

to the members at their residential address through registered post/e-mails.

ii. Post-transaction survey should be conducted involving a select group of customers about their satisfaction with the transaction and contact personnel with whom they would have interacted.

iii. LIC should proactively conduct the study of service quality gap experienced by policyholders by making a comparison between their perception and expectation based on the five dimensions of service quality, namely, reliability, responsiveness, empathy, assurance and tangibles. The findings of gap analysis would provide useful inputs to the Corporation for alleviating customer's dissatisfaction.

iv. LIC must ensure the timely performance of promised services because failed promises hurt the customers most. The benchmark period mentioned in the Citizens' Charter issued by LIC should be strictly followed.

v. People representing staff and contact persons (agents) of LIC constitute very important element of the marketing mix of an insurance company. Promises made by the Corporation are kept or broken by the employees or agents of the Corporation. If promises are not kept, policyholders would be dissatisfied and eventually switch the organization. Therefore LIC must empower, train, motivate and orient their employees to keep the promises made with the policyholders.

vi. Individual Agency force is the backbone of the distribution channel of LIC in relation to generation of individual new business. This channel contributes the lions share of around 96 percent of the total new business premium. Therefore, they must maintain consistency both in their pre-transaction approach and post-transaction approach in relations to interaction with their customers.

□□□

02

An Evaluative Study Of Environmental Protective Behavior Among Educators In Relation To Their Pro- Environmental Attitude

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Abstract

The objective of the study is to assess the impact of pro-environmental attitude, of educators on their environmental protective behaviour. The sample of 200 male and 200 female educators were picked up through stratified sampling method from the list of educators. Descriptive and inferential statistics techniques were also used in this study and multiple regression analysis were computed for data analysis through SPSS 16.0 version. It is concluded from the findings of the present investigation that in relation to study the gender differences in pro-environmental attitude, significant gender difference found in pro-environmental attitude, in which male educators found dominant in emotional affinity towards nature whereas female educators found dominant in pro-environmental attitude. Further, it is concluded that pro-environmental attitude significantly influenced the environmental protective behaviour of the educators and environmental protective behaviour of educators having high levels of pro-

Managerial values and organizational effectiveness: A study

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Value may be considered as a force of act behind or behaviour which comes through socialization and it is transmitted to the next generation with some modification. A cursory examination of relevant literature on values in general and organizational context in particular we may assert that for a variety of reasons: values are the basic factor for group/organization formation (2) They reduce the differences/variability in group (3) values are the cause of group homogeneity (4) They improve the trust within the group motivational level and job satisfaction-within the group. The findings of the study indicated that values subscribed by managers both young and senior did not reflect any difference with regard to their preference for 'eastern' or western values. This indicating a kind of cultural relativeness in people social and work values as a lever, if not a corrective since the culture reflect our patterned ways of thinking, feeling and reacting-historically sustained and regularized, consisting of 'traditional ideas and especially their attached values (Kroeber) as learned derived from biological, environmental, psychological (1950) and historical components of human existence (Herskovitz, 1948).

Keywords: managerial values and organizational effectiveness

The values and its concomitants have been of great concern for academicians, practitioners, and policy planners. However, the notion of value is not simply a term but a package of terms and output of several processes like socialization, training education and other environmental influences. Value may be considered as a force of act behind or behaviour which comes through socialization and it is transmitted to the next generation with some modification. A cursory examination of relevant literature on values in general and organizational context in particular we may assert that for a variety of reasons:

(1) values are the basic factor for group/organization formation (2) They reduce the differences/variability in group (3) values are the cause of group homogeneity (4) They improve the trust within the group motivational level and job satisfaction-within the group. (Zavollone, 1983; Schein, 1985; Chatman, 1991; Prakash, 1993; Menon, 1998) According to Katz and Kahn (1978) for efficient organizational functioning, minimum level of group variability is required, the most important function of management to develop organizational integration and ensure effective functioning. The organizational integration can be achieved through linking the organizational values with individual values (Schein, 1978).

Nonetheless, the concept of values has suffered from surplus meaning. Values have been treated differently by different authors. For example, the categories like, such as instrumental and terminal values have been used by (Rokeach, 97); Occupational values by (Kanungo & Bhatnagar, 1978); socio-cultural values by (Sinha & Sinha, 1997); and work values by (Super, 1970). These are special usage of the term values. For example, it is an individually held conception of what is desirable with respect to one's work activity in an organizational context. It is bedrock of any organizational culture. Work values of managers and workers help in achieving the mission and objectives of any corporate sector. Knowing the values, the

satisfaction of which employees seek in work and the satisfaction of which may be concomitants or outcomes of work have been found to have important implications for employees counselling and organizational decision-making.

