



SHANLAX

INTERNATIONAL JOURNAL OF MANAGEMENT

(A Peer-Reviewed-Refereed/Scholarly Quarterly Journal Globally Indexed with Impact Factor)

Vol. 5

Special Issue 1

February, 2018

Impact Factor: 2.082

ISSN: 2321- 4643

UGC Approval No: 44278

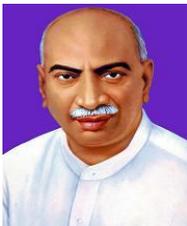
International Conference

**New Dimensions of Management
in the Globalized ERA – 2018**

Editors

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(University with Potential for Excellence)
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FOREWORD

Prof.Dr.P.P.Chellathurai
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India enjoys a sustainable competitive advantage in the Global Economy by virtue of its knowledge resources in science, engineering and technology coupled with a large base of skilled, English speaking youth power. There is an unique opportunity for Indian students to leverage these resources, and achieve rapid economic growth, generating billions of dollars of revenue from the developed economies. There ought to be a sense of urgency amongst policy makers and industrial players if India is to capture this opportunity, going ahead of emerging global competition from developed countries. There are five critical areas requiring immediate attention to achieve knowledge leveraged growth such as health, education, research, e-communications, intellectual property rights and human resources development and management. Education and training hits the top of the list. A strong educational infrastructure is essential for knowledge driven growth.

The team members of the Department of Management Studies, Madurai Kamaraj University, Madurai deserve appreciation for their insightful presentations, discussions, and sharing of technical ideas with colleagues from worldwide. Authors have made excellent efforts to explain the strategies, conceptual frameworks and linkages of the New Dimensions of Management and Business in a Global perspective.

MESSAGE

Dr.V.Chinniah

Registrar, Professor and Head

Department of Management Studies

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Madurai



In our continued effort to meet the challenges of higher education, Madurai Kamaraj University strives to impart quality education to equip our students with required knowledge, skills, techniques and exposure with a global perspective. The theme of the conference is significant because the different drivers of globalization - political, economic and technological - contribute to economic development and national wealth through productive youth. Yet, rapidly changing scenario requires lifelong learning and updating. It provides also a stimulus to keep them intellectually alive and it encourages creativity. Our students are trained for a healthy attitude, human skills and team spirit apart from the subject knowledge.

Education helps an individual to be creative and think of alternatives when faced with challenges. Thus an individual is required to possess authentic ideas. The metaphysical value of education in this respect must be fully utilized by the student community, in this globalized era. The Change Management is the need of the hour considering the fast changing technological world. Therefore the learners should not be obliged to conform to baseless established societal dogmas but should be allowed to freely and swiftly express themselves especially in an ever dynamic world. Such dynamisms demand utmost attention and the need for evolving effective solutions.

I wish the researchers confidence and wisdom to face challenges and exploit the opportunities and harness the creative talents to create a better India.

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NEW PRODUCT DEVELOPMENT, POSITIONING, BRANDING AND MANAGEMENT: A CASE STUDY OF TAMIL NADU TOURISM

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Abstract

In present context, globalization has brought a rapid increase in travel and tourism industry. Survival is hypothetical in the world of competition today for each country, which is experiencing the phenomena called tourism. Appropriate new product development, products orientation towards consumers, understanding the nature of our tourism attractions and products, packaging, authenticity is required to build a brand name for the destination. Tourism has always been instrumental in causing new trends, impacts and economic benefits but only if destination is developed appropriately by branding, positioning and management. Tamil Nadu is facing lot of competition not only from domestic tourism but also from international destinations. Old methods of product building, branding, management, marketing has to be left out and new ones have to be adopted to lure more tourists. Emphasis should be made on new destination/product development and upgrading the old ones by merging them with local culture, art, craft, cuisines, nature. Tamil Nadu requires proper positioning in the market and then targeting the tourist by branding it. Efficient management and eminent marketing will help Tamil Nadu to have its unique imager and assets in present scenario of cut – throat competition. This paper is an attempt to highlight the position, brand name of Tamil Nadu in the tourism industry. It also tries to study the challenges faced by Tamil Nadu today.

Keywords: Tamil Nadu, New product development, techniques, trends, impacts, challenges

Introduction

Tamil Nadu is a land of magnificent ancient temples exhibiting the glorious history and tradition of Dravidian art and culture. Tamil Nadu has multifarious and diverse tourist attractions, for tourist, Tamil Nadu is indeed a state for all seasons. Above all, people are friendly, peaceful, helpful, cultured, enterprising and god-fearing. Tourism has grown with globalization and globalization has boosted and affected tourism. Tamil Nadu has also benefited from tourism but it has to cash on its assets without getting affected by other factors. The study reveals that through Tamil Nadu has everything which a tourist destination requires but in present scenario it has to resort to new methods of product development , new ways of positioning , branding and management so that it can stand out of the crowd and conflicts of destinations. Tamil Nadu has the potential of becoming one of the world's top destination but only if it understands and overcomes with new ways of marketing and overcome its deficiencies' and then position and brand itself in the minds of tourists with effective management.

New Product Development

The new product development in Tamil Nadu can go hand in hand with economic development, infrastructure development, employment generation, community development, environment preservation, culture restoration and customer satisfaction. No product can develop without the locals' participation and states interest and policies.

Positioning

Positioning refers to "how customers think about proposed or present brands in market (Perrault & McCarthy 1999). Schnedler (1996) states "Positioning product in a complex market can be one of a

company's most difficult decisions". Urban & Hauser (1993) states, positioning is critical for new product. Not only must new product deliver the benefits the customer needs, but it must do so better than competition (p.202). Positioning is the process of identify and selecting market, segments that represent business potential to determine the criteria for competitive success.

Branding

A brand is a promise to those it matter. It's about what kind of destination is Tamil Nadu? What Tamil Nadu has in itself to deliver? How it is achieved? What makes Tamil Nadu different from other promising the same thing? How effectively the destination is able to create an impact by its ideas to the defined audiences, the messages the brand Tamil Nadu wants to project, the channels and tools used for this purpose, and the desired results – create the ways for building that brand image. Tamil Nadu can only stand out in new product development and brand itself if it listens to the tourist's present needs and wants. The tourist is the foundation for the success of a destination. Tamil Nadu should get real and differentiated from other destination. "If you are not a (distinctive) brand, you are a commodity. Then price is everything and the low-cost product is the only winner". (Philip Kotler, Strategic Marketing for Educational Institutions)

Need and Significance of the Study

Tamil Nadu has great potential for the tourists but it needs to develop new destination, promote the old ones, position itself in the international market, co- ordinate with its marketing tools, and stand competition from the other destination of the world. This study aims at:

- Developing better understanding of new product/destinations
- Exploring the full potential of Tamil Nadu
- Positioning Brand "Tamil Nadu – Experience Yourself" in the market
- Attracting more tourist by branding and image building of Tamil Nadu
- Manage the competitions by developing new destinations and marketing tools
- Provide attractive marketing.

Objectives of the Study

1. To analyze the positioning status of Tamil Nadu
2. To analyze the branding status of Tamil Nadu
3. To analyze the promotional effectiveness of Tamil Nadu

Review of Literature

A thorough study was done on information available about tourism from various researches papers, journals and literature. The literature surveyed can be classified as shown below:

- Tourism marketing
- Sustainable tourism
- Tourism trends
- Other related articles
- New articles

A traditional definition of a brand was: the name, associated with one or more items in the product line, is used to identify the source of character of the item(s)" (Kotler 2000, p. 396). Within this view, as Keller (2003a) says, "technically speaking, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand" (p. 3).

According to Jack Trout (1969), positioning is not what you do to the product; it's what you do to the mind of the prospect. It's how you differentiate your brand in the mind. Positioning compensates for our communicated society by using an over simplified message to cut through the clutter and get into the mind. Positioning focuses on the perceptions of the prospect not on the reality of the Brand.

Research Design

The study is basically exploratory in nature. The study attempts to analyze the tourist's responses regarding various factors of tourism in Tamil Nadu. It was done with the help of a questionnaire analysis. 200 questionnaires were used for the purpose and then analyzed.

Data Collection Methods

The collection of data in this study has been through the survey method. The present study has been done based on primary data and secondary data. The primary data was collected by administering questionnaires to tourists who have been to Tamil Nadu. Secondary data was used, to support the primary data. The major sources of information were the various journals, news paper reports, research articles, market research agencies and the World Wide Web.

Research Methodology

This study presents the results of a study of 200 tourists visited in and around areas of Tamil Nadu. The paper explores the perception of tourists and their satisfaction in terms of tourism in Tamil Nadu. The questionnaire also aims at finding out whether the tourists think that Tamil Nadu is properly promoted, positioned and has a brand name in the market. The survey is conducted in and around the district of Tamil Nadu. To select a sample frame the following process was followed. The tourists (n=200) both domestic and international in Tamil Nadu were randomly selected for the interview. The Questionnaire consisted of questions that related to the Tamil Nadu as a destination and its promotion and strategies. They were asked to indicate their perceptions on a scale from 1 (Agree), 2 (Disagree) and 3 (Neutral).

Table 1

S. No.	Statement	Agree	Disagree	Neutral
1	Tamil Nadu is year round destination.	80%	20%	0
2	Tamil Nadu has many unexplored places unknown to tourists.	60%	30%	10%
3	Tamil Nadu caters to all kind of tourism activities.	65%	35%	0
4	Tamil Nadu is not expensive destination.	70%	30%	0
5	Souvenirs' of Tamil Nadu are famous.	75%	20%	5%
6	Tamil Nadu has rich tradition and culture.	85%	15%	0
7	The accommodation facilities are good.	68%	24%	8%
8	The transportation facilities are good.	73%	27%	0
9	Tamil Nadu has less pollution.	67%	23%	0
10	Tamil Nadu is a safe destination.	76%	18%	6%
11	Tamil Nadu follows good hospitality trends.	69%	23%	8%
12	Official website of Tamil Nadu Tourism is quite informative and interactive.	53%	47%	0
13	Tamil Nadu is largely publicized destination.	58%	42%	0
14	Tamil Nadu faces tough competition from Kerala, Karnataka, Telangana and Andhra Pradesh	57%	36%	7%

15	Tamil Nadu is easily approachable destination.	73%	27%	0
16	Tamil Nadu was your first choice as a destination.	69%	31%	0
17	Tamil Nadu tourism is properly managed.	66%	34%	0
18	Tamil Nadu tourism business has unethical practices.	34%	66%	0
19	Tamil Nadu has Brand name in the tourism business	72%	28%	0
20	Tamil Nadu lacks good airport facility	64%	36%	0

From the above questionnaire the following analysis could be made.

The domestic as well as international tourists considered Tamil Nadu as a better tourist destination which has many unexplored places yet to be publicized and advertised. Tamil Nadu is considered a destination which is not very expensive and catering to all kind of tourists interested in different kind of tourism activities. Souvenirs, culture and traditions of Tamil Nadu are well known and the accommodation and transportation facilities are fair enough. Tamil Nadu is considered as a safe destination which follows good hospitality trends but in spite of having potential to be one of the Magic destinations of the world; Tamil Nadu has not been marketed to the utmost extent. It can emerge as a unique destination in itself as it has resources of its own kind. Tamil Nadu needs to be marketed by creating a bigger brand name and superb image in the eyes of the tourists and then it will generate USP for Tamil Nadu. The need of the hour is to provide transportation without trouble. The tourist should not face any problems while travelling to remote and rural areas of the state. The state will only be able to sustain itself against the competition from other neighboring states such as Kerala, Karnataka, Telangana and Andhra Pradesh. To survive in the market of tourism and to leave an everlasting charisma in the minds of the tourists, every product can be given touch of Newness through customized marketing. This is possible because 'New Products' include *Original products, Improved products and Modified products and New brands*. At the same time publicity of the new products by using the modern techniques, new publicity trends such as marketing sign packaging, website designing, point of scale designing should be adopted.

Suggestions

A product development approach to tourism will do a world-of-good to the development of tourism in the state. The possibilities are listed below.

1. It is recommended that the government to assess the tourists' interest on the tourist attractions by organizing a ranking of attractions.
2. Ranking of tourism attractions as a test-market so that the launch of a full-fledged product does not go awry.
3. Customized product such as family package, youth package, adventure package and others are possible.
4. Introduce of Historical Tour Circuits as the New Products instead of the locations based tour. For example Chola circuit (Trichy – Thanjavur Gangaikondscholapuram – Trichy) can be introduced to highlight dynastical importance instead of just monuments.
5. To solve the problem of seasonal movements of tourists, can develop temporary tourism destinations through effective synchronization of various festivals, events and others with a touch of tourism throughout the year. In fact, at present the Tamil Nadu Tourism Fair (TTF) is running to a huge success at Chennai during Pongal holidays in the past few years, this can be extended to other major cities of the state.
6. The improvement in the information technology, especially mobile phones can be appropriately for the development of Specific Interest Tourism by creating specific Application Software (App) for tourism in Tamil Nadu.

7. Conduct surveys at regular intervals to assess the trends of tourism prevailing so as to introduce appropriate product formulation in tourism such as Eco-tourism, Adventure Tourism, Village Tourism and Medical Tourism.
8. The local products, art and craft items, souvenirs and handicrafts are the USP of the state which show the ability and authenticity of the state. It helps to position Tamil Nadu in the world market due to its handmade items and gifts. The image can be made better by growing Self Help Groups and boosting the small scale enterprises. Emphasis should also be made in improving the quality of these products with the new demand, trends and styles of the modern world.
9. Local fairs, festivals and temples of Tamil Nadu are the image builders of the state as a Land of Gods and A destination for ALL seasons with different reasons. They should be promoted and marketed in an efficient manner so that Tamil Nadu can stand out of the crowd of the destinations.
10. Tamil Nadu is an agricultural state so its agricultural factor can be encash to increase tourist flow in the state. Agriculture tourism, farm tourism, rural tourism, green tourism, ecotourism, sustainable tourism is the USP of the state and can be used in the effective manner.

