Preface

After completion of my MBA in the year 1985 and then started working for Lakhanpal Group (Novino Batteries) in the sales department, hold two portfolios, 1. Sales Executive and 2. Market Research and Data Processing Officer. There I got inputs regarding the market administrations and operations which helped me to organize event management in rural and tribal areas. This provided me an opportunity to understand grassroots level of working of the industry.

In the year 1988, I was promoted as Branch Manager, for the state of Tamil Nadu, based at Madras. There, I got firsthand experience in administration of branch operations and as well as market experience of promoting and launching new products promoted by Lakhanpal Group. In the year 1992, left India for international marketing exposure their I worked for Omni Chemical Industries, an American based organization. Worked for few countries across the globe. I came back to India were I started my own industry, a private limited firm manufacturing packaged drinking water and industrial chemical based at Gujarat and Orissa. This is were, I learnt more about the administration of the firm and how industry reacts to changing macro environment and how important is the human resources aspect. From recruiting to retaining manpower was a challenging job for my industry. With almost 17 years of working with various industries I understood that the delicate factor in the industry as compared to all the other functions was the function of Human Resources. This gave me an insight to do some research on various HR practices prevailing in the various industrial sectors. As a faculty, teaching HR to MBA students, I thought of making the students understand the subject in more pragmatic manner. So for this, I registered for Phd., under the guidance of Dr. H.J.Jani, I/C Director, Post Graduate department of Business Management, (MBA program), Sardar Patel University.

For preparing this thesis, I had contacted various managers of few selected companies across the states of Gujarat and Andhra Pradesh and sought their view on the structured questionnaire which was discussed and further I have referred various related books, journals, magazines, newspapers, and other secondary sources in addition to the related web sites too. I have taken utmost care to render my thanks to the writers by mentioning the original source either as a footnote or in the bibliography or at both places. However, if inadvertently, I have
forgotten to mention some sources, I convey my apology to the original contributors of these sources.

I have tried to put in my best efforts to prepare this thesis. I hope that the work presented here will be helpful to the scholars, researchers, and practitioners in the industry and as well as to the students who study HRM subject. I hope this research will inspire me to do further research in the related subject.

Kola Sai Prasad