The present study aimed at dealing with managerial values which refers to the standard patterns of working of managerial staffs. It is needless to say that in any organization managers have to perform certain duties and acts. According to Mintzberg (1973), manager perform the following roles (1) Interpersonal roles (2) Infonual roles and (3) Decisional roles. In all these roles managerial values affects the whole process. In operational terms it may be suggested that the managerial values are those values which are concerned with managerial activities and get expressed in their day to day functioning. There are enough evidence in the literature that managerial values are important determinants of organizational effectiveness. Studies by Pascale and Athos (1931) and Waterman (1982) suggested that the dominance of Japanese management in management world is primarily due to its unique cultural and managerial values, which have serious implications for organizational effectiveness.

Managerial values in organizational functioning

In classical terms the main job of the manager is to coordinate among, subordinates and to get works done by them; They while carrying out of coordinating with in this processes, subordinates, are influenced by the way of thinking, way of living and way of dealing with subordinates of managers; and all the above these processes are influenced by the values system of the manager. A value is anything or interest to a human subject (Parry, 1954). The term "value" may refer to interest, pleasures likings, preferences, duties, morale, obligations desires, wants, needs aversion and attraction. Values in other words, hierarchical values regulates impulse and determines patterns satisfaction in accordance with the personality, the requirements order, the needs for respecting the interests of others and of the group as a whole in social living.

Organizational effectiveness

The term effectiveness can be understood from several perspectives.

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A Study of Life Satisfaction in the Indian Context

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ABSTRACT

A study was designed to find out the life satisfaction among the youth and the elderly. There were 200 participants out of which 100 were youth and 100 were elderly. In both the groups 50 were males and 50 females. The measure used was Diener's Life Satisfaction scale. It was found that there was no significant significance in life satisfaction in any of the groups. The sample was divided into four age groups. There were no significant difference between the four age groups too. However, an interaction effect was found between age and gender.

Keywords: Life Satisfaction, Developmental Stages

INTRODUCTION

Life satisfaction is a positive evaluation of the condition of life.(Sumner,1996) It involves a judgment where we perceive our life as per our expectations.Diener(1984) proposed thatLife satisfaction depends on the global judgment about life that one makes consciously. It is often categorised by how much one is satisfied with one's life presently,with the future and with respect to relationships with other people in our life.

Sheldon, Elliot, Kim, and Kasser (2001) found that the degree to which individuals' needs were met was positively associated with the degree of life satisfaction. Tay and Diener (2011) found that across cultures the fulfillment of needs predicted SWB.

Overall life satisfaction has been reported to be slightly higher for females than males (Graham & Chattopadhyay, 2013; Meisenberg & Woodley, 2015). Gender differences in SWB have been researched by several investigators (Stevenson & Wolfers, 2009; Zuckerman et al., 2016). In countries of Scandinavia, Asia and North America, life satisfaction is found to be slightly higher among women than men. The belief in God has been found to increase happiness more for females than males.

It has been noted that self-esteem and consistency in self-perception are less strongly associated with life satisfaction in collectivist as compared to individualist cultures (Diener & Diener, 1995; Suh, 2002). In contrast, harmony and social support are more strongly associated with life satisfaction in collectivist than individualist cultures (Kwan, Bond, & Singelis, 1997). Similarly

Sample

The sample consisted of 200 participants, 100 youth (50 males and 50 females) and 100 elderly (50 males and 50 females). The age group for youth and elderly were 20-30 years (Mean=24.75; SD=3.85) and 60-75 years (Mean=68.32; SD=5.14), respectively. The participants lived in the housing societies in Delhi.

The elderly participants consisted of educated people with minimum education up to twelfth grade. Most of them lived all by themselves with their children either staying abroad or in a separate apartment. Some of them were also bachelors or widowed. The youth sample consisted of graduates, postgraduates, engineers and young entrepreneurs with MBA degrees. Some of them were working and others were students. The non-working youth were studying at Delhi University, Faculty of Management Studies and Delhi Technological University.

Design of the Study

The study involved a 2x2, Developmental Stage (Youth and Elderly) x Gender (Male and Female) between group model factorial design. There were 50 participants in each cell of the design with a total of 200.

Measures

The measures used to assess the chosen variables in the present study is briefly described below.

