

**ABSENTIA
PAPERS**

166 Enablers of Work Life Balance: An Insight

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With rapid change in the environment there is increase in the prevalence of work-life conflicts and concern for work-life issues, that poses both challenge and opportunity for Human Resource managers. It is necessary to understand that employees can only be productive when they are stretched positively and so HR professionals must create enabling systems to equip employees for this. The focus of the study is to identify enablers of work-life balance among Indian BPO employees in Delhi/ NCR area. Data was collected through questionnaire and exploratory factor analysis was done. The results may have further implications for industry and society.

169 Advantages of Customer Analytics for SMEs in India – A Case Study

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We assess the usefulness of Analytics in an SME organization, identify models that are best suited for the available information for Customer Development and propose meaningful suggestions to the business to effectively improve their CRM initiatives. We used the case of a small financial services firm that brokers products of multiple insurance organizations in India, to determine how customer information can be used, to increase marketing returns. Our findings show how marketing organization can use internet technologies, social media and analytics to plan alternative CRM strategies that will derive improved performance of marketing initiatives.

182 Corporate Social Responsibility- A New Role of Indian CPSEs

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India is a welfare state The responsibility towards all section of society for their improved quality of life employment availability of basic amenities of health and education etc are considered to be the Sate's responsibility in a way By setting up Central Public Sector Undertakings CPSEs an attempt was made to address the need of employment regional development and improving economy From their early role of mainly employment generation CPSEs have come long way to not only attaining the very purpose of employment generation but also supplement to Indian economy in a substantial manner CPSEs.

183 E-business Performance through EIP's

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The rapid development of Internet and Information Technology IT has not only provided great growth opportunities but also shaped the era of digital economy and changed the way of Enterprise operates Today e-business us just Business real business Thus it can see e-business will play an important role in digital economy to enhance competitive advantages. To overcome these difficulties, the Enterprise Information Portal (EIP) provides access a single point of personalized, online access to business information and knowledge resources and real-time access to core application and processes.

186 Preparedness of Health Facilities in Chandigarh for Biological Disasters

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Disasters are the constant companions of mankind. Mostly, any talk of disasters centers only around natural disasters with anthropogenically caused disasters not being given adequate credence. Utilising an exploratory approach and the World Health Organisation's Hospital preparedness checklist, this paper examines the preparedness of Chandigarh to combat incidents of Biological Disasters and Bioterrorism and Bioterrorism. The findings have been discussed under nine major heads – viz. Command & Control; Communication; Safety & Security; Triage; Surge Capacity; Continuity of Essential Services; Human Resource Development; Logistics and Supply Management and Post Disaster Recovery.

192 Interplay of Double Bind and Promotional Paradox: Bearing Performance of Women Professionals

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Leadership in global business world is about creating and sustaining risk taking and innovation and releasing new ideas and fresh approaches which can drive business results. It is the greatest paradox of our times that women who are excellent leaders are still very underrepresented in leadership positions that shape our world. The low representation may be considered paradoxical since women today are more educated than men. Evidence shows that men and women possess the same skills and abilities still the representation of women across levels shrinks. This research focuses on the interplay of double bind & promotional paradox bearing performance of women professionals.

203 Post Demontisation Impact on Indian Banking System

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It has been nine months since demonetisation now While estimating fall in cash holding the Economic Survey has assumed that remonetisation has happened fully and the supply of cash is now fully reflective of demand There has been a 20 per cent decline in cumulative cash holding by companies and individuals post demonetisation while the number of taxpayers has increased 45 per cent since then the Economic Survey has said pointing to positives from the withdrawal of high-denomination banknotes in November last year.

204 Critical Implication of Goods and Service Tax on the Banking Sector

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The banking sector is one of the largest services sectors in India. The implementation of the Goods & Services Tax (GST) will likely prove to be a challenge for the sector on two counts - First, due to the higher GST rates compared to the current service tax rate and second, due to the vast geographical reach of most banks. With the GST coming close on the heels of demonetization, the banking sector needs to ensure that they are ready for this new tax regime.