differences can be observed, including the reasons therefore, and which supply chain types are competitive and why in our circumstances.

Several researches have recently been conducted to analyze the competitiveness of the wine industry from marketing aspects, but they did not or scarcely explored the new competitive advantages potentially resulting from a well-organized supply chain.

An efficient supply chain management has become an increasingly important competition factor for companies that pursue their production or distribution activities in the food industry, including the wine industry. In these days, not really products and services, rather supply chains compete with each other. In this sector, cooperation should become closer and more conscious between suppliers, producers, distributors, retail traders and customers since the extent of such cooperation can be a source of a competitive advantage.

A comprehensive theoretical study will be conducted on the various types of possible, successful and competitive supply chains in the wine industry, as well as the strategic games and collaboration patterns among winery supply chain members.

New and novel knowledge will be given on the cooperation perceived in the Hungarian wine industry, including the extent, modes and experiences of such cooperation.

Based on theoretical knowledge and the results of our research, proposals will be elaborated about the actions to be taken in our circumstances to make winery supply chains more successful from the aspects of member cooperation and information flow.

#### **PAPER 39 – CAN SRI LANKA REDUCE CO<sub>2</sub> OMISSION DRASTICALLY? PROPOSING A GREENER POWER GENERATION FOR NORTH-EAST SRI LANKA**

**Reggie Davidrajuh**, *University of Stavanger, Norway.*

**Dhayalan Velauthapillai**, *Bergen University College, Norway.*

In North and East Sri Lanka (NE-SL), electricity is not available in most of the places due to the civil war. There is practically no electricity production and distribution system available or planned. Since Sri Lanka, as a whole, is suffering from power-shortage, it will be not possible for it to supply electricity to NE-SL, by the time the civil war comes to an end. An alternative generation and distribution system



should, therefore, be designed to supply electricity to NE-SL.

Energy usage in the household sector in NE-SL primarily consists of bio-mass fuel and kerosene; this leads to continuous deforestation and omission of green house gasses. This paper explores whether it is possible to make electricity in this region from renewable resources inclusive biomass, so that household sector can use electricity instead of burning biomass and kerosene inefficiently.

#### **PAPER 40 – GENDER POVERTY NEXUS IN AN UNORGANIZED SECTOR**

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More than 1 billion people in the world today, almost half of them women, live in unacceptable conditions of poverty, mostly in the developing countries. Poverty has various causes, including structural ones. Poverty is a complex, multidimensional problem, with origins in both the national and international domains. Unorganized sector employs a vast majority of women. Construction workers are such widespread and unorganized market wherein are absorbed a large number of women migrants from the rural area in search of livelihood. As studies on construction workers have been done only in metro cities, hence, an attempt has been made to assess the gender-poverty nexus with reference to female construction workers in Jodhpur city. As lifting those out of poverty will depend to a large extent on better understanding where they live, why are they poor and what are their precise economic circumstances. Construction workers are the backbone of the economy as they create the infrastructure necessary for industrial growth. Yet these workers, who are creating the base of the new economy, themselves live in a time warp, trapped in low skilled, low paid, insecure working conditions, bound by feudal working relationships, often literally in bondage. About one-third of these workers are women and children. Work on construction sites is invariably divided along gender lines. The types of work that men do are labeled as skilled work and fetch higher wages than the work that women are allowed to do. In most towns and cities there is intense competition for construction jobs, particularly where workers are hired daily from the chauraha or naka. The crossing or other open place within a busy market area which acts like an informal employment exchange where workers stand around in hopes of getting work for the day. Women who wait on the chauraha often find them leered at by prospective employers and subject to various indignities. Contractors prefer younger women, both because they can work faster and because they are more attractive. Sexual exploitation is rife, given the insecurity of a daily wage system. Moreover the work availability also depends on the physical fitness of the women workers. In the work of construction they do not have to work for the whole month i.e., they have to work for some days of the month only and they also get the wages accordingly.

