

Impact of Diversity Challenges on Organisational Cynicism – An Egyptian Study

Mohamed Mousa, Ph.D.¹

Abstract

As a result of globalization and interaction among people with various identities, diversity has become a noticeable norm in today's business life. Managing such cultural diversity requires dependence on a much more tolerant culture, in which employees seek to attain both career and organisational objectives, without being hobbled by irrelevant factors of religion, race, ethnicity, and so on. During the last two decades, organisational cynicism, which is the employee's negative feelings towards his employing organisation, has found a place in academic management literature. It has a vital role in interpreting many organisational unwanted behaviors in the organisational context such as: absenteeism, day dreaming and the state of being careless when doing work. This study identifies the effect of cultural diversity challenges (communication, discrimination and training) on cognitive, affective and behavioral cynicism by conducting a quantitative study of physicians in Qasr El Eyni Hospital, a public hospital and medical school in Egypt. Upon collecting 100 questionnaire forms and using multiple regression to analyse them, it appears that only communication affects both cognitive and affective cynicism, whereas, both communication and training affect behavioral cynicism.

Keywords : Organisational culture, Multiculturalism, Intercultural relations, Cultural diversity

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Social Media Marketing – A Review

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Abstract

Organisations employ different marketing strategies to fulfil their organisational needs, and those of their clients as well, with the objective of reducing transaction cost and increasing referrals to add value. Of late, they are adopting more of social media marketing to improve their engagement with the customers and to develop a relationship that is beneficial over a long period of time. The aim of this paper is to analyse the benefits of social media marketing through content analysis. The study, from the viewpoint of different business contexts, concludes that organisations have been able to improve communication with their clients through social media marketing, and this has resulted in increasing brand loyalty and improved relationships between the sellers and the buyers. Further, social media can be used to conduct marketing surveys as well.

Keywords : *Social media, YouTube, twitter, customer relationships, brand loyalty*

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Marine Sport Tourism in Taiwan

Hsiao-Ching, Hung¹

Abstract

The purpose of this study was to understand different aspects of marine sport tourism by analysing the motivation of the participants, their travel experience, perceived value, and behavioral intention. A non-random study was conducted for the purpose in Penghu, Taiwan covering 1219 tourists, who participated in marine recreational activities. The results show that marine sport tourism attractions directly affect travel experience, perceived value of the tourists, and their behavioral intention for the destination. This study can be useful for marine recreational operations. It also provides fodder for future research.

Keywords : Economic liberalisation, Indian banking system, Learning Organisation, Innovative work behavior

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Performance Evaluation of Private Life Insurance Industry in India

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Abstract

The present study investigates the performance of nine leading private life insurers (which account for more than 70% of the private insurance market of the country) for the period 2010-11 to 2015-16. In contrast to the traditional Data Envelopment Approach (DEA), that is generally applied, this study uses the super-efficient DEA approach which helps to discriminate between efficient units (with a technical efficiency score of one) and inefficient units. The use of the two-input, two-output model using both CCR (Charnes, Cooper and Rhodes) and BCC (Banker, Charnes and Cooper) models, shows the dominance of Bajaj Allianz, ICICI Prudential Life and SBI Life insurance. The other big names like Tata AIA Life, Birla Sunlife and Reliance Life insurance show inconsistent performance, though Tata AIA Life shows good performance in terms of managerial efficiency. However, the operational aspect identified from the returns to scale shows that the insurers operate at a sub-optimal scale, thereby revealing increasing returns or decreasing returns to scale. The main benchmarks in the sector are ICICI Prudential Life, SBI Life and HDFC Standard Life which form a part of the reference set in most of the cases.

Keywords : Life Insurance, Private, Efficiency, DEA, Super-efficiency

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Mergers and Acquisitions in Indian Insurance Industry – A Conceptual Study

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Abstract

Merger and Acquisition (M&A) is a widely accepted corporate restructuring strategy in the present economic scenario. Starting from the manufacturing sector to the service sector, companies accept this strategy for their rapid growth and development. In the financial service sector, insurance is now one of the fastest growing service industries in India, and the world as well. An attempt has been made in this article to study M&A – trends, motives and determinants – with reference to the Indian insurance industry.

Keywords: Acquisition, Insurance, Merger, Service Sector

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Deployment of RFID for Improvement of Economic Value of Indian Organised Retail : An Exploratory Study

Alby Anand Kurian, Ph.D.¹

Sagar Dham²

Abstract

A number of retailers across the globe have mandated the deployment of RFID across the supply chain. However, the adoption of RFID in the retail segment in India is still uncertain. This paper aims at analyzing RFID technology and developing a business case by identifying the potential benefits of, and challenges to, its implementation. An exploratory study has been conducted to identify if and how RFID can facilitate the improvement of Economic Value Added and Economic Margin of Indian firms. The nature of the study is exploratory and thus a mixed methodology has been used to identify the benefits of, and challenges to, the implementation of RFID.

Keywords: Retail, RFID, New technology, EVA, Economic margin

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