RECHRISTENING COMMUNITY SUPPORT SERVICES: A HOPE TO EMPOWER ELDERLY AMONG THE TRIBAL SOCIETY

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Abstract

Traditionally tribal communities have had a strong community support system placing elderly people at a position to adapt to changes due to old age. The nature of community social supports and their services are not limited to individuals and families. These community supports and services systems allayed them even in the major crises of life problems of a sense of powerlessness, helplessness, low self-esteem and low self-efficacy. Even in the remotest areas where concerns for the elderly are inadequately addressed by existing elderly services and intervention approaches, community support services can play a great role. In response to contemporary society's political and social changes, community support services can be a valuable method to change elderly from passive clients into active and empowered individuals with a positive self-image. Rechristening of age-old tradition of social support services will strengthen elderly persons connect with the community and its tradition. Elderly persons feeling of connections with the community through involvement and participation in social cultural programs and festivals may check the emergence of elderly people's negative self-image, sense of helplessness, powerlessness, and other negative aspects of lives. Ultimately, it will empower them safeguard and protect of their rights.

Introduction

In the present world, tribal societies are the least positively impacted as the result of scientific advancement with technological enabled services for good living. Tribal people are mostly residing in mountainous regions or hilly or forested areas where modern facilities are not freely available. Although the tribal societies are generally cut off from the towns and cities, yet they have had an unstructured but strong traditional community-based social support system, especially for its people, especially for the weaker section within the society. They placed their elderly persons in a special position and enabled them to adapt to the changes arising from old age, helping them spend their leisure time, providing personal

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PSYCHOLOGICAL CONTRIBUTION OF EARLY (BRITISH) ASSOCIATIONISM

Ritu Aggarwal

The history of associationism is very old and it begins with the philosophical principles of Aristotle in 384 B. C., the early period of associationism is started from Greek period to 1885 and it is also called British Associationism which had considerable influence in France but very little in Germany. In early associationism, thirteen philosophers—Aristotle, Hobbes, Locke, Berkeley, Hume, Hartley, Reid, Harbart, Brown, James Mill, J. S. Mill, Bain and Spencer gave their significant contributions.

INTRODUCTION

Important Contributors of Associationism

1. Aristotle (384 – 322 B. C.)

Aristotle was the first associationist in the history of association. In another words we can say that associationism in the name given by **Aristotle** first time. The germ of associationism is found in Aristotle's essay on 'Memory'. He made the fundamental observation that one thing reminds you of another. He aroused on question for example, if Prem reminds Sushama, what in the relation between Prem and Sushama. He answered that this relation was sometimes of similarity, sometimes of contrast and sometimes of contiguity. For example, Prem reminds Sushama because they are so much alike, or because they are markedly different or because we have seen them together. These three relation are called the laws of association and laid down by Aristotle. He believed that we remember by the effect of three factors that are the law of similarity, law of contrast and law of contiguity (in time and space). But the modern British associationists based their theory mainly on contiguity in time.

Hobbes (1588 – 1669)

Hobbes was the first associationist of British psychology of seventeenth century. He wrote his

book 'Leviathan' in 1651. In place of the various faculties, Hobbes admitted only three fundamental 'operations' that are sensation, recall and contiguity. And these three fundamental operations are mentioned into a 'motion'. According to him, an external object affects the senses through the various stimulus of light, sound, pressure, chemical action and physical motion. And this motion of stimulus is communicated into the organism through a sense organ. The original motion is the sensation and the residual motion is the retained image. Hobbes says that a certain sequences of stimuli leaves behind the some sequence of images. Hobbes reduced everything to physical terms motion, the communication of motion and inertia. In his opinion, the organism reacts to the stimulus by muscular movement and the direction of this movement is not communicated from outside but originated within the organism. He says that reaction is either approaching or avoiding from an external object. Hobbes develops his theme of desire extensively. He made the important distinction between free association and stimuli occur in different sequences at different times. In this way, he was concerned with the sequence of thoughts and which is called successive association later on.

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Editorial

i

Articles

- Vinod Dumblekar, Upinder Dhar** 135
Role Efficacy of Bank Managers - A Factorial Study
- Durga Madhab Mahapatra, Soumendra Kumar Patra** 157
Digital Entertainment Delivery Platform : A Study in Indian Context
- R L Bharadwaj, R Agarwal** 169
Fear Versus Assertion Values and Associated Value-Conflicts: A Study of Adolescent Children of Employed and Unemployed Mothers
- A Adishesha Reddy, P Siva Reddy, B Hemanth Sai** 182
A Comparative Study on Volatilities of Asian Stock Markets
- Santosh Dhar, Rishu Roy** 193
Dimensions of Persuasion: A Study of Service Sector
- Suman Pathak** 208
Managing Millennials: A Critical Review of OD Interventions
- Punam Mishra, Ajay Chandel** 222
Consumer Activism and the Advent of Online Anti Brand Communities: A Netnographic Analysis