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## Research Paper

### **Customer Relationship Management Strategy and Business Outcomes – Perception by Medical Representatives.**

Pathak G.P and Bhola S.S.

*J. Educ. Manage. Stud.*, 6(1): 01-08, 2016; pii:S232247701600001-6

#### **Abstract**

In marketing, the concept of Customer Relationship Management (CRM) highlights the final customer of the product. But in pharmaceutical industry it is seen that sales representatives are developing the relation with doctors, stockiest and retailers. Article focused on perception of medical representative about CRM strategy its impact on business outcomes. Researcher has used descriptive research design and collected opinions from medical representatives from different pharmaceutical companies. From the results of current study, it is found that tracking customer win-back levels as well as increasing business and tracking customer satisfaction level more affected on business outcomes i.e. Customer Relationship Management affects on business outcomes.

**Key words:** Customer Relationship Management, Medical Representative, Business Outcomes, Pharmaceutical Industry

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## Research Paper

### Study of Relationship between Psychological Capital and Social Capital among Women Teachers.

Ghashghaeizadeh N.

*J. Educ. Manage. Stud.*, 6(1): 09-12, 2016; pii:S232247701600002-6

#### Abstract

This study is aimed at investigating the relationship between psychological capital and social capital among the women teachers Behbahan elementary schools. Research method is of descriptive type. The population of the research consists of women teachers Behbahan elementary schools (N= 230). The statistical sample (n=140) was specified by Morgan table and was selected through sampling method. To collect data, 2 questionnaires including Luthans (2007) psychological capital questionnaire and Abili (2011) social capital questionnaire were used. To analyze data, Pearson correlation coefficient and regression were used. The analysis of the data showed that there is a signification relationship between psychological capital and social capital. Therefore, it seems that the investment on psychological assets is practically an investment on the other capitals (human and social).

**Key words:** Psychological Capital, Social Capital, Women Teachers

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## Review

### Personality and Perfectionism: A Review.□

Khatibi M and Khormae F.

*J. Educ. Manage. Stud.*, 6(1): 13-19, 2016; pii:S232247701600003-6

#### Abstract

This is a brief review regarding the relationship between personality and perfectionism. What is meant by the words perfectionism? Perfectionism is not necessarily about being perfect. It is the relentless striving for extremely high standards that are personally demanding. Perfectionists are divided into two types, adaptive and maladaptive. It has been found that both adaptive and maladaptive perfectionists have high personal standards, but failing to meet those standards is more stressful for the latter than for the former. Perfectionism is often mistaken for being perfect or doing something perfectly. This review defines perfectionism and identifies both the helpful and the unhelpful aspects of being a perfectionist, and determines in what ways you might be a perfectionist. Perfectionism is one of Raymond Cattell's 16 Personality Factors. According to this construct, people that are organized, compulsive, self-disciplined, socially precise, exacting will power, controlled, and self-sentimental are perfectionists. In the Big Five personality traits, perfectionism is an extreme manifestation of conscientiousness and can provoke increasing neuroticism as the perfectionist's expectations are not met. This brief review focuses on the relationships between the perfectionism and the personality traits. The following recommendation can be made in light of the findings of this review, whose aim was to examine the relationship between perfectionist personal traits and the personality traits. It is therefore recommended to consider both aspects of perfectionism and to concentrate more on the positive aspects of perfectionism.

**Key words:** Personality, Perfectionism, Personality Traits

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## Research Paper

### **Comparing High School Girl and Boy Students of Mathematics, Experiential, and Humanity Courses in Terms of Engagement in Mathematics Dimensions in Masjed Sleiman City, Iran.**

Zeqeibi Ghannad S, Alipoor Birgani S, Hesami S and Moradian J.

*J. Educ. Manage. Stud.*, 6(1): 20-24, 2016; pii:S232247701600004-6

#### **Abstract**

The objective of the present study is to compare high school girl and boy students of mathematics, experiential, and humanity courses in terms of “Engagement in Mathematics” dimension in Masjed Sleiman city (interest, achievement orientation, frustration, anxiety, diligence, attentiveness, time spent, surface strategy, deep strategy, and reliance). The statistical sample of the study was all grade two and grade three high school students of Masjed Soleiman in the school year of 2014-15. Total of 326 students (169 boys and 157 girls- 127 experiential, 100 mathematics, and 99 humanity) has been assigned for this study. The scale of student engagement in Mathematics was used to gather the data. The method of analysis was MANOVA. The results showed that girls and boys students in different courses in terms of “Engagement in Mathematics” were different. There were differences between boys and girls in terms of deep strategy, achievement orientation, diligence and time spent. Mathematics students were significantly different with humanity and experiential students in terms of interest, anxiety, frustration, time spent, and diligence. There were also differences in time spent in the interaction between courses and gender.

**Key words:** Engagement in Mathematics, High school students, MANOVA analysis

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## Research Paper

### Direct Cost of Journalism Education.

Ortega-Dela Cruz R.A.

*J. Educ. Manage. Stud.*, 6(1): 25-29, 2016; pii:S232247701600005-6

#### Abstract

This paper is focused on the financial expenditures of the undergraduate students in a State University in the Philippines. The methodology used in this study is the actual calculation. The study utilized the descriptive research design to determine the total direct cost of journalism education as it presents the total cost of expenditures per year level. Findings revealed an obvious budgetary constraint for families to send their children to school. Ratio of income to educational direct cost further implies the necessity of some financial assistance/aid in the form of scholarships, grants from the local government and or loans to be given by different organizations, companies, and unions that would help students in countering soaring college education costs.

Key words: Direct Cost, Education, Journalism, State University

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