Conclusion

In total, the New Product development, Positioning, Branding and Management is absolutely interesting because tourism has plenty of original products by the gift of Nature and by the work of our forefathers who ruled under various kingdoms. These *original* products have to be just *Improved* by appropriate maintenance and presented in a *modified* way so that the product is tourist centred which will certainly make Tamil Nadu as the matchless *Brand* Name in the scenario of World-Tourism.

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POLICE TRAINING IN INDIA – A STUDY

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Abstract

Training refers to the practice of providing training, workshops, coaching, mentoring, or other learning opportunities to police to inspire, challenge, and motivate them to perform the functions of their position to the best of their ability and within standards set by government. Training activities provide all involved system of care parties with the tools they need to develop professionally, increase their knowledge, effectively work with families, and build their capacity to perform the tasks associated with their positions within the system of care. Training is a continuous or never ending process. Even the existing employees need to be trained to refresh them & enable them to keep up with the new methods & techniques of work. This type of training is known as Refresher Training & the training given to new employees is known as Induction Training. This is basically given to new employees to help them get acquainted with the work environment, organization's rules, procedures & policies

Keywords: Police training, Training Process, Training and development, Job training, Skill development

Introduction

It is popularly said that every policeman is a citizen in uniform and every citizen is a policeman without uniform. Thus policeman are drawn from the society in which they live and the social values, norms, standards and prejudices of the society are reflected on them. The transformation of the ordinary citizen with inherent social values and standards into a policeman with dedication, legal knowledge, neutrality and objectivity happens through the process of training. The popular motto of police is 'Duty, Integrity and Restraint'. Training is the process for achieving these avowed objectives.

Training is a process by which behavior of a person is changed for achieving an objective. These objectives relate to changes pertaining to knowledge, skills and attitude. Training is different from education. While education aspires for improvement of overall personality, training aspires for improvement with a particular objective and purpose in mind.

Concept of Training

Human Resource Management is concerned with the planning, acquisition, training & developing human beings for getting the desired objectives & goals set by the organization. The employees have to be transformed according to the organizations' & global needs. This is done through an organized activity called Training.

Training is a process of learning a sequence of programmed behavior. It is the application of knowledge & gives people an awareness of rules & procedures to guide their behavior. It helps in bringing about positive change in the knowledge, skills & attitudes of employees.

Thus, training is a process that tries to improve skills or add to the existing level of knowledge so that the employee is better equipped to do his present job or to mould him to be fit for a higher job involving higher responsibilities. It bridges the gap between what the employee has & what the job demands.

Since training involves time, effort & money by an organization, so an organization should to be very careful while designing a training program. The objectives & need for training should be clearly identified & the method or type of training should be chosen according to the needs & objectives

established. Once this is done accurately, an organization should take a feedback on the training program from the trainees in the form of a structured questionnaire so as to know whether the amount & time invested on training has turned into an investment.

Training is a continuous or never ending process. Even the existing employees need to be trained to refresh them & enable them to keep up with the new methods & techniques of work. This type of training is known as Refresher Training & the training given to new employees is known as Induction Training. This is basically given to new employees to help them get acquainted with the work environment, organization's rules, procedures & policies. The objectives of training should be to

- To impart to the new entrants the basic knowledge & skills they need for an intelligent performance of definite tasks.
- To prepare employees for more responsible positions.
- To bring about change in attitudes of employees in all directions.
- To reduce supervision time, reduce wastage & produce quality products.
- To reduce defects & minimize accident rate.
- To absorb new skills & technology.
- Helpful for the growth & improvement of employee's skills & knowledge.

Policing System in India

Basic Data about Indian Police

Area (Sq. Kms.)	3,166,414
Population Projected 1 st October -2016 (Based on Census 2001) in thousands	1,277,770
Sanctioned Civil Police Force	1,989,295
Sanctioned strength of State Armed Police Force	475,189
Total State Police Force	2,464,484
Population per Policemen	518
Police Ratio per lakh police(one hundred thousand) of population	192.87
Police Ratio per hundred square kms. Area	77.83
Number of Police Stations	15,579
Number of Police Out-Posts	9,087
State Armed Police Battalions	470
Expenditure during 2016 -2017 (Rs. In crores)	
Total state police expenditure	90,662.94
Police training expenditure	935.15
Police housing expenditure	3,442.82
CAFs (BSF, CRPF, CISF etc.) Expenditure	51,040.00
Total police expenditures as percentage of total state budget	3.56%
Housing expenditure as percentage of total police expenditure	3.80%
Allocation of modernization grants	
Central government	1,567.43
State governments	498.84
Utilised for modernization	1,546.04
Percentage level of satisfaction for family accommodation	
Gazetted officers (GOs)	28.47%
Upper subordinates	22.22%
Lower subordinates	24.30%

Policing system in India is an evolution from the British India administration. Indian police was designed by the British government with certain objectives in mind. The British government in India

wanted to create a police which would create fear in the mind of public and would suppress the political and social aspirations of the Indian people. The foundation of Indian police was laid with Indian Police Act 1861. The preamble to the Act states that 'it is expedient to reorganize the police and to make it a more efficient instrument for the prevention and detection of crime'. The entire foundation of Indian police was laid down with this purpose in mind. Thus prevention and detection of crime was main mandate of police and training of police was also designed keeping this objective in mind. But with changing times the mandate of the Indian police has grown to maintain social order, security, law enforcement, conduct of elections and handling situations and conflicts. Now the need of the hour is to train police personnel keeping these additional mandates in mind.

Stereotypes about police are varied in Indian society. Public perception about police is based on their unpleasant experiences with the public. 'Any good behavior by police is treated as an exception and not as a norm of the police organization. Police being the coercive wing of the government is mandated with the task of enforcement of laws and rules of the country. This mandate of enforcement of laws is not a pleasant one. Hence the police are treated by the society as a necessary evil rather than as protector of people. Police were earlier expected to show results at any cost and were using any method. But with changing public expectation, police are expected to be humane, use minimum force and follow due process of law. The rapid change in modern technology, assertion of rights by the people and increasing number of laws to enforce has increased the burden of police. These factors have thrown many challenges to the police. The police are expected to work efficiently and deliver maximum results with minimum infrastructural support.

Steve Uglow has rightly states that, "Most occupations have a core activity – teachers teach, doctors heal, plumbers plumb. For a constable there is no service which can be labeled as police work – indeed, to 'police' a situation can mean involvement in and control over every minute aspect. The difficulty that confronts us in defining the core of the occupation also means that its boundaries are obscure – for other professionals, involving themselves outside the proper sphere of work invites the response 'It is not your business'. There is very little that is not police business". The analysis must therefore start from the obvious and get to the desirable. One must try to find out and catalogue what a policeman does. And once an attempt is made to discard the all too obvious and get to the various dimensions of reality, one realizes the enormity of police tasks, notwithstanding the complicated network required to deal with crime and criminals.

Indian Police Training Scenario

Number of state and Central training institutes in India	
States training institutions	107
UT's Training institutions	11
Central training institutes	96

Source: (www.bprd.nic.in)

The Preamble to the Training policy of Bureau of Police Research & Development, Ministry of Home Affairs, Government of India states that Training is an affordable and result oriented universal tool for achieving professionalism and competency in meeting the expectations of a democratic people. Training of policemen is, therefore, not one time but is a continual professional requirement. Building competence implies a process of developing an individual's effectiveness by competent trainers through carefully selected methods in a suitable learning environment and cultivating the right values that contribute to the development of right attitudes, beliefs and behavioral changes.

The Indian police training scenario is vividly encapsulated in the Gore committee report. The Gore committee was formed in the year 1971 by the Government of India with a mandate to study the Indian police training and to suggest changes for improvement. In its report it is stated that “the training arrangements in the different States are unsatisfactory qualitatively as well as quantitatively. The most important reason for this situation of general neglect is the lack of a genuine conviction about the value of training. Training has thus become a ritual wherein unwilling and ill equipped instructors perform the necessary rites of drilling and lecturing.

The development of an awareness of the social and political climate in which the policeman has to work hardly finds a place in the police training programmes and the inculcation of the appropriate attitudes is limited to emphasizing the need for discipline, obedience and loyalty. There is a paucity of books and training material”.

The report further stated that “a good, well-organised training programme is only one of the several components, though an important one, which determine the efficiency and morale of an organization. There are other important factors which must be considered and attended to if police training is to contribute to increased police efficiency and improved police-citizen relations.

These include the vulnerability of the police to pressures from political parties and others and many organisational, administrative and legal issues which have a vital bearing on the effectiveness of the police and their acceptability to the people”.

The National Police Commission 1977, in its report [Para15.65] has stated that, ‘the structuring of initial training courses and later in-service training courses for all police personnel should be suitably designed to facilitate the growth of proper attitudes and sense of values on the part of every police officer, viewing himself as a servant of law to uphold and protect the dignity and rights of every individual fellow citizen of the country’.

The Group of Ministers on National Security [2000-2001] in its report has stated that, ‘the training curricula should inter alia, cover modern trends of policing. They should change their attitude and style in dealing with the public so as to enlist cooperation. This has to be an essential part of Police training’.

The Padmanabhaiah Committee [2000] in its report [Para 28] has stated that, ‘Promotions of policemen should be linked with training like in Army. It must be mandatory for officers to undergo certain prescribed training programmes and to pass departmental promotions examinations before they are promoted. For this purpose, a Police Promotion Examination Board to be established in each state’.

Training of Newly Recruited Police Personnel

A total of 78,174 newly recruited police personnel from the rank of Dy.S.Ps to Constables (Civil & armed police) were trained during 2016 in the State Police Training Institutes. The break up is 527 Dy.SsP, 9,978 SIs/ASIs/Sergeants and 67,669 Constables.

In-Service Training in Police

A total of 1, 06,747 police personnel from States/UTs were given ‘In-service Training’ during 2016. The break up is 1,320 IPS, 2,921 Dy.SsP, 37,137 SIs/Sergeants/ASIs and 65,369 constables.

**Number of Newly Recruited Police Personnel
Trained During 2016**

Sl. No.	State / UI	Constables			SI/Sergeants/ASIs			Dy.SP
		Civil	Armed	Total	Civil	Armed	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
1	Andhra Pradesh	0	0	0	0	0	0	0
2	Arunachal Pradesh	2	9	11	1	2	3	12
3	Assam	0	5,151	5,151	0	0	0	42
4	Bihar	9,504	1,960	11,464	0	0	0	30
5	Chhattisgarh	1,092	381	1,473	63	0	63	17
6	Goa	183	0	183	0	0	0	0
7	Gujarat	1,199	733	1,932	1,215	0	1,215	0
8	Haryana	4	45	49	13	0	13	0
9	Himachal Pradesh	1	475	476	18	0	18	6
10	Jammu and Kashmir	34	397	431	0	0	0	17
11	Jharkhand	150	388	538	0	0	0	0
12	Karnataka	2,192	1,055	3,247	48	0	48	0
13	Kerala	1,647	1,647	244	3	247	0	
14	Madhya Pradesh	673	994	1,667	720	0	720	17
15	Maharashtra	8,894	0	8,894	754	0	754	18
16	Manipur	125	245	370	14	1	15	1
17	Meghalaya	6	293	299	0	45	45	1
18	Mizoram	60	0	60	0	0	0	5
19	Nagaland	798	443	1,241	44	24	68	0
20	Odisha	1,375	1,358	2,733	407	0	407	13
21	Punjab	4,967	581	5,548	117	0	117	20
22	Rajasthan	4,538	2,718	7,256	125	37	162	46
23	Sikkim	0	0	0	0	0	0	2
24	Tamil Nadu	0	8385	8385	1036	0	1036	0
25	Telangana	0	0	0	0	0	0	0
26	Tripura	131	0	131	63	7	70	9
27	Uttar Pradesh	1,980	436	2,416	3,496	502	3,998	129
28	Uttarakhand	922	48	970	48	0	48	0
29	West Bengal	85	0	85	299	143	442	135
30	A and N Islands	107	0	107	0	0	0	0
31	Chandigarh	31	0	31	2	0	2	0
32	Dadra and Nagar Haveli	70	0	70	9	0	9	0
33	Delhi	640	0	640	463	0	463	7
34	Daman and Diu	0	0	0	14	0	14	0
35	Lakshadweep	0	0	0	0	0	0	0
36	Puducherry	164	0	164	1	0	1	0
	All India	38,927	27,742	67,669	9,214	764	9,978	527

Source: (www.bprd.nic.in)