#### **Objectives of the Study**

1. Assessments of the present status of women working in a construction sector regarding some socio-economic indicators and their progress towards equality and empowerment.
2. To examine the level of literacy which is an important dimension of poverty in female workers.
3. To study the pattern of consumption of their own income for personal use.
4. Availability of welfare measures provided by Government and NGO's for these workers.
5. Awareness of women workers regarding their rights and privileges – political, social, and economic.

#### **PAPER 41 – EMPOWERMENT AND GENDER DIFFERENCE IN EDUCATIONAL STATUS**

*Rumki Gupta, Psychology Research Unit, Indian Statistical Institute, B.T. Road, Kolkata, West Bengal.*

A layman's definition would consider empowerment as position of woman vis-à-vis man in society. The term empowerment is widely used in the context of development, particularly women's development. Women are partner in developmental process. It has been said by various dignitaries that in case of any big achievement by a man, contribution of the woman is well recognized. But it is found that women

are not established in the deserving places of the society. The level of acquired education is an important pre-condition for individuals to enjoy power and achieve satisfaction in his/her life. Opportunities to access education are not uniform to different sections of the population. Gender bias is a major concern for unequal opportunities for acquiring education.

In West Bengal, in the case of gender, girl students are relatively more deprived to reach at the end of Madhyamik level. Proportion of girls among Madhyamik examinees is 42% as against 58% of boys but negligible difference is observed with respect to achievement(result). In the present study effect of gender on Madhyamik results have been investigated.

#### **PAPER 42 – TRAINING TECHNIQUE OF HUMAN RESOURCE**

*Runjhun Soney, Delhi School of Professional Studies and Research, Delhi.*

Trained and experienced people perform their work more efficiently & effectively .As today scenario is so dynamic and fluctuating and new technology is coming in every new day, so one should be updated to understand the new technology more effectively. It is only possible through training & development. Training is a learning experience that leads to permanent change in an individual, which improves the ability to perform, increases knowledge, attitude or behavior.

Training is necessary to know how to work efficiently to a particular job. Training starts with recruitment process. After hiring process training starts for how to do a particular job. For ex when an employee is hired then he/she is given training how to do the job & after its completion he/she is put into the actual job.

Training approaches are:

- On job training
- Off job training.

Employee development methods are:

- Job rotation.
- Assistant to positions
- Committee assignment
- Lecture course and seminars

#### **PAPER 43 – SHAREHOLDERS VALUE CREATION THROUGH VALUE ADDED REPORTING – AN EMPIRICAL STUDY OF LUPIN LAB. LTD.**

*S. K. Khatik, Department of Commerce, Barkatullah University, Bhopal, Madhya Pradesh.*

*Pradeep Singh, Department of Commerce, Mahatma Gandhi Government Arts College, (Affiliated to Pondicherry University, Pondicherry), Chalakkara, New Mahe, Podicherry.*

Value added reporting is a part of financial reporting that shows value addition by firm during the specific period and their application towards Employees, Government, Capital providers and retained by the firm himself for development and expansion activities. Value added is meaningful measure of corporate performance rather than conventional measures based on traditional financial accounting and can be particularly useful for employee's oriented approach, which will allow more fruitful discussion with employees and can be especially useful in productivity arrangements. The value added is a basic and broad standard comprises investment by shareholders, debentureholders, creditors and specialized financial institutions. If such investment not create wealth (Value addition), it means that is misuse of public funds. Therefore, the concept of value added has a direct linkage with the concept of social responsibility of the business. Value added can be particularly useful to management in comparing the performance of business within group or companies' performance with its industry as a whole. Financial reporting has traditionally concentrated on the needs of shareholders and creditors, but value added statement is important for stakeholders as well as employees. Keeping this context in background researcher try to explain performance evolution by Lupin Laboratories Ltd by the value added reporting

from 1995-96 to 2006-07 and what method of their social reporting and social responsibility as pharmaceutical firm.

