

JIDNYASA

RESEARCH JOURNAL

Volume No. 6, JUNE 2012



Index

- Assessment of the performance of the Foreign Direct Investment flow to the Ethiopian Economy : A Time Series Data Analysis.
- Enhancing Employee Performance through Ethical Leadership, Transformational Leadership and Organizational Culture in Development Sector of India
- Research on An Analytical Study of Currency Fluctuation with Special Reference to Iranian Market
- Usage of technology among female MBA students (Generation Y)
- Measuring Programmer Productivity in Information Technology Sector With Reference to IT Companies in Pune City
- Strategies for Sustainable Development A Case Study of Carrefour
- Technology Serving for Bridging the Digital Divide in Education- with Special Reference to India
- Impact of Working Capital Management on Firm's Performance: Evidence From Automobile Industry in India for the Period 2007-2011
- Cloth Distribution In Maharashtra – A Changing Scenario of Wholesale Cloth Business
- "A Study on the Strategic Role of HR in IT Industry with Special Reference to Select IT/ ITES Organisations in Pune City"
- Halo Effect – Opportunity or Challenge
- MBA Education & Critical Skill Development : A Changed Perception
- Basel III-Implications for India and the Global Economy.



MAHARSHI KARVE STREE SHIKSHAN SAMSTHA'S

**SMT. HIRABEN NANAVATI INSTITUTE OF
MANAGEMENT & RESEARCH FOR WOMEN**

JIDNYASA,
Vol.6, JUNE 2012



EDITORIAL BOARD

Dr. Bharati Dole
Dr. Mukund Tapkir
Prof. Pallavi Kasande

Views expressed in articles are solely of the contributors.
HNIMR neither accepts nor takes the responsibility for views expressed in the articles.
All rights are reserved.
(For Private Circulation only)

Published by :

MAHARSHI KARVE STREE SHIKSHAN SAMSTHA'S

Smt. Hiraben Nanavati Institute of Management & Research for Women (HNIMR),
Near Cummins Engg. College, Karvenagar, Pune 411052.

Printed by :

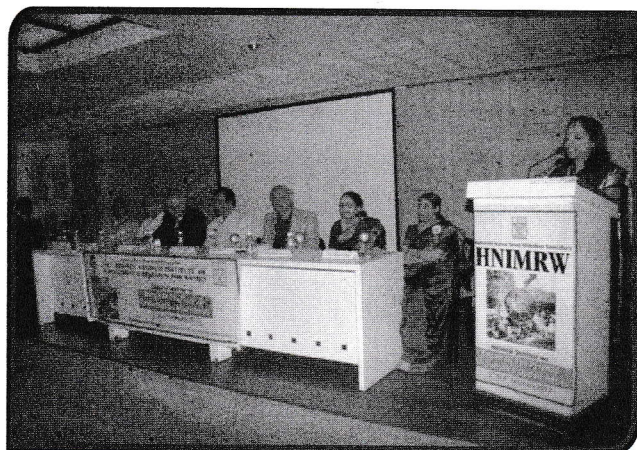
Prowiz Design

212, B-Wing, 2nd Floor, Bizzylund, Kumthekar Road, 776, Sadashiv Peth, Pune - 411 030.

National Seminar 2012

Bottom of the Pyramid: Opportunities and Challenges.

Inauguration



Dr. Mukund Tapkir (from Left) , Mr. Vishwas Deval,
Dr. C.M. Chitale, Mr. Purushottam Lele, Mr. Ajit
Lele, Dr. Snehalata Sahastrabuddhe & Dr. Bharati
Dole

Valedictory



Mr. Purushottam Lele (from left), Mr. Suresh Prabhu ,
Dr. Bharati Dole & Dr. Mukund Tapkir

From Editor's Desk

Dear Reader,

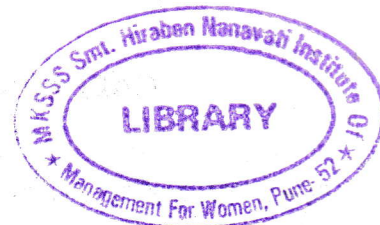
We are very glad to publish 6th issue of Jidnyasa with research papers from varied disciplines such as Employee performance, Currency Fluctuation, FDI in Ethiopian countries, working Capital Management, and Halo effect. Readers will also find case study and conceptual articles in this Issue.

We acknowledge efforts of Dr.G.K Shirude and Dr. Amod Markale for evaluation of Research Papers and Articles. We also appreciate services provided by Mr. Amit Gandhi and his team for printing work.

We wish you success in your entire academic and research career in future.