**Number of Police Personnel given in-Service
Training During 2016**

Sl. NO.	State / UI	Constables			SI/Sergeants/ASIs			Dy.SP	IPS
		Civil	Armed	Total	Civil	Armed	Total		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
1	Andhra Pradesh	2,136	696	2,832	280	120	400	70	38
2	Arunachal Pradesh	348	427	775	91	7	98	12	10
3	Assam	1,020	2,507	3,527	278	89	367	90	78
4	Bihar	4,652	448	5,100	298	6	304	31	7
5	Chhattisgarh	4,042	858	4,900	177	14	191	106	76
6	Goa	121	13	134	114	5	119	10	24
7	Gujarat	0	0	0	155	48	203	54	31
8	Haryana	68	20	88	344	56	400	101	137
9	Himachal Pradesh	830	1,643	2,473	740	370	1,110	96	24
10	Jammu and Kashmir	1,636	741	2,377	1,152	421	1,573	260	48
11	Jharkhand	3,435	3,506	6941	936	17	953	39	46
12	Karnataka	0	0	0	1,054	0	1054	50	29
13	Kerala	293	744	1,037	114	211	325	310	27
14	Madhya Pradesh	4,474	300	4,774	1423	0	1,423	311	103
15	Maharashtra	2,203	0	2,203	13,460	0	13,460	95	78
16	Manipur	334	2,396	2,730	183	180	363	37	26
17	Meghalaya	218	152	370	298	10	308	33	29
18	Mizoram	731	772	1503	444	105	549	40	14
19	Nagaland	66	246	312	18	24	42	50	42
20	Odisha	426	783	1,209	1,521	108	1,629	121	18
21	Punjab	4,321	2,162	6,483	567	527	1,094	78	14
22	Rajasthan	418	39	457	991	16	1,007	214	88
23	Sikkim	855	15	870	21	0	21	8	7
24	Tamil Nadu	0	0	0	0	0	0	0	7
25	Telangana	0	323	323	209	164	373	4	39
26	Tripura	501	1,653	2,154	502	99	601	90	3
27	Uttar Pradesh	701	919	1,620	26	0	26	9	118
28	Uttarakhand	73	209	282	144	24	168	20	40
29	West Bengal	1,817	433	2,250	178	200	1,978	124	42
30	A and N Islands	30	0	30	30	0	30	2	3
31	Chandigarh	1,863	281	2,144	1,384	0	1,384	15	9
32	Dadra&Nagar	0	0	0	0	0	0	0	0
33	Delhi	5,426	0	5,426	5,580	0	5,580	441	65
34	Daman and Diu	45	0	45	4	0	4	0	0
35	Lakshadweep	0	0	0	0	0	0	0	0
36	Puducherry	0	0	0	0	0	0	0	0
	All India	43,083	22,286	65,369	34,316	2,821	37,137	2,921	1,320

Source (www.bprd.nic.in)

Issues in Indian Police Training

1. The State Governments have not formulated any training policy for police.
2. Inadequacy of capacity and infrastructure in recruit and in-service training centers
3. Lack of adequate trainers

4. Insufficient training and exposure to trainers.
5. Lack of incentives to trainers
6. Treating posting to training institutions as punishments
7. Lack of correlation between training syllabus and field requirements
8. Failure to evaluate the efficiency of training methods
9. Inadequacy of In-service training
10. Low level of priority given to training

Suggestions to Improve Indian Police Training

1. Provision of adequate monetary and non monetary incentives for training staff
2. Capacity building of both recruit and in-service training institutions
3. Undertaking a comprehensive training gap analysis
4. Frequent updating of training syllabus in frequency with field expectations and requirements
5. Periodical in-service training for all police personnel
6. Linking of promotions with successful completion of training
7. Establishment of training policy by state governments
8. Quality audit of training institutions should be undertaken annually
9. Development of minimum training infrastructure standards
10. Utilisation of private institutions for developing trainers and training methodology
11. Motivated and efficient staff who has a flair for teaching should be posted to training institutions

Conclusion

The training given to police personnel needs to be revised periodically. A comprehensive analysis of police training needs to be done and holistic changes need to be undertaken. The efforts already taken in this direction has not produced desired and expected results. Hence top priority should be given to integrate the field requirements with training methods immediately. This would enable the police to meet the expectations of public and deliver better results to citizens of this country.

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DERIVATIVES TRADING BEHAVIOUR OF RETAIL INVESTORS – AN EMPIRICAL APPROACH

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Introduction

Normally long term investors plan for a longer tenure, involve themselves with reasonable risk and rate of return, and gives utmost importance to fundamental analysis and predominantly uses own money and mostly avoid borrowed money. However, a speculator, they have a very short planning, take high risk and rate of return, concentrate more on technical analysis and speculative news and trade with borrowed money. Rational investors prune their portfolio with regular additions and withdrawals and also rebalance their portfolios and monitor it with vigil and trade to minimize their taxes. Behavioural finance has emerged as a new discipline in the last decade, which attempts to explain the interaction of psychology & finance. It enables us to have a deeper understanding of the investment decision making process of the investor and their impact on financial market. It is that part of finance which is related to the systematic financial market implications of psychological decision making. Therefore behavioural finance helps predicting irrational investors behavior and the decision making process. Behavioural finance is that part of finance which is related to the systematic financial market implications of psychological decision making. The field of “behavioural finance” helps predicting irrational investors behavior and the decision making process. This theory has been most successful in explaining investor behavior related to: overconfidence, fear of regret, anchoring & adjustment etc. Barber et al. (2008) through their research documented the systematic and economically large losses of individual investors’ trading in the Taiwan stock market. But, most of the existing studies analyzing behavior of individual investors focus on the stock market. Fewer look at their trading in derivatives markets. A large body of empirical research indicates that real individual investors behave differently from investors in these models. Most individual investors hold under diversified portfolios. Many apparently uninformed investors trade actively, speculatively, and to their detriment. And, as a group, individual investors make systematic, not random, buying and selling decisions. In the present research work an attempt has been made to discover and estimate the factors influencing investor’s orientation towards derivatives market. Also the respondent’s objective and preferred type of derivative instrument is enquired. The study also likes to identify Investors opinion on derivatives market.

Conceptual Framework of Derivatives

All markets face various kinds of risks. This has induced the market participants to search for ways to manage risk. The derivatives are one of the categories of risk management tools. As this consciousness about risk management capacity of derivatives grew, the markets for derivatives developed. The term derivatives, refers to a broad class of financial instruments which mainly include options and futures. These instruments derive their value from the price and other related variables of

the underlying asset. Derivatives are one of the greatest innovations in the field of finance. Derivatives, from simple forward contracts to highly complex option products, are gaining larger attention in the world wide financial market. Derivatives are called as potential weapons of mass destruction. If used speculatively, it can be a risky instrument as it is highly leveraged and more volatile than the underlying asset. But on the other hand if it is used properly, derivatives can mitigate the risk involved in an investor's portfolio. Lot of research studies have been conducted on development of mathematical tools to analyse the derivatives behaviour and also to assess the hedge effectiveness. But behavioural analysis of traders is lacking. Though derivatives were introduced as risk management tools, the reverse has happened. Now majority of the people have a feeling that, it is a dangerous tool and is the very reason behind the volatility in the market. Hence, derivatives and its economic functions have become a controversial topic for discussion. Derivatives can be used both for hedge and speculation, Indian laws generally require derivatives to be used for hedge purpose only. But active market requires the participation of both. In practice, it is difficult to distinguish whether a particular trade was done for hedge or speculation.

Problem Statement

Financial derivatives were introduced as a risk management tool; but now they have become the most risky instruments in the markets as the experience in US markets in recent years would corroborate. Though it is widely known that derivatives can be used for hedge, extent of effectiveness has not been systematically and scientifically proved.

Moreover, individual investors are extensively using derivatives for speculation ignoring its use as a hedge tool. Hence, it is necessary to assess how far financial derivatives are used by investors. Although a large literature exists that examines the application and pricing of derivative securities and their impact on stock market there is relatively little evidence regarding the extent to which individual investors use derivatives for speculation. This study takes a step toward filling this gap by examining to what extent speculative traders are involved and influenced by futures and options market and what factors influence the return performance and speculative trading behavior of individual investors.

Review of Literature

Graham *et al.* (2009) noted that male investors, and investors with larger portfolios or literacy levels, are more likely to perceive themselves as competent than are female investors and investors with smaller portfolios or less education.

P. M. Deleep Kumar and G. Raju (2001) showed that the capital market is becoming more and more risky and complex in nature so that ordinary investors are unable to keep track of its movement and direction. The study revealed that the Indian market is probably more volatile than developed country markets, which is probably why a much higher proportion of savings in developed countries go into equities Supriya (2014) reviewed derivative as a tool for managing risk which comes out of uncertainty and makes it difficult for businesses to estimate their future production cost and revenues.

Bauer, Cosemans and Eichholtz (2009) use a data set of individual trading at Euronext Amsterdam from January 2000 to March 2006. Their results show that most individual traders incur losses and the losses are greater on their option trades than on equity trades. The authors argue that the main motivation of individual trading on options is sensation seeking and gambling. Additionally, Schmitz, Glaser and Weber

Schmitz and Weber (2012) use the same warrants data set and find that individual investors of warrants follows negative feedback trading strategies which is buying call (put) if the price of the underlying has increased (decreased). Their results also suggest that hedging is not the main motivation of warrants trading. In sum, the past studies generally agree that individual investors do not trade derivatives for hedging. Odean (1999), for instance, examines trading records of investors at a large discount brokerage firm. He finds that, on average, stocks that these investors buy underperform those they sell, even before considering transaction costs

Barber and Odean [2000] and Odean [1999] test whether investors decrease their expected utility by trading too much. Using the same data analyzed in this paper, Barber and Odean show that after accounting for trading costs, individual investors underperform relevant benchmarks. Those who trade the most realize, by far, the worst performance.

Objectives

1. To determine the factors accountable for speculative trading
2. To examine the trading pattern of traders in derivatives market
3. To offer suitable suggestions for the better trading performance of speculators.

Research methodology

The study deals mostly with the behaviour of traders/investors in using derivatives for their trading activities, and hence it is descriptive and empirical in nature. Since prior studies were very limited, it had to develop and sharpen research processes of its own. The study is different from earlier studies in many context. The methodology used for the study is detailed below.

Research Design

The main purposes of this study is to obtain an insight into the current trading habits and return performance of speculators and day traders in order to propose further recommendations for better trading performance in the future. Accordingly a descriptive type of research will be conducted in which a sample from the target population will be used for the study.

Method of Data Collection

For the purpose of this research and in order to achieve the objectives primary data was collected. Secondary data has also been collected to augment the studies. Primary data was collected by using a well structured questionnaire based on earlier research works which covers the demographic profile, trading habits and opinion of traders on derivative instruments.

Sampling design

The Population for this study will be day traders and speculators who trade frequently in the derivative market instruments of national stock exchange in Madurai city. A total a sample of 150 respondents has been randomly selected for the study from selected list of five leading stock broking companies

Results and Discussion

Demographic profile of the respondents

Around 42 per cent of the respondents are in the age group of less than 35 years. Majority 51.5 percent of the respondents are graduates and 26.5 percent of the respondents are post graduates. Of the

150 sample respondents 41.2 percent of the respondents are private employees. With regard to monthly income, 34.6 per cent have Rs less than rs 25000 and 22.3 percent of the respondents are in the income category of Rs 25001 – 50000

Attending Fundamental and Technical Workshop and Seminar

It is found from the analysis that out of 150 respondents majority (62.5 percent) have not attended any fundamental or technical analysis workshop

Most Preferred Derivative Instrument

The analysis revealed that around 41.5 per cent of the respondents have a higher preference to trade in Index options and 34.5 per cent of the respondents prefer to trade in Index futures. Whereas 19.5 per cent of the respondents prefer stock future and 4.5 per cent of the respondents prefer stock option.

Type of Option Preferred

Out of 150 sample respondents a majority (75.5 %) prefer to trade in out of the money option, 16 per cent of the respondents prefer to trade in at the money option and 9.5 per cent of the respondents prefer to trade in in the money option.

Factors inducing Derivative Trading

Table 1 Factors inducing Derivative Trading

Reasons	Frequency	Percentage
Liquidity	20	13.3
Exposure	52	34.6
Hedging	23	15.3
Speculation	40	26.6
Arbitrage	15	10
Total	150	100

Table 1 indicates that 34.6 per cent of the respondents predominantly trade in derivatives markets for exposure, 26.6 per cent of the respondents prefer to trade for speculation, 15.3 per cent of the sample respondents trade in derivatives for hedging purpose, 13.3 per cent of the respondents trade for liquidity and 10 per cent of the respondents trade for arbitrage opportunities..

Summary of Descriptive statistics

Table 2 Descriptive statistics of Trading Habit of the Respondents

Variables	Mean	Standard Deviation
Maintenance of Trading Records	2.17	0.556
Pre planned trading	3.05	0.724
Stop Loss	2.98	0.642
Averaging	3.25	0.818
Over Trading	3.56	0.225

From table 2 it is observed that Maintenance of Trading Records (mean = 2.17) has the lowest mean followed by Stop Loss (mean = 2.98) and Pre planned trading (mean = 3.05).

Factor analysis of trader's opinion

Table 3 Factor Analysis of trader's opinion

Factors	Variables	Factor Loading	Reliability Coefficient	Eigen Value	Variance in Percentage
Return and Risk	Carrying forward of Losing trade	0.72	0.779	3.317	24.895
	Book profit early	0.721			
	Intraday brokerage is less	0.678			
	Capital loss is more in intraday	0.881			
	Intraday trading is highly profitable	0.796			

Broker Based	Leverage given by Stock Brokers	0.723	0.767	2.926	22.673
	Trading tips for Intraday by Brokers	0.717			
	Trading software support from brokers	0.756			
	Brokers service	0.653			
Trading Aspect	Prediction is easy in intraday	0.783	0.881	2.332	18.536
	Trading is possible even in bear market	0.883			
	Trading strategy can be quickly altered	0.721			
	Intraday is suitable for any type of security	0.461			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .874 Bartlett's test of Sphericity : Chi Square = 1168.863* * Significance at zero per cent level					

The variables influencing the opinion of derivatives traders are explained with the help of factor analysis. In order to verify the internal consistency of the variables reliability test was done where the cronbach coefficient for all the variables is well above the accepted level of .70 (Nunnally, 1978).

The data validity of the variables is tested with Kaiser-meyer-ohlin (KMO) measure of sampling adequacy and Bartlett's test of Sphericity. Table 3 reflects KMO value is 0.874 which signifies that the factor analysis is suitable for the current analysis. The chi Square value for Bartlett's test of Sphericity is 1168.863 and the significant value is 0.000 which is significant at zero percent level of confidence.