And finally, it can be concluded that the management of Lupin Lab Ltd. has served to the society very well as 73% of total value added has been distributed among the employees, Government, financial institutions, banker and shareholders. On the other hand it also contributed as 27% of value added, has been retained in the business for the growth and development as per global requirement.

#### **PAPER 44 – REVIEW OF RURAL DEVELOPMENT PROGRAMS IN INDIA AND INDICATORS OF SUSTAINABLE DEVELOPMENT**

*Sanjay N. Aswale, Department of Commerce, S.C.S.College Omerga.*

Rural economy of every country has a dualistic economy. The one is the urban economy; the other is the subsistence or village (Rural) economy. One is in and near the towns, the other in the rural areas. The urban economy is ultramodern with all the amenities of life, viz. the radio, the car, the bus, the train, the telephone, the picture house, the TV, the VCR, Computer, the palatial buildings, the schools, the colleges, the universities and the hospitals. Here too government offices, the business houses, the banks and a few factories are visible. The village (Rural) economy is backward and is mainly agriculture-oriented. Rural economy of every country is poverty-ridden. Here poverty is reflected in low per capita income. This low per capita income is further reflected in low living standards of the rural people.

The World Bank defines rural development as a strategy designed to improve the economic and social life of a specific group of the rural poor. To quote from the World Bank policy paper on rural development

“A national program of rural development should include a mix of activities including projects to raise agricultural output, create new employment, and improve health and education communication and improving housing.”

Rural development scenario is fast changing due to policy formulation and implementation of new schemes on large level. The concept of rural development has been high lighted by various international organizations in last quarter of century. It has rightly been pointed out by Gupta; the World Bank Rural Development policy sector study of 1975 defines rural development as: ‘Rural development is strategy designed to improve the economic and social life of a specific group.’ Which is to the poorest among those who seek a livelihood in rural areas? Rural Development in the broad sense of the term holds the key to all economic progress, Industrial or Agricultural; Urban or Rural.

#### **PAPER 45 – HEALTH AND FLOOD RISK: A CASE STUDY OF KANNAGI NAGAR**

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*V. Lavanya, Centre for Water Resources, Anna University, Chennai.*

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*K. Karunakaran, Centre for Water Resources, Anna University, Chennai.*

Kannagi nagar is located on the outskirts of the Chennai city. During monsoons, the communication is cut off and it look like an island since it is located on the bank of Buckingham canal. Trash is littered throughout the area, as there is little regard for environmental hygiene and sanitation. In the present study, the severities of the floods are assessed in order to identify the health risk. The health impacts on different age groups are analyzed. The study shows that there is an important role for a health promotion agency and there is an urgent need for ongoing support and development work to reduce the health hazards in that area.

#### **PAPER 46 – STOCK PRICES AND EXCHANGE RATE INTERACTIONS IN NIGERIA: AN INTRA-GLOBAL FINANCIAL CRISIS MAIDEN INVESTIGATION**

*Shehu Usman Rano Aliyu, Bayero University Kano, Nigeria.*

This paper examined the long run and short run interactions between stock prices and exchange rate

in Nigeria based on a sample from 1<sup>st</sup> February, 2001 to 31<sup>st</sup> December, 2008. Three models were derived from the sample, albeit pre-crisis, crisis and basic models. The paper set out by testing the time series properties of the series using the ADF and PP tests. In addition, the Engle and Granger two-step and Johansen and Juselius cointegration procedures were applied. Empirical results showed that all the series are I(1) and evidence of cointegration was established using the Johansen and Juselius methodology. Furthermore, causality tests revealed strong evidence of long run bidirectional relationship between stock prices and exchange rate in the models. Policy wise, the findings implied that monetary authorities in Nigeria are not constrained to take into account stock market development in achieving their exchange rate policy objective given the symbiotic nature of relationship between the two. The paper recommends measures that would promote greater stability and efficiency of the Nigeria's foreign exchange market.