Index

No	Name of the Article	Contributed by	Page No
1.	Assessment of the performance of the Foreign Direct Investment flow to the Ethiopian Economy : A Time Series Data Analysis.	Mr. Abey Doni Temkete	03
2.	Enhancing Employee Performance through Ethical Leadership, Transformational Leadership and Organizational Culture in Development Sector of India	Mr. Rambabu Pentiyala	11
3.	Research on An Analytical Study of Currency Fluctuation with Special Reference to Iranian Market	Dr Manisha Paliwali Mr. Amir Hojat Shamam	19
4.	Usage of technology among female MBA students (Generation Y)	Prof. Nivedita Pantawane Prof. Geeta Jadhav	27
5.	Measuring Programmer Productivity In Information Technology Sector With Reference To IT Companies in Pune City	Prof. Chetan P Panse Dr. S. L. Joshi	33
6.	Strategies For Sustainable Development A Case Study of Carrefour	Dr. Neeta Baporikar	38
7.	Technology Serving For Bridging The Digital Divide In Education- With Special Reference To India	Dr. Shubham Goswami	46
8.	Impact of Working Capital Management on Firm's Performance: Evidence From Automobile Industry In India For The Period 2007 - 2011	Prof. Zohra Zabeen Sabunwala	53
9.	Cloth Distribution In Maharashtra – A Changing Scenario of Wholesale Cloth Business	Prof. Devendra G. Bhawe	63
10.	"A Study on the Strategic Role of HR in IT Industry with Special Reference to Select IT/ ITES Organisations in Pune City"	Dr. Mohsin Sheikh	73
11.	Halo Effect – Opportunity or Challenge	Mr. Shailesh S. Natu	79
12.	MBA Education & Critical Skill Development : A Changed Perception	Prof. Archana Salve Dr. Kirti Dharwadkar	83
13.	Basel III-Implications for India and the Global Economy.	Prof. Gauri Heble	89



CALL FOR CONTRIBUTION OF PAPERS / RESEARCH ARTICLES FOR 'JIDNYASA' 2013 (ISSN 0973-7936 Jidnyasa)

Research is one of the effective developmental activities in Business schools. We publish 'Jidnyasa' to bring on a common platform the various themes, spheres and knowledge areas in which research can be conducted.

Call for papers

We are inviting research papers, conceptual articles, synopsis of PhD thesis, book review from

1. Academicians belonging to management institutes, practicing management consultants, industry experts and managers.
2. Students and research scholars.
3. Those who have already completed or are pursuing research leading to the award of PhD degree.

Guidelines to the contributors:

1. The contributors may choose any area/theme/subject of interest for research purpose in the field of management as topic of the paper/article. We may announce the main theme of a particular issue.
2. The author/s should submit the full length paper (not exceeding 3000 words), font size – 12, single line spacing and double space between paragraphs on A-4 size paper with 1 inch margin on all sides. The full text including main paper, bibliography and appendices, if any, should not exceed 15 pages of A-4 size. The title of the paper should be in capital font.
3. A soft copy is to be mailed on the email-id mentioned below. A hard copy should be sent by post/courier to the address mentioned below.
4. Those who have been awarded PhD degree may contribute the synopsis of their research report not exceeding 1500 words.
5. The contributors may also choose to contribute on the theory relevant to research methodology as an article.
6. An abstract of 200 words of the paper/article and a brief bio-data of the author should accompany the manuscript.
7. The authors should clearly mention his/her name, addresses, email-ids, and contact numbers at the end of the paper.
8. The paper/article should be accompanied by a declaration by the author that the contribution is his/her own work and is contributed for publication for the first time.
9. All contributions will be review by an expert panel of referees.
10. The decision of the panel of the referees is final and binding.
11. The acceptance of the articles for final publication will be intimated to the respective authors.
12. The last date of receiving the articles/papers is 30 December 2012.

Address and contact numbers

**The Editor,
Jidnyasa Research-Journal.
Smt. Hiraben Nanavati Institute of Management and Research for Women,
Cummins Engg. College Campus,
Karvenagar, Pune – 411 052.
Hnimr.jidnyasa@gmail.com, pskasande@gmail.com**



MAHARSHI KARVE STREE SHIKSHAN SAMSTHA'S

SMT. HIRABEN NANAVATI INSTITUTE OF MANAGEMENT & RESEARCH FOR WOMEN

Near Cummins College, Karvenagar, Pune 411 052.

Tel. (020) 25475977, 25474870 Fax : (020) 25471449

E-mail : hnimr.jidnyasa@gmail.com Visit us at : www.hnimr.org