The factor analysis yielded three important factors. Those items with an Eigen value greater than one were extracted and all the factor loading above 0.70 was retained. Thirteen items yielded 3 factors explaining 66.104 percent of variance as shown in table 3. The number of variables loaded under each factor, its reliability, Eigen value and the per cent of variance explained by the factor are explained in Table 3.

The most important factor explaining the perception of traders on intraday trading is "Risk Return Factors" which includes five variables with a reliability score of .779. The Eigen value of the factor is 3.317 explaining 24.895 percentage of the variance.

The second important factor is "Broker Based" which consists of four variables with a reliability score of .767. The Eigen value of the factor is 2.926 explaining 22.673 percentage of the variance.

The last factor is "Trading Aspect" which consists of four variables with a reliability score of .881. The Eigen value of the factor is 2.332 explaining 18.526 percentage of the variance.

Findings and Conclusion

What drives individual investor trading? Many previous research documents that behavioural factors drive their trades and individual investors are generally uninformed. The present research work will assist the policy maker and concerned regulatory authorities in gauging to what extent speculative traders are involved and influenced by different types of derivative instruments and what factors influence the return performance and speculative trading behavior of individual investors. Also the present study support previous literatures and studies in terms of the individual investors trading behavior on derivative instruments and poor trading habits. Exchanges and regulatory authorities have to take utmost care in crafting regulations, and high standards of honest and thorough enforcement of regulations to safeguard the interest of retail investors. Apart from the regulatory efforts to control speculation, traders should safeguard themselves from over exposure , entry and exit of their trades at

the appropriate time and should monitor it continuously, should not hold on to losing trading strategy and should augment their knowledge by participating in investor education classes conducted by the exchanges and regulatory bodies. Individual investors, who are interested in saving and earning money for the long term has to be given effective guidance.

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E –COMMERCE

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Abstract

Even before the technological era could rise its arms, commerce has been still surviving since 18th century in our country when the goods and services were traded overseas and within the geography in different forms. The intervention of the technology has made life easier for mankind in every ways possible, so as the commerce industry has grown eventually to such an extent paving the way for the Electronic –Commerce (E-Commerce). E-commerce is the platform for buying and selling goods and services through the technological resource .It has changed the entire market practice which was been into existence for decades. The traditional system of trading or marketing goods to the consumers has seen a major transition yet in an appealing manner to the millennials and the upcoming generations. It has influenced the lives of the people and changed their lifestyle by helping themselves shop online, paying bills online and getting things delivered at the doorstep. The root of the entire system depends on the adoption of best practices of supply chain management. It has partially impacted the businesses of vintage traders who had been still surviving with the traditional market system Therefore it is highly important to study and understand its significance, impact of its evolution and the challenges in the industry. The Study would also analyze the different forms of E-commerce and the organizations those had visualized tremendous performance in the market than the traditional business system. The opinion from a small group was collected in the form of a survey and their inferences are shared in the paper.

Introduction & Evolution of E-Commerce

The World Trade Organization defines e-commerce as, "**E- Commerce is the production, distribution, marketing, sales or delivery of goods and services by electronic means.**" The use of technologies in the commercial transactions appeared in the late 1970s in the form of EDI (Electronic Data Interchange) and EFT (Electronic Funds Transfer) which allowed businesses and organizations to communicate and perform commercial documentation electronically. It has also increased its potential by the introduction of online gateways for making payments through debit/credit cards, transfer funds and deposit by making the banking process simpler. While the new system had been received positively from every other aspect, it has also been realized that trading market can also happen in the same platform. And in the later 90s the buying and selling of goods and services began to experience a different vertical of business when the trading happened by online without any physical presence of the market and the consumers. It has wide range of presence in the entire retail industry having placed with fast moving goods, consumer durables goods, etc. This era has also created number of E-commerce ventures such as Amazon, Alibaba , Flipkart, E-bay, Snap-deal , Pay-tm , etc and other nurturing organizations in the food , medicine , travel , entertainment sectors which have been still growing and sustaining in the global market successfully .

Forms of E-Commerce

For the better classification of nature and operation of the E-commerce businesses in the different sector, it can be broadly categorized into four basic types, based on the types of goods or services and the nature of the participants.

Business-to-Business (B2B)

Business-to-Business (B2B) e-commerce is an electronic transaction of goods or services between companies or the organizations of the same industry or sector in order to source their raw materials, related services or to outsource their operations. The volume of the transactions would be huge and in this form of trading. Those organizations serve themselves by getting tied up with each other and support themselves. The participants involved would usually be the Manufacturers, wholesalers and the dealers in the top and middle level of the management. Example: In the Construction industry, cement & brick manufacturers rely on the builders for their business.

Business-to-Consumer (B2C)

The Business to consumer segment of E-commerce is where the companies get directly connected to the end customer. It is the most accessible platform for any retail products and services for the consumers to get them served themselves instantly. Most of the online shopping websites, travel booking portals and other online services on food delivery, movie bookings etc. Example: Amazon, Flipkart etc..

Consumer-to-Consumer (C2C)

Consumer-to-Consumer (C2C) type of e-commerce comprises of all transactions of goods or services happening between the consumers in the online platform. Generally, these transactions are conducted through a third party, which serves as the intermediate providing the connectivity between the customers and get their needs done mutually. Example: Websites and Mobile Apps like Housing.com, Sulekha, Naukri, Quikr etc .

Consumer-to-Business (C2B)

Consumer to Business is the reverse trading of exchanging goods from the consumer to the entity. A large number of individuals make their services or products available online for purchase for companies. Examples of such practices are the sites where designers, photographers, artists present several proposals for a company's branding and marketing

E-Commerce in India

In India, the digitalization has emerged up in large scale encouraging people to transact online and go cashless. The usage of smart phones over decades has increased enormously with the practice of using different kinds of mobile applications. Despite of the second largest usage of internet in the world, but the market penetration of E-commerce sector is low when compared to US and other European countries with less population. But is estimated to grow continuously and consistently with the increasing number of market players and consumers. E-commerce is increasingly attracting customers from Tier 2 and 3 cities, where people have limited access to top brands but the intention to get things done online. According to a study done by Indian Institute of E- Commerce, by 2020 India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years. The entire industry is all set to bloom aggressively in the upcoming years ahead with comfort of the millennials choices

Advantages of the E-Commerce

The major advantage of having the E-commerce industry setup, is to optimize the utilization of resources with minimal costing and investments for both buyers and the sellers. It has changed the way that market system was placed earlier. People find it more accessible and comfortable in using different E-commerce portals for all their day to day needs. Instant processing and payments are done without

spending time and efforts to travel to the showroom or a store .It also gave the comfort getting things delivered at the doorstep. It also helps them to compare prices between brands, understand the product design and pick up with no time constraint. It could be operated anywhere round the clock (24/7) provided the internet connection works effectively

Disadvantages of the E-Commerce

E-Commerce has also created an impact in the other way which is undesirable for the traditional market players. It affects the businesses of the showroom, stores, departmental stores, intermediaries who earlier enjoyed customers visiting their locations. As the result of E-Commerce the job of salesman has been nullified and replaced with delivery agents. Businesses running without their presence in the internet might tend to lose a portion of their target audience. At the view of consumer, their major threat would be lose of privacy, absence of human intervention, lack of feeling the physical presence of the product and over dependency on the information & technology etc..

A Study on Customer Perception towards E-Commerce

Objectives of the Study

The study was undergone to understand and analyze the following aspects of the Retail segment (B to C) of the E-Commerce Industry:

- To know consumer perception towards the E-Commerce Industry
- To understand the satisfaction levels of the customers and their views on the services offered by online shopping
- To analyze the buying pattern of the customers who shop online

Research methodology

The type of research undergone was a descriptive method. The data collection was done with both primary and the secondary data. The Primary data was collected through random sampling method where questionnaire was prepared through Google forms and circulated to the respondents through social media .The Secondary data was collected from websites, research journals and news updates

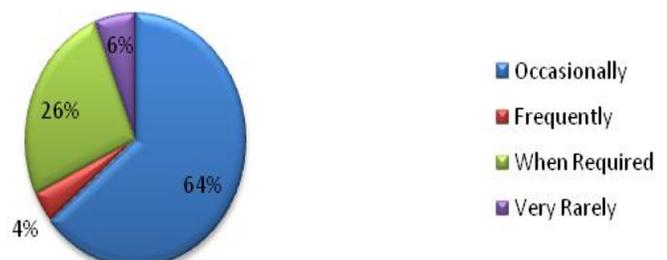
Limitations of the Study

- The Study was limited to 50 respondents only
- Respondents might change their opinions time to time

Analysis and Inference of the Study

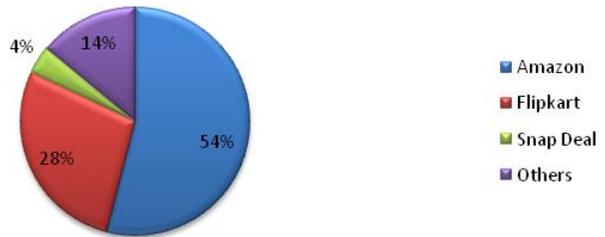
1: Table and Chart Showing How Often the Respondents Shop Online

S No	Frequency	No. of Respondents	%
1	Occasionally	32	64
2	Frequently	2	4
3	When Required	13	26
4	Very Rarely	3	6
	Total	50	



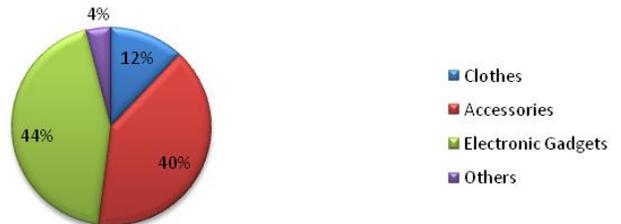
2: Table and Chart Showing the Regular Shopping Zone of the Respondents

S No	Shopping Zone	No of Respondents	%
1	Amazon	27	55
2	Flip-kart	14	28
3	Snap Deal	2	4
4	Others	7	13
	Total	50	



3: Table and Chart Showing the Things that the Respondents Would Shop Online

S no	Things to Shop Online	No.of Respondents	%
1	Clothes	6	12
2	Accessories	20	40
3	Electronic Gadgets	22	44
4	Others	2	4
	Total	50	



4: Table and Chart Showing the Budget for a Month on Online Shopping

S No	Budget	No. of Respondents	%
1	Below Rs 1000/-	22	44
2	Rs 1000- 2000/-	16	32
3	Rs 2000-5000/-	8	16
4	Above Rs 5000/-	4	8
	Total	50	



5: Table and Chart Showing the Reason for the Respondents to Prefer E-Commerce

S No	Reason to Choose	No. of Respondents	%
1	Time saving	14	28
2	More choices	11	22
3	Best pricing	12	24
4	Doorstep delivery	13	26
	Total	50	



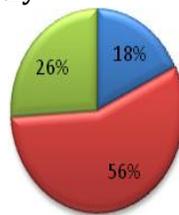
6: Table and Chart Showing the Aspects that the Respondents Would Like to Improve in the E-Commerce

S No	Aspects to Improve	No of Respondents	%
1	Delivery time	9	18
2	Customer service	12	24
3	Quality	13	26
4	Process & policies	16	32
	Total	50	



7: Table and Chart Showing the Satisfaction Level of the Respondents towards E-Commerce Industry

S No	Satisfaction Level	No. of Respondents	%
1	Highly Satisfied	9	18
2	Satisfied	28	56
3	Scope of Improvement	13	26
	Total	50	



■ Highly Satisfied
■ Satisfied
■ Scope of Improvement

Findings

- Majority of the respondents were **Male**
- Majority of the respondents are between the age group of **18-25**
- Majority of the respondent's Annual Income is between **2-3 lakhs**
- Majority of the respondents shop online **Occasionally**
- Majority of the respondents shop from **Amazon**
- Majority of the respondents shop **Electronic gadgets** by online
- Majority of the respondents shop in a budget **below Rs 1000/-**
- Majority of the respondents prefer E-Commerce because of its **Time Saving**
- Majority of the respondents suggested to **improve the process and policies**
- Majority of the respondents are **satisfied** with the E-Commerce industry

Conclusion

As far as the Indian market is concerned, there is a huge potential to get flourished in the E-Commerce industry. Our country has caught the attention of several regional players like Flip-kart, Snap-deal and also of global giants like Amazon, Alibaba. From being worth just about \$3.9 billion in 2009, online retail is worth \$38 billion in 2016 and it is expected to generate about \$100 billion in revenue by 2020. There should be given equal focus to the rural segment also. However it is more popular among the young and the middle age group which seems to be a positive sign for the industry to grow in forthcoming years. To increase the business growth and retain the existing customers in the industry the retail B to C E-commerce ventures must offer seamless customer service and improve their Turn around time while delivering. Effective supply chain management, quality, diversification helps in improving the customer loyalty. The future of the E-Commerce is blooming and will be fetching its peak growth in the years to come with the more supportive and customer friendly approach

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EFFICIENCY OF FOREIGN BANKS IN INDIA – A DEA APPROACH

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Abstract

Foreign banks are the pioneers in introducing technology, quality services, new financial innovations etc after the Financial Reforms were introduced to Indian financial system in a big way in 1990s. The major banking players like SBI and affiliates, nationalised banks, public sector banks and private sector banks were forced to adopt the technologies of foreign banks and changed the competition scenario of banking sector forever. Their efficiency is studied in this paper. From 1990s it was observed that foreign banks were exploring the fee based services like merchant banking, forward exchange contracts, acceptances, etc. These fees based services mainly include contingent claims which fetch higher income than the other services. This study deals with the ascertainment of efficiency of foreign banks and ranking them using Data Envelopment Analysis (DEA).