#### **PAPER 47 – IMPACT OF WORK CULTURE ON MOTIVATIONAL LEVEL IN SELECTED COMPANIES**

*Smrita Sinha, Amity Business School, Amity University, Noida, Uttar Pradesh.*

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Organizations do not operate in isolation, because every organization requires to continuously interact with its environment to balance between the task or internal environment and the mega or the external environment. Work culture refers to human environment within which organization's employees perform their task. Writers on management and organizations have suggested that aspects of organizational culture, particularly cultural values, have an impact on the motivational level of the employees. Organizational culture has been defined in several ways. Some say it is the basic assumptions underlying an organization's values. Others say it is the organization's norms. Managerial writing on organizational culture rests on three assumptions or premises: first, that organizational culture is associated with important work outcomes; second that particular features or characteristics of organizational culture explain these associations; third, that work outcomes can be changed by changing particular features of organizational culture.

**Objective:** The goal of the present study is to examine the dominant work culture prevalent in the two organizations A and B and to study its impact on the motivational level of the employees at the managerial level.

**Research Methodology and Design:** To meet out these objectives the statistical treatment of the data obtained was carried out from a sample of 250 employees. The statistics used were Mean, SD, t-test, correlation and Regression, to test the hypothesis. The paper investigates the relationship between the various independent and dependent variables through Correlation Analysis. Stepwise multiple regression analysis was undertaken to assess the significant predictors of work culture for the total sample.

**Findings:** The findings of this study indicate that there are four types of work culture: Autocratic, Bureaucratic, Technocratic and Entrepreneurial. The characteristics of all the four different types of culture are present in the two organizations, but it is the Autocratic culture which is dominant in Organization A and Technocratic culture, which is dominant in Organization B. The findings show that Technocratic culture has the strongest partial correlation or the purest relationship with role motivation. Through regression analysis, technocratic culture emerges as a strong predictor of motivation.

#### **PAPER 48 – CORPORATE CULTURE AND ITS RELATIONSHIP WITH ORGANIZATIONAL EFFECTIVENESS/ORGANIZATIONAL EFFECTIVENESS OUTCOMES**

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Corporate culture is a system of shared values and behaviours that are learned by the members of the organization and shape their way of doing." A number of authors suggested extensive and causal

relationship between corporate culture and performance/organizational effectiveness/organizational effectiveness outcomes. The question arises, what constitutes effectiveness? This is not a simple question to answer. At best, we can just have a look at different approaches or studies or models used for diagnosing and measuring effectiveness. By studying different studies undertaken at different points of time internationally it was concluded that culture should be conceptualized in a wider way than just a 'subsystem' of an organization. What needs to be emphasized is that what certain authors have termed as effectiveness outcomes are, in fact, contents of culture and hence the key to success is right in the culture itself.

#### **PAPER 49 – ENVIRONMENTAL DEGRADATION, SUSTAINABLE DEVELOPMENT AND MANAGEMENT OF INDIAN MINERAL RESOURCES**

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It is mentioned in the Human Development Report of UNDP that –“A decent standard of the living, adequate nutrition, health care, education, decent work and protection against calamities are not just development goals – they are also human rights. Therefore, it is imperative to identify & find out permanent solutions to the global problems of alleviation of poverty with special reference to India and other developing nations.

The eight Millennium Development Goals (MDGs) – which range from halving extreme poverty to halting the spreads of HIV/AIDS and providing universal primary education, & ensuring environmental sustainability to all by target date of 2015 – form a blueprint agreed to by all the world's countries and all the world's leading development institutions. They have galvanized unprecedented efforts to meet the needs of the world's poorest. The various Goals depicted in the UN charter are (a) Eradicate Extreme Poverty and Hunger (b) Achieve Universal Primary Education, (c) Promote Gender Equality and Empower women (d) Reduce Child Mortality (e) Improve Maternal Health (f) Combat HIV/AIDS (g) Malaria and other Diseases (h) Ensure Environmental Sustainability (i) Develop a Global Partnership for Development. The distribution of population living on less than 1\$ a day is 1.2 billion, with the share of European Cental Asia 2%, Latin America & Caribbean 6.5% East Asia & pacific 23.2%, sub Sahara Africa 23.3%, Middle East & Cental Africa 0.5% & south Asia 43.5%. There is unacceptable levels of deprivation in people's live across the world. Out of the 4.6 billion people in developing countries, more than 850 millions are illiterate, nearly a billion lack access to improved water sources & 11 million children under age of five die each year. The only way to alleviate poverty would be to bridge the gap between the haves & have nots. Emphasis should be given to remove unemployment, the suffering of the masses, the sickness of the industries, the profiteering of the Capitalists, the gap between rich & poor in the developing countries.

