



## EDITORIAL

Employee motivation is the level of energy, commitment, and creativity that a company's workers apply to their jobs. In the increasingly competitive business environment of recent years, finding ways to motivate employees has become a pressing concern for many managers. The paper on 'A study on job motivation of employees in Thanjavur spinning mill Ltd.' articulates the role of job motivation in human resource practices of Thanjavur spinning mill Ltd. The researcher has attempted to find out the various socio-demographic characteristics of the respondents like years of experience, age, salary etc. and to describe their association with various dimensions of the study. It explores and explains the level of motivation of employees of study company through a descriptive cum diagnostic research design.

Absenteeism is the term generally used to refer to unscheduled employee absences from the workplace. Absenteeism represents a costly problem for all organizations, but none more so than for elementary and secondary school systems. The article on 'Managing Employee Absenteeism' addresses on absenteeism of employees in Kerala Government schools and seeks to provide key recommendations that may yield higher levels of attendance and student achievement. It hones on the idea that educational leaders must be cognizant of the factors relating to absenteeism and its cost to the educational community at large.

Rural markets in India constitute a wide and untapped market for many products and services, which are being marketed for the urban masses. In recent years, rural markets have acquired significance as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. 70% of the Indian population lives in rural areas and this segment presents a huge opportunity for companies. The article on 'Think beyond 4Ps' discusses the business opportunities of the companies in India

The paper on 'Brand preference of Two - Wheelers: Problems and Satisfaction Level of Consumers' reports the findings from a research study which was conducted to determine the effect of on brand preference and satisfaction in the two wheelers. The data collects through the questionnaire from 100 respondents in the Gobichettipalayam town by adopting convenience sampling method and analyzes with the help of statistical tools such as Garrett ranking technique, Likert scaling technique and Chi-square test. Findings suggest that the manufacturer should pay

special attention to the factors, like price, quality and quantity to make their business more successful and satisfy the need of the consumers.

Organizational culture helps to explain why an organization behaves the way it does and shapes the beliefs of the employees of an organization. The paper on 'Cultural Influences on Corporate Social Responsibility' examines the relationship between Edger Schein's cultural dimensions and Corporate Social Responsibility (CSR) in the pharmaceutical industry in India. This working paper establishes the link between culture and CSR in Business operations and explains a theoretical framework of Schein's levels of culture. This study proposes that a cultural perspective could be used to explore CSR in the industry level.

The essence of entrepreneurship is new combinations- combinations of ideas, resources, partners, customers - in the effort to create new market space. The paper on 'Strategies for Entrepreneurship and Innovation - A Case Study' examines the challenges of entrepreneurial innovation. In this study Innovation strategies of the entrepreneur Captain Gopinath, one of the greatest tourism entrepreneurs of the 21st century in India are mapped with growth and performance. Findings of the study suggest that the creativity and vision keeps the entrepreneur inspired and focused and that pursued more employment growth, higher profitability.

This article on 'Predicting Share Value of Private Sector Banks Using Equity Valuation Models' attempts to predict the share value of three private sector bank shares by using equity valuation model. In this study, the value of equity is predicted based on the data collected from an agency called CRISIL. The study compares the equity value of ICICI, HDFC and AXIS bank by using a dividend discount model. The result indicates that at any point of time if the actual value of shares is less than the calculated value (PO) then such shares can be purchased.

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