Keywords: Banks, Performance, Efficiency & DEA

Introduction

The efficiency of banking sector plays a vital in promoting the accessibility to financial services and the stability of the banking sector as inseparable component of the financial system. Banks play a crucial role in the economy of any country, by systematic functioning of payments systems. The efficiency is directly proportional to the productivity in the economy (Caves Dw, 1982)

Banking Sector in India had experienced a titanic change in the financial system shifting from basic pillars to the very basic foundation of the economy. The economic reforms and autonomy of Indian banks at all the levels of management, India witnessed phenomenal growth across the national economic domain. Huge queue of technological inventions in financial services and FDI in Banking up to 74% opened new outlooks to opportunities and the challenges posed to traditional Indian banking system responded adequately to adopt the challenges by the emphatically makeover of commercial banks in India. The foreign banks have been governed by separate regulations and had early entry into the Indian Banking Sector, did not carry the same status as the Public-Sector Banks, which were pillars of socialistic pattern of economy. Only few foreign Banks were surviving in India and they are not allowed further till the 1990's when the FDI in Banking Sector was increased to 74%.

FDI in the retail banking segment changed the face of banking in India. Technology-driven development saw the introduction of credit cards by foreign banks. Adapting to the technological renaissance and adopting technology at a fast pace, a set of new Private Sector Banks made their mark in the banking horizon as in the case of multinational banks, such as ICICI and HDFC.(Venkatesh, Narasimhan, & Mahamayi, 2016) Though the foreign banks came as a big bang and were performing well in the 1990's, they failed to make the impressive performance like the Private Sector Banks. The private banks survived with the foreign banks entry the Indian banking system with great impact. foreign banks were far ahead of its Indian peers in terms of quality of services and introducing the best cost saving practices.

Foreign Banks - Status

As of December 2016, there are 45 foreign banks from 26 countries operating as branches in India and some foreign banks are from various countries operating as representative offices in India. Apart from that, few foreign banks have entered into India as Non-Banking Finance Companies. There are 334 foreign bank branches in India. This strength is less than 1% of the total branch network in the country. However, they account for approximately 7% of the total banking sector assets and around 11% of the profits.

Foreign Banks in India have always been object of curiosity for researchers given the scenario of high levels of NPAs and questionable profitability of Public Sector banks. Having reported well in all parameters of performance like capital adequacy, profitability etc., the foreign banks were the cynosure of research studies [ROA of foreign banks in 2014-15 is 1.87]. Hence this research paper focuses on profitability and efficiency of foreign banks in India.

Objectives of the Study

1. To understand the regulatory environment of Foreign Banks in India
2. To explore the concept of Cost Efficiency
3. To ascertain the cost efficiency of Foreign banks in India.

RBI Regulations - Licensing and Operating of Foreign Banks in India

The Reserve Bank of India is firm on its proposal that foreign banks run their business operations in India as a wholly owned subsidiary (WOS), rejecting a suggestion of availing dual licenses. Large foreign banks operating under the branch licensing norms move toward the RBI, for separate licenses, one for a retail subsidiary (WOS) and another for corporate banking under the branch route. However, the RBI prefers foreign banks to operate in the form of wholly owned subsidiaries. Sub-prime crisis of 2008 had sent the warning bells to RBI to stiffen the rules on foreign banks in India. Then RBI Governor Dr. Raghuram Rajan, in 2013, had released norms for setting up a wholly owned subsidiary for overseas lenders. Though the RBI had made it voluntary for existing foreign banks to convert their operations in India into a subsidiary, the regulator had expected that the adoption should speed up. While branch licensing for Indian banks has been liberalized allowing them to freely open branches subject to certain conditions, foreign banks collectively are given about 15-20 branch licenses in a year. However, large foreign banks like Standard Chartered, Citibank and HSBC, have not shown interest in setting up the WOS route. Till now, only a few foreign banks in India like DBS Bank and SBM Bank (Mauritius), have chosen to change their branches into a subsidiary. Taking a middle-path, the large foreign banks had opted a dual license arrangement – one for retail banking operations under the subsidiary format and another for branches to do wholesale banking.

Significant Policy Guidelines of RBI towards Foreign Banks

1. Banks have to adhere to mandated Capital Adequacy requirements as per Basel Standard.
2. They should have to meet minimum capital requirement of Rs. 5 billion.
3. They should need to maintain minimum CRAR at 10%
4. Priority sector targets for foreign banks in India is 40%.

Apart from the above, the foreign banks are expected to follow other norms as set by Reserve Bank of India from time to time.

Review of Literature

Gian Kaur and Pardeep Kaur attempted to measure the performance of public sector banks in terms of credit risk, efficiency and their impact on profitability. They applied Panel regression by using the ratios such as Operating expenses, Spread, Non-Performing Assets, Business per employee and Capital Adequacy Ratio as independent variables and Return on Assets as dependent variable. They concluded from the study that the NPAs are the major determinants of efficiency of public sector banks during the study period.(Gian Kaur, 2013)

Andrea Resti (1997) conducted a study on Northern and Southern banks in Italy. The researcher tested on a common panel of 270 Italian banks. It was found that there was direct relationship between productive efficiency and asset quality and the efficiency of Italian banks did not increase over the period between 1988-1992.(Resti, 1997)

Pardeep Kaur and Gian Kaur (2013) focused on cost efficiency with mergers of commercial banks in India. They employed panel data regression in order to find out the major determinants of cost efficiency. By using OLS model, they found that the merger activity had significant impact on efficiency. The size and Return on Assets are the major factors influencing the banks efficiency and the banks had higher ROA exhibited higher efficiency scores.(Pardeep Kaur, 2013)

Piyush Kumar Singh in his doctoral work, titled "Technical and Allocative Efficiency of Indian Banks" found that public sector banks were less efficient than public and private sector banks. The study asserted that big public and private sector banks were found to be more efficient than medium and small banks. The value judgement and cross validation analysis in this study were found to give different perspectives in banking operations.

Kollapuri, M. (2017) investigated the Indian banks and Consolidation and assessed their efficiency using the non-parametric DEA methods.This paper analysed the overall, pure technical and scale efficiency of Indian commercial banks over the period of 1995-2013. It was found that public sector and domestic private banks had less average efficiency scores than foreign banks during this period. It was also examined in this study that issues of efficiency on merged banks using efficiency scores for 16 merger deals during the study period. The interesting outcome of the study was that acquirer banks were not more efficient than the target banks in overall efficiency, although for Technical Efficiency scores, acquirer banks were found to be more efficient than target banks in majority of the cases (9 out of 16).It was concluded that out of 16 consolidation deals, pure technical efficiency scores were improved in majority of these deals, and those deals did not result in overall and scale efficiency gains.

Data & Methodology

The entire study is based on the secondary data collected from RBI website(via STRBI tables) for the period of 2006 to 2012 (312 bank years). The study is on Banks and hence we chosen the intermediation approach hence the inputs and outputs. Productivity and Efficiency studies based on number of transactions, the number of deposits and loans in terms of monetary values and the number of loans and deposits serviced. In this study, the inputs are Ratio of Intermediation cost to Total Assets, Ratio of Wage bills to Intermediation cost, Ratio of Wage bills to Total Income, Ratio of wage bills to Total Expense, Cost of Deposits and Cost of Funds and the output is Return of Assets (ROA). To measure the efficiency, we deployed the non-parametric approach Data Envelopment Analysis with input oriented in both scales VRS and CRS.

Inputs- Output

1. *Intermediation cost to total assets ratio*

Intermediation cost is the operating expenses incurred by banking companies. Operating expenses to total assets ratio reveals that the expenses required to deploy the assets other than interest expenses. The higher the ratio higher the inefficiency in utilising the physical assets and human resources.

2. *Ratio of Wage bills to Intermediation cost*

The labour cost to pay the employees to the total operating expenses reveal labour cost over-runs. The labour union agreements with the banks and the incessant strikes of the unions made the employees cost is spiralling in Indian banking sector. Hence lower the ratio, higher the efficiency can be noted.

3. *Ratio of wages bills to Total Income*

This ratio depicts the utilisation of labour to enhance the income which includes Interest and Non-Interest income. Huge labour force is the major factor behind generation of Income to banking industry. Hence this ratio is very significant to determine the cost efficiency.

4. *Cost of deposits*

Interest paid on different types of deposits like savings bank deposits, time and demand deposits is the cost of deposits. Though there are restrictions on offering interest rates on different deposits, it is major cost efficiency determinant among other costs. Demonetisation enhanced the huge pile of deposits in the banks which led to reduction in cost of deposits to the maximum extent. The excess liquidity in the system also led to lending rates falling sharply which moderated NIM, which is the difference in the rate at which the bank earns on its loans and cost of its deposits. The flush of liquidity continues to keep lending rates low which is forcing banks to cut the rates on their deposits. (Manju, 2017, June)

5. *Cost of Funds*

This is the sum of interest paid on deposits and borrowings. The cost of funds is the major determining factor for cost efficiency in turn determining profit efficiency of the banks.

6. *Non-Interest Income to Total Assets ratio*

The non-interest income to total assets ratio reveals that the proportion of interest income earned on total assets employed in the bank. The total assets are on-balance sheet assets. Though not all the assets of the bank are directly used to generate this non-interest income, it is interesting to learn their contribution to profitability.

7. *Return on Assets*

The total profit after taxes earned to the average assets is Return on Assets. This is the major profit determinant ratio which is mainly influenced by the cost efficiency. This ratio is considered in the study as output. All other variables or ratios discussed above are considered as inputs.

Data Envelopment Models

The efficiency was studied by the first model Charnes- Cooper – Rhodes (CCR) model and the efficiency is given by the ration of the weighted output to weighted input and it can attain at most 1. Every bank is considered as Decision making unit (DMU). Let us assume that there are k DMUs, r inputs and s outputs. Let x_{ij} ($i=1,2,\dots,r, j=1,2,\dots,k$) is the quantity of the input i is consumed by jth DMU and y_{tj} is the output t quantity produced by DMUj. The CCR model is given by :

$$Max Z = \sum u_r y_{r0}$$

Subject to $\sum v_i x_{i0} = 1$

$$\sum u_r y_{rj} - \sum v_i x_{ij} \leq 0, \forall j, r$$

$$u_r, v_j \geq 0$$

In this study, we deployed input oriented with Variable Return to Scale(VRS)(RTS are based on Radial Measures and verifying for convexity and sub convexity conditions) and Constant Return to Scale (CRS) and ranked the DMU based on the average efficiency scores for the study period.

Results and Discussions

The results are obtained using Benchmarking package in R. The computed results with respect to CRS and VRS in the average are given in the following table:

Table 1: Average Efficiency Scores: CRS& VRS

Bank	AVG-CRS	AVG-VRS
AB Bank Limited	0.965764	1
ABU Dhabi Commercial Bank	0.636474	0.89314
Bank of America N.A.	0.752603	0.88397
Bank of Bahrain & Kuwait B.S.C.	0.458029	0.81142
Bank of Ceylon	0.811631	0.97063
Bank of Nova Scotia	0.897171	0.99786
Bank of Tokyo-Mitsubishi UFJ Ltd	0.630318	0.87237
Barclays Bank PLC	0.540702	0.79478
BNP Paribas	0.452319	0.69368
Citibank N.A.	0.723654	0.90241
Credit Agricole	0.847034	0.93153
CTBC Bank	0.229154	0.70259
DBS Bank LTD.	0.506696	0.85664
Deutsche Bank AG	0.603345	0.84645
Hongkong and Shanghai Banking Corpn.LTD.	0.547409	0.79012
JP Morgan Chase Bank N.A.	0.843332	0.9587
KBC Bank NV	0.798999	0.98349
Krung Thai Bank Public Company Limited	0.816908	0.99178
Mashreq Bank PSC	1	1
Mizuho Bank Ltd	0.709188	0.87273
Royal Bank of Scotland N.V.	0.43354	0.73192
SBM Bank(Mauritius) LTD	0.648321	0.95892
Shinhan Bank	0.693758	0.88382
Societe Generale	0.48302	0.72603
Sonali Bank	0.343387	0.61429
Standard Chartered Bank	0.642061	0.79285

Table 2: Statistics CRS

Year	Statistics- CRS											
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Min	0	0	0	0.01	0.004	0	0.7	0	0	0	0	0
Max	1	1	1	1	1	1	1	1	1	1	1	1
SD	0.24	0.301	0.262	0.3	0.259	0.3	0.07	0.28	0.25	0.27	0.27	0.27
AvgEff	0.77	0.641	0.691	0.61	0.36	0.64	0.94	0.59	0.69	0.71	0.57	0.65
AvgIneff	0.29	0.559	0.448	0.64	1.78	0.56	0.06	0.68	0.45	0.4	0.75	0.54

From the above table, one could conclude the efficiencies of foreign banks has decreased by 12% and it is ascertained by the average inefficiencies factor that is average inefficiencies increased by 25% (the figures marked in red) in the time horizon of 12 years.

