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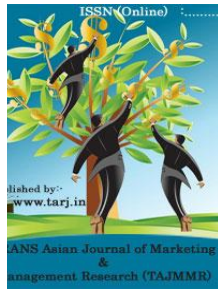
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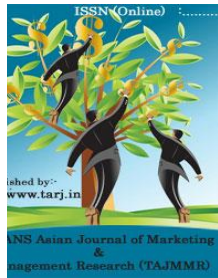


TRANS Asian Journal of Marketing Management Research (TAJMMR)

(Double Blind Refereed & Reviewed International Journal)



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DOI NUMBER: **10.5958/2279-0667.2019.00024.5**

INFORMATION TECHNOLOGY DEPLOYMENT MODEL: A TOOL FOR BUSINESS SUSTAINABILITY IN POWER GENERATION SECTOR

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ABSTRACT

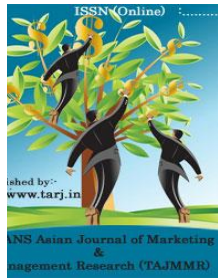
Business Sustainability seeks to create a long-term stakeholder value by capturing the opportunities and managing the challenges. Business sustainability can be achieved through business strategy, operations management, environmental management, accounting and finance, organizational behaviour, etc. But in case of Power generating companies, sustainability can be achieved through traditional practices that are widely applied, along with the knowledge of innovative and advanced practices in information and communication technology (ICT). There are different ways to decide on the deployment of Information Technology (IT) in a Power Generation organization, when it comes to make a decision based on the likely impact of the investment on the performance of the enterprise. IT deployment Model intends to address the following questions: Deployment Strategy which indicates the IT systems that should be deployed for achieving the business objectives. Deployment Approach is about the coverage, processes and approach for deployment and Deployment Phasing which indicates when the IT systems should be deployed. The model is formulated by using the strategic requirements of Power generation companies, operational requirements, the strategic and operational challenges facing the Power generation companies. While developing the models for deployment of IT systems for power generation sector, the researcher has used the finding of the data from a state owned Power Generation sector to draw up the possibilities in the operational excellence area. The possibilities on the strategic excellence area are based more on the analysis of the structure of

Indian Power Sector and study of the relevant literature. For the sake of bringing n clarity into the possible deployment models for the IT systems in a Power Generation Company, the possibilities of strategic and operational excellence are mapped into four quadrants. The four quadrants are Strategic alignment, Planning, Measurement and Analysis, Performance Improvement in Business Effectiveness and Operations and IT systems.

KEYWORDS: *IT Deployment Model, Demand based Power Generation, IT Deployment Strategy, Deployment Phasing, IT deployment approach*

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IMPACT OF EMPLOYEE EMPOWERMENT AND ORGANIZATIONAL COMMITMENT ON BUSINESS PERFORMANCE: A STUDY OF SELECT COMPANIES OF NORTH INDIA

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ABSTRACT

The present study has been conducted to determine relationship between employee empowerment and organizational performance measured in terms of indicators viz. Profit Growth Rate, Sales Growth Rate. Empowerment is a tool for keeping open the staff hand so that can work for what they think is the best and have the freedom to action without fear of being approved by their managers. The regression model has been applied to analyse the impact of employee empowerment and organizational commitment on business performance.

KEYWORDS: *Empowerment, Business, Performance, Growth rate, Profit, Sales*

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