



# Changing Paradigms of Management Dynamics, 1/e

Tulika Saxena & A.P.S. Bhadauria

2014

356 pp

Hardback

ISBN: 9789382332978

Price: 1,095.00

## About the Book

Changing Paradigms of Management Dynamics includes articles, research and conceptual papers, cases from various academicians, corporate professionals, research scholars and students. The broad theme of the book is convincingly appropriate in the present scenario where organizational and individual values play a pivotal role in shaping the future.

The book is devoted to examining some key dimensions of management dynamics. It throws light on various aspects of business management like marketing, human resource management, information technology, international business, financial management, knowledge management, talent management, rural management, wealth management etc. Management theory has also moved forward, and in some cases has become well-established practice in the corporate world. The book offers this relevant view of management in a way that has a logical flow of content, succinct and clear in its writing style, rich in real-world examples, and remains focused on the role of managers.

The book will be helpful in developing, serving and sustaining business houses, management students, researchers, entire corporate fraternity, institutes, policy makers and all concerned stakeholders of effective management dynamics.

## Salient Features

- ▶ Presents articles, research and conceptual papers, and cases, spread across 35 chapters.
- ▶ Contributed by experts not only from India but also from various parts of the globe.
- ▶ Covers all the important functional areas of management, namely, marketing, human resource management, finance, international business etc.
- ▶ Provides a perspective on management issues, combining elements of present, past, and future avenues in overcoming management challenges in the face of increasing competition.

## Table of Contents

1. Reputational capital as an Ethical Questioning of Technological Innovation
2. Factors Affecting Impulse Buying Behavior in Mall: A Consumer Study with Special Reference to Kanpur City
3. A Workshop Study on Implementation of Corporate Governance Standard Practices on Small and Medium India: Road Map to Success
4. Job Satisfaction of Employees in Mumbai Refinery of Bharat Petroleum Corporation Limited
5. Fulling the Indian MSMES: The Engines of Economic Growth
6. A Role and Impact of Information Technology in Indian Banking Services After Liberalization—Trends, Issues and Challenges
7. Managing Women Education in India: Proposed Management Strategy For Improvement
8. Cultivating Ethics and Human Values: A Case of Migrants
9. Evolution and Challenges of Green Marketing
10. Consumer References towards Motorcycles Purchases Decision—An Empirical Analysis of Rural Lucknow
11. Recognising Ethical Issues in Global Business
12. Employee Development and Its Effects on Employee Performance: A Conceptual Framework
13. Employees' Provident Fund Scheme as a Social Security for Employees
14. Microfinance – An Instrument to Develop Rural India
15. Impact of Incorporating Transactional and Transformational Leadership on Managerial Effectiveness: An od Intervention
16. Changing Face of Microfinance in India with Special Reference to Reliance Capital
17. A New Paradigm of Self-Help Group an Empirical Study on Social Responsibility Initiatives by Cemex
18. Leadership Skills: Need of the Contemporary Era
19. Current Scenario of Management Education in India

20. Employer Branding: Need of the Hour
  21. The Changing Paradigm in Retail Sector with Special Reference to the New Policy of FDI
  22. New Paradise in Management Dynamics: Corporate Restructuring
  23. Changing Paradigm in HR Function: E-Recruitment
  24. Women Awakening in Present Education in India
  25. Entrepreneurship for Benchmarking
  26. Customer Perception on Banking Services: With Special Reference to Indian Private Banks in Allahabad Region
  27. The Role of Information Technology in Developing Rural India
  28. A Study on Buying Motives and Preferences of Gold Jewellery Buyers
  29. Film Based Merchandising: Promotions, Revenues and More
  30. Intrinsic Motivation - An Analytical Study in the Light of Jeevan Vidya and Its Application to Human Resource Management
  31. New Challenges for Priority Sector Lending in India
  32. Integrated Farming System: A Path for Rural Development
  33. Talent Management: A Study at B-Schools
  34. A Study on Relationship between Employee Motivation and Organizational Effectiveness
  35. Green Marketing - An Analysis of Consumer Behaviour Towards Green Products.
- 

#### **About the Author**

**Tulika Saxena** :- Tulika Saxena, Associate Professor, Science and Technology Entrepreneurs' Park, Harcourt Butler Technological Institute, Kanpur

**A.P.S. Bhadauria** :- A.P.S. Bhadauria, Director, Five School of Business, Kanpur