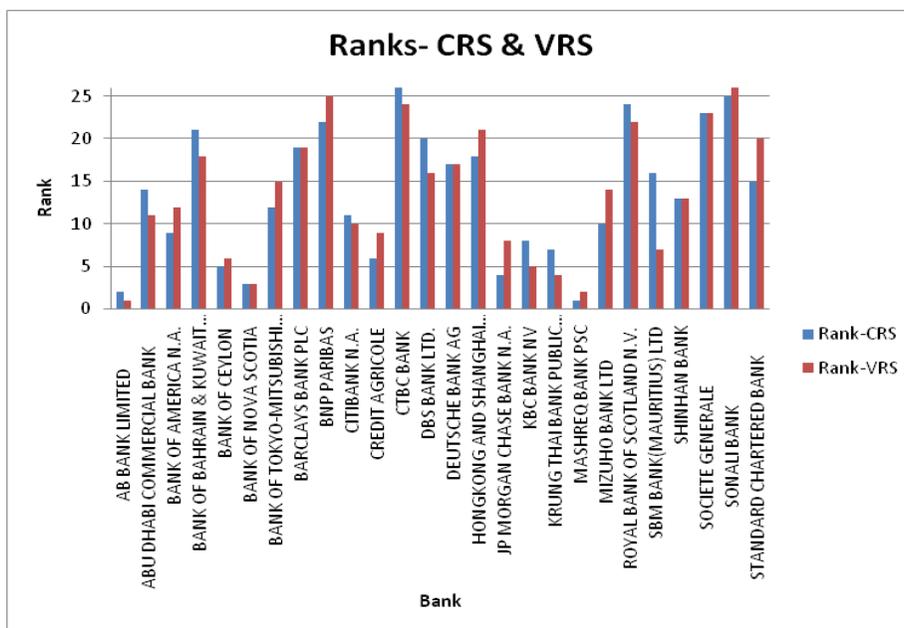
Table 3: Statistics- VRS

	Statistics- VRS											
Year	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Min	0.868	0.9	0.874	0.745	0.636	0.905	1	0.665	0.72	0.754	0.728	0.71
Max	0.868	0.9	0.874	0.745	0.636	0.905	1	0.665	0.63	0.754	0.728	0.71
SD	0.831	0.9	0.874	0.745	0.636	0.905	1	0.665	0.63	0.754	0.728	0.71
Average efficiency	0.895	0.89	0.869	0.837	0.814	0.893	1	0.833	0.82	0.874	0.805	0.836
Avg Inefficiency	0.117	0.12	0.151	0.195	0.228	0.12	0	0.201	0.22	0.144	0.242	0.195

From the table, one concludes that the efficiencies of foreign banks has decreased by 6% and it is ascertained by the average inefficiencies increased by 2% in the same time horizon. Based on the average scores of the considered 26 foreign banks are ranked and the same presented in the following table.

Table 4: Rank among the foreign banks in India

Bank	Scores	Rank- CRS	Bank	Scores	Rank-VRS
Mashreq Bank PSC	1	1	AB Bank Limited	1	1
AB Bank Limited	0.962652	2	Mashreq Bank PSC	1	2
Bank of Nova Scotia	0.912731	3	Bank of Nova Scotia	0.997862	3
JP Morgan Chase Bank N.A.	0.862919	4	Krung Thai Bank public Company Limited	0.991784	4
Bank of Ceylon	0.84131	5	KBC bank NV	0.983487	5
Credit Agricole	0.838789	6	Bank of Ceylon	0.970626	6
Krung Thai Bank Public Company Limited	0.809188	7	SBM bank (Mauritius) LTD	0.958917	7
KBC Bank NV	0.762453	8	JP Morgan Chase Bank N.A.	0.9587	8
Bank of America N.A.	0.754404	9	Credit Agricole	0.931534	9
Mizuho Bank LTD	0.73583	10	Citibank N.A.	0.902406	10
Citibank N.A.	0.698532	11	Abu Dhabi commercial Bank	0.893145	11
Bank of Tokyo-Mitsubishi UFJ Ltd	0.666952	12	Bank of America N.A.	0.883966	12
shinhan bank	0.666801	13	Shinhan Bank	0.883822	13
Abu Dhabi Commercial Bank	0.621304	14	Mizuho Bank LTD	0.872729	14
Standard Chartered Bank	0.611842	15	Bank of Tokyo-Mitsubishi UFJ Ltd	0.872375	15
Sbm Bank (Mauritius) Ltd	0.584379	16	DBS Bank Ltd.	0.856639	16
Deutsche Bank AG	0.570136	17	Deutsche Bank AG	0.846449	17
Hongkong and Shanghai Banking Corpn.Ltd.	0.535444	18	Bank of Bahrain & Kuwait B.S.C.	0.811421	18
Barclays Bank PLC	0.498948	19	Barclays Bank PLC	0.794781	19
DBS Bank LTD.	0.496266	20	Standard Chartered Bank	0.792854	20
Bank OF Bahrain & Kuwait B.S.C.	0.492974	21	Hongkong and Shanghai Banking Corpn.Ltd.	0.790121	21
BNP Paribas	0.468002	22	Royal Bank of Scotland N.V.	0.731918	22
Societe Generale	0.462708	23	societe Generale	0.726026	23
Royal Bank of Scotland N.V.	0.40008	24	CTBC Bank	0.702591	24
Sonali Bank	0.32417	25	BNP Paribas	0.693682	25
Ctbc Bank	0.249986	26	Sonali Bank	0.61429	26



Future Works and Work in Progress

Instead of Intermediation approach, two stage DEA, distance based analysis and super efficiency models can be applied and one can study the comparative analysis among the various analysis

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GLOBAL BUSINESS MOVES TOWARDS GREEN TECHNOLOGY

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Abstract

*Business Environment refers to all Internal as well as external factors which have a direct or indirect bearing on the activities of business. While making business decisions on market size, demand, supply, competitors, suppliers and distribution chain, inclusion of environmental factor is important. In the initial stage installation of green technology may be costlier, but in the long run it reduces the cost, it also controls the pollution level, finally profitable to the industry and to the country it will create pollution free atmosphere. When a company creates its mission **Go Green** which would improve their brand and image. At the global level in 2016 renewable energy accounted for almost two-thirds of net new power capacity. It was due to booming solar PV deployment in China and around the world. New solar PV capacity around the world grew by 50%, for the first time it rose faster than any other fuel. In the global market UK is using more renewable energy technology for generating electricity. Adopting green technologies in the business provides bottom line cost savings in a competitive market .This paper highlights the role of green technology in the office premises, production and usage of renewable energy at the global level. To identify the potential area where green technology has been used secondary data has been collected, along with this, production of solar energy by an Indian company also highlighted.*

Introduction

Green business is profitable in the long run to the company as well as to the nation. Adopting green technologies provides bottom line cost savings in a competitive market. By reducing energy and other resource usage, recycling and minimizing waste, optimizing supply chain, business man reduces the cost. In addition to that they are using effective remote collaboration technologies to reduce the expensive business travel. Protection of environment is vital in the globalised economy. Human patterns of natural resource utilization are an outcome of regimes of resource control involving private, community, corporate and state agencies. Market forces shaped by demand and supply along with deliberate state intervention enhance the flow of resources to specific sectors. Since the future is discounted market forces are also known to promote exhaustive use of renewable natural resources like groundwater and forests. When the rate of renewal of a resource is low, it makes economic sense to harvest the entire capital stock and invest the profits accrued in some other economically attractive activity. The author tries to explain the benefits of using renewable energy in the business model and also adoption of green technologies to reduce the pollution inside the office premises and to protect the environment outside.

Business Environment

Business Environment refers to all external factors which have a direct or indirect bearing on the activities of business. There are two types of environment, external and internal environment. External environment of business can be sub divided into micro and macro environment. External environment of business consists of institutions, organizations and forces operating outside the company. Internal environment includes value system, goals, objectives, management, structure, relationship among the various constituents, physical assets, technological capabilities and human resources. Apart from this financial and marketing resources also plays important role in the internal environment of business.

Micro and Macro Environment

Micro environmental factors shows how a Manager is making decisions on market size, demand, supply, competitors, suppliers and distribution chain such as retail stores. Decision making at the Macro level would affect the entire economy either directly or indirectly. The important factors which affect the economy are interest rates, taxes, Inflation, currency exchange rates, consumer discretionary income, savings rates, consumer confidence levels, unemployment rate, recession, and depression.

When a company engages in green management it will not do any harmful things to the environment, and it will reduce the amount of waste dumped in landfills. The company will also enjoy internal benefits of green management. In short run when a company adopts green management practices first it will eliminate chemicals and other cleaning materials then automatically the air quality will improve. Instead of purchasing disposables and throwing them out companies are reusing their dishes and cups, to reduce the costs. By providing hand dryers in the place of paper towels the company minimizes the usage of papers. When a company creates mission **Go Green** would improve their brand and their image. By donating the unused furniture's to someone else in the society the company will get appreciation from them which helps to build better relationship with customers, the media, and even governmental agencies

Moser Baer, an Indian based leading technology company ranked number two among the top three optical storage media manufacturers in the world. Moser Baer India Limited (MBIL) had established a new global technological standard by manufacturing optical media devices at the lowest cost. Moser Baer was established in India during 1983 and the company commenced its data storage production industry in 1988 and it had also started manufacturing of 5.25-inch Floppy Diskettes. By 1993, the company moved into the manufacturing of 3.5-inch Micro Floppy Diskettes (MFD). Moser Baer had always endeavored to create sustainable business model. As a result of that the company forayed into the Photovoltaic and Home Entertainment business in 2006. The company manufactured optical media at the lowest cost in the world. The company's products were sold in 82 countries and it had the credit of placing India firmly in the global map of Technological innovation. During 2009 the market share of MBIL accounted for 30% and the company earned 75% of its revenue through exports. However, MBIL's global sales of Photovoltaic (PV) products were not at the expected level due to excess supply of PV products in the international market during 2009. MBIL had incurred a loss of INR 3.63 billions due to the fall in demand of its PV products in the European countries. The Indian government had launched the National Solar Mission(NSM) during January 2010 with the objective of generating 20,000 megawatts of solar power by 2022. NSM had intended to use only domestic solar panels and locally-made photovoltaic (PV) cells in the solar panels. As the solar industry was capital intensive, NSM had decided to provide financial assistance to the PV manufacturing industries for increasing solar energy production in the country. MBIL believed that National Solar Mission will assist the company to overcome the loss which it had incurred in 2009. Technological procurement, infrastructure and funding were the biggest challenges for the MBIL.s At the global level in 2016 renewable energy accounted for almost two-thirds of net new power capacity. It was due to booming solar PV deployment in China and around the world. New solar PV capacity around the world grew by 50%, for the first time it rose faster than any other fuel. Moser Baer expects 500 crore by financial year 2018-19

India had installed 12.2GW of utility scale solar in March 2017, within India, Tamil Nadu, Andhra Pradesh and Telangana have emerged as the fastest growing in terms of solar power production. In the last three years Indian solar market has grown by an average of 72%.Increasing market size and stable government commitment to the sector have attracted the world's leading private sector players.

Table:1 gives the addition of solar capacity in various states in India. Researchers are predicting that solar capacity in the country was expected to touch 18.7GW by the end of 2017, which was about 5% of global solar capacity. At the global level Solar PV capacity reached 740GW by 2022 which was more than the combined total power capacity of India and Japan We can accelerate solar PV power growth by addressing uncertainties and barriers in advance.

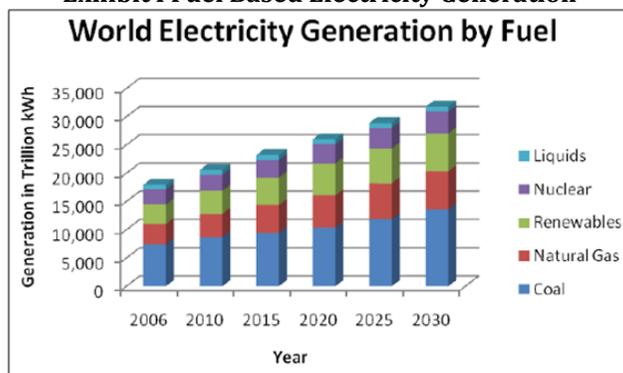
Table 1 Solar Power Capacity in India
CAPACITY ADDITION IN LEADING STATES

Gujarat	Maharashtra	Punjab	Andhra Pradesh	Rajasthan	Tamil Nadu	Telangana	Karnataka	Madhya Pradesh	Uttar Pradesh	Others/ State (MW)
15	1	2					6			4
117	18	4	10	53	2	1				18
823	25.6	11.5	20	213	11	6	14	11.6	14	553
868.7	230.15	16.5	65.15	688.9	45	30	41	247.2	19	71.3
930.65	322.5	59.5	136.35	906.1	115.3	143.8	74	402.7	31	94.8
1024.95	398.1	202.75	176.7	1296.6	349.983	314.05	129	686.2	123.1	275.05
1111.85	411.47	704.75	1030.25	1326.6	1583.4	1022.65	515.5	855	229.6	521.7
1281.85	963.57	855.75	2900	2126.6	1755.4	2764	1545.5	1380	759.6	721.7

Source:<http://www.livemint.com/Industry/9U7aHwYKlhmQGASjSqiavN/India-to-be-third-largest-solar-market-in-2017-report.html>

Biomass contributed 10% to the global primary energy market. Worldwide 3 billion people relied on biomass for heating and cooking. People had used petroleum for transportation since 1980's. Global population had consumed 85 million barrels of conventional oil per day during 2006 and experts expected that oil consumption would increase to 107 million barrels per day by 2030. To reduce the use of conventional oil, investment in renewable energy had started throughout the world.