Environment without development would be life without opportunities & development without adequate environmental protection would destroy delicate natural balance. There should be planned and systematic explorations of natural resources, so that the tranquility of eco- system is not disturbed. In the new knowledge based & technology driven global economy, this can be achieved only by concept of sustainable development & by integrating our economic, environmental & social goals & policies with various levels of government within our country and across the globe.

#### **PAPER 50 – EDUCATION AND HEALTH FOR ALL: CHALLENGES AND PERSPECTIVES WITH SPECIAL REFERENCE OF CHHATTISGARH**

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“Chhattisgarh” – 26th State of India was formed on 01 November 2000. Chhattisgarh State is a name of glorious and prosperous historic heritage right from dignified pages of history to well established in the mind of people. The average literacy in the state is 64.70 percent, in which the male literacy is 77.40 percent, male tribes are 60 percent and female literacy is 51.90 percent, female tribes are 39.30 percent.

Novel schemes are being carried out to promote education to girl students, in which adopted daughter

education scheme, free of cost uniform scheme, free of cost text books distribution/ book bank scheme and Saraswati Bicycle Supply scheme are major and their popularity has enhanced the attendance of girl students. Saheli education scheme and Kasturba Gandhi Balika Residential School Scheme have been implemented to ensure education to girls.

Yaj eradication, leprosy eradication, vector produced disease control, T.B. control, AIDs Control and Blindness control program under national programs are being carried out successfully. The government of India has declared the Chhattisgarh State as Yaj Free State on 19 September 2006.

#### **PAPER 51 – OPPORTUNITY OF FDI IN INDIA VIS-À-VIS REAL ESTATE SECTOR**

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The real estate sector in recent India can be acknowledged as one of the fastest growing economy in the world and in this current economic scenario, real estate has emerged as one of the most appealing investment area for foreign investors.

The objectives of the research are:

- Analysis of changing phases of real estate sector in India.
- To identify the current opportunities for FDI in Indian real estate sector.
- Comparison of growth of real estate sector of India with China.
- Analysis of future of real estate sector in India.

The secondary data for the study has been drawn from various magazines like Delhi business review, Bhartetiya vidyapeeth management journal, India finance etc. and National dailies.

The Government of India has liberalized its policies regarding FDI in real estate sector, tenancy law, property taxes etc.

The government is putting great emphasis on the development of infrastructure of India because of various events such as commonwealth games, world cup etc. that are going to be held in India in the coming years. It has open avenues for foreign investors to invest in Indian real estate sector. Data was analyzed and inferences have been drawn and which reveals that Indian real estate is a growing sector for foreign investors.

#### **PAPER 52 – THIRD MILLENNIUM INTERNET BANKING**

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Internet banking is one of the most important achievements at the end of second millennium which it is grown within a few years to become an industry in billions of dollars.

One of the most important reasons to develop internet banking services and infrastructure is E-Commerce which it could not develop without developing internet banking.

Internet Banking is a concept which can be defined simply as all the banking operations executed through internet, and it is hard to list all the services of Internet Banking because it is developing day by day and most of the ordinary services in banks convert to E-Services and in the same time banks start developing new services for the customers through Web. Through this paper we will explain the Internet Banking, listing the main services, websites models, advantages, disadvantages of it.