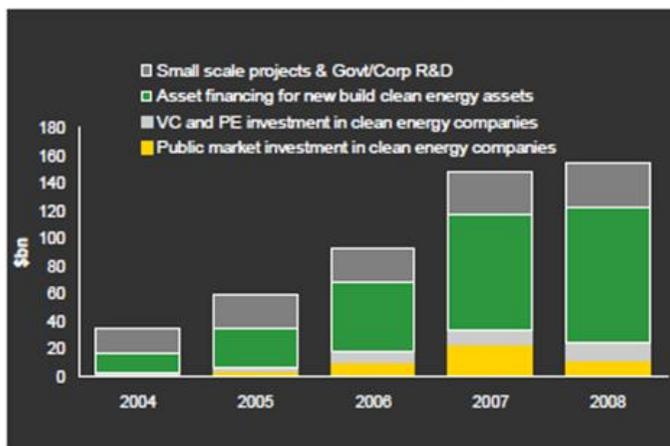
Exhibit I Fuel Based Electricity Generation



Source: Jenna Beatty, et al., "Renewable energy alternative", January 13th 2010, http://www.wpi.edu/Pubs/E-project/Available/E-project-011510-124608/unrestricted/Renewable_Energy_Alternatives.pdf

Cumulative investment in the renewable energy reached \$110 billion during the period 1995-2003. International policies had supported the growth of global renewable energy market. During 2006 **the average annual growth of renewable energy market augmented between 25-30%**. Investment in the global renewable energy market amounted to \$150 billion by 2007-08. **(Exhibit II)**. Renewable energy investment increased by 5% during the first half of the year 2008 compared to 2007. Investments in the renewable energy sectors were increased by \$155 billion during 2008. In the second half of 2008 the growth rate had fallen due to recession. This trend continued during the first quarter of 2009, again it had started increasing in the second quarter (+83% compared to Q1 2009).

Exhibit II Global Investment in Clean Energy by Sources of Finance



Source: "The future of Renewable energy", <http://www.accaglobal.com/documents/tech-tp-ren.pdf>

Developed countries had used biomass more efficiently for generating electricity. Globally primary energy consumption had increased from 2005 onwards. The US was the world's leading bio energy electricity producer which had contributed 30% of bio energy to the World's total electricity. At the end of 2008, US had operated 121 biogas systems which had generated 256,000 megawatt hours of power.

Other significant players were Germany, Brazil, Japan, Finland, Canada, and the UK. At the global level UK was the largest market which had used more renewable energy technology for generating electricity. In Europe biogas was produced and used on large scale in the transport sector. In the European Union, energy derived from the biomass contributed 4% to the total energy consumption by 2010. Experts also stated that biogas would support 10% of Germany's electricity needs by 2020. The story of renewable energy in 2016 showed that "More for Less." globally new investment in renewable fell by 23% to \$241.6 billion. At the same time worldwide installation of renewable power capacity Wind, solar, biomass and waste-to-energy, geothermal, small hydro and marine sources between them added 138.5GW, which was higher than the previous year.

Suggestions and Conclusion

All the business firm can able to control pollution by adopting green technology either inside the office or outside the office premises. In the inside office premises by using of compact fluorescent bulbs (CFLs) or light-emitting diode bulbs (LEDs) one can reduce 75percent heat emission.CFL consume 70 percent and LEDs use 75 percent less energy than regular bulbs. By installing motion sensors in shared areas like restrooms, break rooms, and conference rooms we can automatically turn off all lights.

Electronic devices like computers and printers consumes energy even when they're turned off. As per the report of U.S. Environmental Protection Agency, by turning off electronic equipment entirely the company can save \$50 to \$150 each year, for each machine. Laptop consume 80 percent less energy than desktop computers. company should recycle their old computers and printers with a certified electronics recycler. Government on its part can boost the renewable energy production by giving more incentives.

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HR PRACTICES IN HOSPITAL SECTOR

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Abstract

Human resource management deals with any aspects of a business that affects employees, such as hiring and firing, pay, benefits, training and administration. Human resources may also provide work incentives, safety procedure information and sick or vacation days. Companies who work hard to meet the needs of their employees can cultivate a work atmosphere conducive to productivity. Human resource management is the best way to achieve this. Being able to plan for the needs of employees by thinking ahead can help to improve the rate of skilled employees who chose to remain working for a company. Improving the employee retention rate can reduce the money companies spend on finding and training new employees. The health sector in India faces several challenges in human resources for health. At one level, information on the size, composition and distribution of the health workforce is limited and fragmented. This paper gives detail descriptions about HR Practices in Hospital Sector.

Keywords: HR Functions, Health care/Hospital

Introduction

Health care is now an upcoming field in most cities of India. Modern hospitals, which provide the latest medical facilities, now employ thousands of personnel including medical, paramedical and support staff. Managing this vast human resource working in these hospitals is a major challenge as it requires round the clock Human Resource support. Human resource management is the application of management principles to management of people in an organization. It is an important part of managing any organization, particularly business organizations. HRM includes various management functions like recruitment, training, development, wage/ salary administration, industrial disputes, social security and labour welfare, promotions. In recent times, these practices are increasingly being used as a tool for meeting the objectives of the organization, rather than being restricted to the traditional approach. Human Resource Management is the process of bringing people and organizations together so that the goals of each are met. This has emerged as one of the major functions of any enterprise. This means focused human resources planning, recruitment, selection, placement, training, development, performance appraisal, compensation administration, incentives, employee benefits, social security, industrial relations, employee grievances, collective bargaining, personnel records and accounting and many other fields directly or indirectly related to management of human resource. The role of HRM as briefly discussed has different functions in the health care management these are including legal and ethical issues of the treatment, health and safety of employees and patients, careers in health care, labour unions in health care, job analysis and design, recruiting and selecting employees, employee benefits, training and motivating employees, and terminating employees. The increased diversity of the patient and employee, the effect of technology and the globalization of the economy on healthcare delivery, the new trend of medical tourism, and the increased focus on accountability in the delivery of services and teamwork education are exciting changes in health care, which ultimately will improve

patient care. The responsibility of delivering health services falls primarily on health workers making them central to the health systems capacity to deliver health services. The health sector in India faces several challenges in human resources for health. At one level, information on the size, composition and distribution of the health workforce is limited and fragmented. The lack of health workers, doctors, female doctors in underserved areas is a cause for concern. Though the public sector has made serious efforts to place qualified health workers in under-served areas, institutional constraints in the production and recruitment of health workers pose their own challenges.

National Rural Health Mission

The National Rural Health Mission (NRHM), launched by the Honourable Prime Minister of India on 12 April 2005, is an ambitious strategy of the government. It aims to restructure the delivery mechanism for health towards providing universal access to equitable, affordable and quality health care that is accountable and responsive to the people's needs, reducing child and maternal deaths as well as stabilizing population, and ensuring gender and demographic balance. Formulation of transparent policies for deployment and career development of human resources for health, strengthening capacity for data collection, assessment and review for evidence-based planning, monitoring and supervision and technical support to national, state and district health missions for public health management are part of the core strategy of the mission. These strategies have several HRH dimensions and need to be examined as per the model given below:



Building HR Capacity for Health Reform

- It is important to recognize the distinctive features & historical legacy of HR management in the health sector if reform is to be effective
- HR issues need to be consider at an early stage in health care reform and not to be add on
- Health care reforms have frequently been over optimistic about what can be achieved without the necessary resources: human or financial to make it happen. The commitment of senior policy makers to the Hr agenda is vital otherwise it won't be taken seriously
- The process of health sector reform- who is involved, the sequencing of developments &the institutional mechanisms to support reform as much consideration as the content of reform
- Human resource for the health work is frequently focused narrowly on workforce planning& training, effective HR is characterized by much wider agenda
- Developing an effective HR strategy requires ensuring that ownership, external fit &internal fit issues are addressed
- The focus on reforming pay systems which has yielded limited results has diverted attentionfrom the importantissues of non-pay rewards, work reorganization & questions of performance management.

HR Practices

The main function of the HR Department is recruitment, training, manpower management and general administration. This includes:-

Recruitment Function

The recruitment function includes collection and sorting of the resumes as per the advertisement given in the newspaper or the website; Conducting of the interview session which is conducted by HR manager and the Nursing Superintendent for the recruitment of the nursing staff like staff nurses and ward attendants; Conducting of the interview session for the new medical staff is conducted by the Medical Superintendent and the Head of the Institute along with the support of the HR department. The appointment letter is issued by the HR department on the basis of the interview and mentioning the salary which the candidate will receive after the signature from the account section of the organization. Thereafter the appointee joins and is placed in the hospital.

Training Function

The training facilities include the following topics Health hygiene, Safety policy, Biomedical disposal, Hand washing techniques, Various codes for the emergencies, Hospital safety Policy, Fire safety management/ Disaster Management, Patients Safety, Ward Cleanliness, Biometric machine for attendance and public dealing including politeness and courtesy. Training is imparted to fresh appointees as well as regular staff.

HR management function

The HR management functions in hospitals include maintaining the service records of all employees including leave and other benefits; processing various matters related to the staff, travel allowance, fringe benefits and other matters.

General administration function

General administration function includes protocol, attendance, security, safety, biomedical wastes; labour, government regulations concerned with labour, ESI and other matters

Top HR Trends for Hospital

Embracing Big Data Business Practices

Using data analytics in healthcare organizations in clinical settings isn't new, as data-rich environments, healthcare organizations are perfect candidates for using strong analytics tools to find patterns in employee engagement and healthcare outcomes. Healthcare HR leaders are adopting new big data practices to help them run their operations more like high-performing, for-profit businesses. More organizations will be analyzing data drawn from business metrics and patient satisfaction with employee sentiment and engagement to better manage time, money and effort.

Heightened Focus on Retention

The cost of recruiting, hiring and training a new employee can exceed that employee's annual salary. As healthcare organizations attempt to control costs while meeting growing demands, retaining qualified employees becomes an even more pressing need. Medical practices must optimize their recruitment processes and focus on minimizing employee turnover, Tope says. Using tech platforms for recruiting and screening can help attract higher quality candidates that are most likely stick around, while perks such as flexible schedules can help healthcare organizations hang on to them.

Greater Emphasis on Development

As organizations move toward value-based care, employees will need new skills to provide the level of care that can help bottom line. Training doesn't just retain employees; it helps your employees

provide better service. Development and retention of high-potential employees should be at the top of the list of concern for healthcare institutions large and small. By investing in staff and training them, will see better focus on patient care, quality of service and increased demand for facility.

Increasing Importance of Well-Rounded Candidates

Healthcare HR has traditionally focused on hiring only for clinical skills; after all, that's what an organization's reputation is based on. But along the way, healthcare HR leaders have tended to become insular. As such, their exposure to best practices beyond what is happening in healthcare is limited, and they may be "behind" their counterparts in other industries. To identify the kinds of soft skills needed in today's healthcare environment, it's vital that healthcare HR keep up with new tech options, systems and processes. Develop well-rounded job descriptions that require both clinical and service skills, then look at the latest in recruiting and assessment platforms that can help you find top candidates. With a greater focus placed on technical and customer-oriented skill sets through the development of position profiles, recruiting, interviewing and hiring, healthcare organizations will be more successful in ensuring they are enhancing their customer focus.

Conclusion

As the role of hospital HR continues to evolve, leaders must be willing to be flexible in their approach to managing their departments and organizations. Watching trends in the industry and applying them to their own organizations will help them meet current and emerging challenges. HR functions are very important in all health care facilities. The HR processes and procedures are fairly good in the hospitals which have come up recently while that of the older health care facility is also good and is in the process of being strengthened. HR policy is important for all health care facilities as it is the guiding document for Human Resource Management. HR department needs strengthening and constant updating in line with those of the corporate sector.

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IMPACT OF MICRO FINANCE ON RURAL WOMEN ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO THENI DISTRICT

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Introduction

In this world various religions say god is omnipresent. But it is true we do know, that poverty, unemployment and low life style are omnipresent, even in developed countries. Poverty alleviation and entrepreneurship creation is vital and significant one in the world, especially in backward and developing countries like Asian and African countries. Today various peoples faced various levels of problem in day- to -day life, like nutrition related diseases, low life style; they are unable to start any small level business. Therefore financial help for the poor through government and NGO is essential. The women constitute around half of the total world population. So is in India also. Therefore, they are regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. Now –a- day in modern societies, they have come out of the four walls to participate in all sorts of activities. The global evidences buttress that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. In this process not only urban educated women but also rural women participate. Therefore women development and entrepreneurship are must for rural women. Entrepreneurship and other development purposes finance play a vital role especially micro-level finance. Micro level credit is a boost for rural women development process. So microfinance and rural women entrepreneurship are interrelated. In this background, the researcher has presented the study on Impact of Micro Finance on Rural Women Entrepreneurship with Special Reference to Theni District.

Concept of Micro and Small Enterprises

The major barrier to the development of Enterprises is access to credit. These enterprises differ in the level in which they are and the products and services offered to them by the MFIs. The micro and small enterprises need to be financed differently and the financing is determined by whether the firm is in the start-up phase or existing one and also whether it is stable, unstable, or growing. Stable survivors are those who benefit in having access to the financial services provided by MFIs to meet up with their production and consumption needs. Unstable survivors are groups that are considered not credit worthy for financial services to be provided in a sustainable way and Growth enterprises are Enterprises with high possibility to grow. In identifying the market, MFIs consider whether to focus on already existing entrepreneurs or on potential entrepreneurs seeking for funds to start up a business venture. Working capital is the main hindrance in the development of already existing SMEs and to meet up, the borrow finance mostly from informal financial services which have high interest rates and services offered by the formal sector or not offered by these informal financial services.

The business activity of a microenterprise is equally as important as the level of business development. There are three main primary sectors where an enterprise may be classified production, agriculture and services. Each of these sectors has its own risk and financing needs that are specific to that sector.

Statement of the Problem

The Micro finance or provision of financing services to low income households has come to be accepted as the most efficacious intervention to alleviate poverty among the policy circles in the developing countries. Till recently women under the Indian rural set up were not able to actively participate in income generating activity due to historical and social cultural reasons. Low level of skills, lack of access to training, facilities and credit, literacy, ignorance coupled with their invisible contribution to family economy, restricted mobility as a result of gender bias and lack of linkage facilities are some of the contributory factors for the backwardness of the women in the rural areas. The approach towards uplifting the poor women economically should be Self Help. In fact, even the individual effort is too inadequate to improve their economic status. At this juncture, organizing the poor women in a group is the need of the hour. Thus the SHG is considered as the movement of self development. The SHG is the institutional informal setup through which the micro credit is routed by the formal and semi formal micro finance institutions to assist the poor women. The NGOs on the other hand directly lend micro credit to the members of the SHGs out of their own corpus. The researcher has aimed to the study on Impact of Micro Finance on Rural Women Entrepreneurship with Special Reference to Theni District.

Objectives of the Study

The following are objectives of the present study

- i. To analyze the total capital invested by micro and small enterprises and to identify the contribution of financing through MFIs.
- ii. To study the effective utilization of capital loans provided by MFIs to micro finance and its uses in on women entrepreneurship
- iii. To investigate whether capital loans and services of MFIs to micro and small enterprises lead to the growth and development of the organization.

Methodology of the Study

The present study is based on primary and secondary data. The primary data were collected from well structured Interview schedule from the rural women entrepreneurs in Theni District and also the researcher has collected secondary data from the Annual Report of District Industry Center (DIC), Theni, Annual Credit Plan in Lead bank, Theni District and entrepreneurship related journals, newspapers, reports, various websites and the like.

Sampling Design for the Study

The present study is mainly based on descriptive and Analytical research in Nature. The primary data were collected from rural women entrepreneurs who were run the Business in the rural area of Theni District. For this purpose, the micro finance who borrowed from banks, Theni District was selected. There were 998 entrepreneurs in seven blocks of Theni District. The total entrepreneurs borrowers of Commercial banks, Theni district numbering 200 selected sample entrepreneurs.

The number of micro-entrepreneurs who borrowed from commercial banks in each block of Theni District and the selection of sample entrepreneurs 25 percent of total entrepreneurs in each block is presented in the Table 1.

Table 1 Number of Rural Women Entrepreneurs

Sl. No	Blocks	Number of Entrepreneurs	Selected Sample
1	Andipatti	153	30
2	Bodinayakanur	109	25
3	Chinnamanur	72	20
4	Cumbum	125	20
5	Periyakulam	177	40
6	Theni	275	30
7	Uthamapalayam	87	25
	Total	998	200

Sources: 1. Data Collected in District Industry Center (DIC), Theni.

2. Annual Credit Plan in Lead bank, Theni District.

It is clear from Table 1 that

Analysis and interpretation

Table - 2

Sl. No	Sex wise Entrepreneur	No of Respondents	Percentage
1	Male	48	24
2	Female	152	76
3	Transgender	0	00
	Total	200	100.00

Sources: Primary data

It is seen from the above table it is inferred that majority of the respondents 76 percent in SHGs are female, it indicates that most of the SHGs and Micro-credit process is undertaken by women entrepreneurs.

Table - 3 Marital-Status Entrepreneur

Sl. No	Marital-Status Entrepreneur	No of Respondents	Percentage
1	Single	29	14.5
2	Married	151	75.5
3	Widowed	20	10
	Total	200	100.00

Sources: Primary data.

It is clear from the table it is inferred that majority of the respondent, 75.5 percent are married. So, it depicted that married person's maximum come out of the home to join the SHGs in study area.

Table - 4 Age-wise of Entrepreneur

Sl. No	Age-wise of Entrepreneur	No of Respondents	Percentage
1	Below 30 years	25	12.5
2	25 to 35 years	70	35
3	35 to 45 years	65	32.5
4	45 to 50 years	31	15.5
5	Above and 55 years	09	4.5
	Total	200	100.00

Sources: Primary data.

From the above table it is inferred that majority members in SHGs entrepreneur, the highest age limit 35.00 percent are between in age of 25 to 35 years. This data indicates that youth groups are maximum participated in Micro-credit and entrepreneurial process.

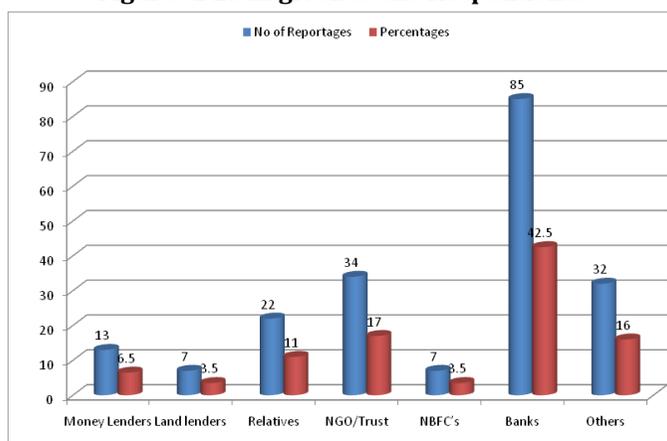
Table -5 Loan given to the Respondents

S.I No	Loan given to Entrepreneurs	No. of Reportages	Percentages
1	Money Lenders	13	6.5
2	Land lenders	07	3.5
3	Relatives	22	11
4	NGO/Trust	34	17
5	NBFC's	07	3.5
6	Banks	85	42.5
7	Others	32	16
	Total	200	100.00

Sources: Primary Data.

It is clear from the above table it is inferred that 42.5 percent of the loan in the District, offered for the respondent through Commercial Banks followed by the NGOs and trust. It indicates that most of the members prefer Banks for the getting loans due to marginal interest and safety prevailing in banking sector.

Figure -1 Loan given to the Respondents



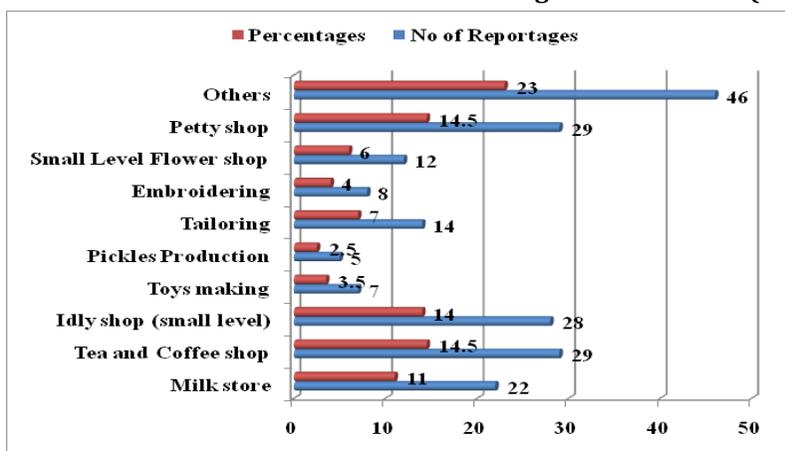
Nature of Small Business Creation through Micro Finance (Starting)

S.I No	Nature of Small Business	No of Reportages	Percentages
1	Milk store	22	11
2	Tea and Coffee shop	29	14.5
3	Idly shop (small level)	28	14
4	Toys making	07	3.5
5	Pickles Production	05	2.5
6	Tailoring	14	07
7	Embroidering	08	04
8	Small Level Flower shop	12	06
9	Petty shop	29	14.5
10	Others	46	23
	Total	200	100

Sources: Primary Data.

It is seen from the table it is inferred that Micro finance is maximum used by the respondents for rural women used level loans for starting small business units in their living area apart from petty shops, tea and coffee shop, idly shops and small level, milk store and tailoring. It helps them to improve socially and economically in the District.

Figure -2 Nature of Small Business Creation through Micro Finance (Starting)



Nature of uses of M-F on Entrepreneur

Sl. No	Nature of uses of M-F on Entrepreneur	No of Respondents	Percentage
1	Creation of Self Employment	48	24.0
2	Repayment of old Loan	29	14.5
3	Family	21	10.5
4	Education Expenses	12	06
5	Agriculture	67	33.5
6	Other	23	11.5
	Total	200	100.00

Sources: Primary data.

From the above table it is inferred that Micro-finance is maximum used by the respondents for Agriculture related allied activities 33.5 percent and the second place play by self-employment creation 24.00 percent. So it is found that members used Micro-credit for agricultural activities and self employment creation.

Findings

- Micro-finance maximum used by woman's especially rural woman
- Mostly married and young aged woman joined SHGS and undertaken entrepreneurial process.
- Micro level credit available through various persons and organization but most of the members prefer banking sectors for micro credit facilities
- Micro level finance improves rural woman's an entrepreneurs

Suggestion

1. Annual Plans for the SHGs activities should be done by the group in consultation with the NGOs. The group leaders from different villages can meet once in a month and present the progress of their groups. Such review by all the groups will promote mutual learning.

2. Exposure visits to relatively successful group ventures of other SHGs can be organized to share the knowledge, experience and expertise.
3. Need for woman development cabinet ministry for women empowerment.
4. Necessary care for rural woman entrepreneur must be provided by state and central Government.
5. Need for much more level of subsidy and interest free loan for rural woman entrepreneur.
6. Conduct more awareness program about entrepreneurship in rural areas.
7. Proper training must be given to rural woman in related to entrepreneurship.

Conclusion

The researcher present this study with the fervent hope that this will draw the attention of the authorities, departments and organizations concerned with micro finance and the SHGs on the various issues in respect of the development of women empowerment. Poverty is omnipresent in the world .Micro-finance and entrepreneurial activities are the only great solution to poverty alleviation. Micro level credit uplifts and creates entrepreneurial process in rural area and creates rural woman entrepreneur .Rural woman gets social and economic conditions increased through micro credit activities.

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INVESTORS' PSYCHOLOGICAL BEHAVIOUR TOWARDS INVESTMENT DECISION MAKING - AS GENDER PERSPECTIVE

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Abstract

Distinct investments behaviour is concerned with choices about to invest of lesser amounts of securities or any other mode of medium or long-term investment for his or her own account. Men and women differ in their attitudes towards and preferences for risk while investing. Psychologists suggest that women lack confidence and are more methodical in their information processing and accumulation style. These factors contribute to the increased awareness of risk in them as compared to men. Investment is one of the foremost concerns of every individual investor as their small savings of today are to meet the unexpected or planned expenses of tomorrow. Today the financial services sector has become highly diversified offering the investor with a wide range of investment avenues. In addition, we analyse preliminary data from, Coimbatore City on men and women's management of multiple Investments and based on these data, suggest possible mechanisms behind gender similarities and differences in the observed behaviour. This article is to gain knowledge about key factors that influence investment behaviour and ways these key factors impact investment decision-making processes among men and women.

Keywords: Financial literacy, Gender differences, Investment and saving behaviour, Risk attitudes, Ambiguity and overconfidence. This study consists of six sections. In the following section, psychological biases argued by behavioural finance, overconfidence level, investor risk tolerance and financial literacy, personality concepts were discussed briefly. In the following section, there is an analysis on investor biases regarding investment psychology, financial risk tolerance and financial literacy personality by considering individual investors. The last section of the research was concluded with evaluations, opinions and suggestions regarding the hypotheses.

Introduction

Investment decision making is a complex process, which includes choosing a best option after a proper evaluation of all the available another possibility. Investors should keep themselves updated by obtaining information or gaining knowledge of market-related events to support investment decisions. Being rational, investors efficiently respond to additional information regarding the stock market products. Understanding behavioural finance helps one to avoid emotion-driven speculation leading to losses, and thus devise an appropriate investment strategy. Behavioural finance uses insights from the field of psychology and applies them to the actions of individuals in trading and other financial applications.

We take every type of decision with the help of our sense, knowledge and experience; we select the several alternative situations. Men and women have enormous difference between themselves (Orasanu and Connolly, 1993). (Narayan and CorcoranPerry, 1997) stated that the decision-making process is considered as the interaction between a problem that needs to be solved a in the specific environment. For any individual's life, financial decisions are very important for living.

According to the (Mohan and Chen, 2004; Levi and Zhang, 2008; Huang and Kisgen, 2013) that in view of the past, men as well as women make these decisions but the women decision-making strategy is varying from the men decision strategy and it also strongly impact on the investment and financial decision. By seeing the corporate level, we find out that the executive females are different from the

male executives. (Powell and Ansic, 1997; Borghans and Golsteyn et al. 2009) argue that naturally, the groups of the girls or women are relatively low -risk taker as compared to men.

The decision making is process of choosing from two or more alternatives. Decision making is a complex task as individual, group or team. As investor we make decision, where to invest? And how to invest? When to invest? And which gives us more return in shape of profit. These types of decision, making abilities may differ from gender to gender. There is a difference between female or male while taking decision making strategies or have different traits, different level of risk taking and different confidence level. The research indicates female are less risk seeking then a male (Melanie & David, 1997). The gender differences exist when decision making is financial and the personal decision making (Johson & Powell, 1994).

This study provides the interesting facts such as women are more conscious, less ability to take decision on spot, less aggressive and can be easily to influence and not having the good leadership and intellectual abilities as compared to men. But the other studies indicate that female and male are equal to accomplished the task under the same level of uncertainty (Hudgens & Fatkin, 1985, Johson & Powell, 1994) and equal capability to handle the complex information and same response to given situation, (Stinerock et al, 1991, Hyde, 1990).

One study indicated that female are more risk averse then male (Hydgens and Fatkin, 1985). Women have little confidence when make critical decision regarding financial matter and seek more advice from others (Estes & Hosseini, 1988; Stinerrock et al, 1991, Zin-khen & Karade, 1991; Master, 1989).

In this paper, study about how women are different from men, when make critical decision regarding financial matter. Based on the personality traits, preference for risk level and advice from other, confidence level, self-efficiency or confidence on their personal abilities and choice of decision making strategies as compared to men. The psychologist indicated women differ from man on the contextual factor rather than choose conservative investment strategies and low risk portfolio (N. Jiankoplos &A. Tversky, 1998).

For instance, the implications of making sound savings and investment decisions and efficiently managing open debt accounts are considerable, both at the personal level of financial well-being and psychological wellbeing (Lusardi & Mitchell, 2008, 2011) and at the public level of welfare policy and economic growth. These findings are making researchers and financial institutions taking more research in understanding how individuals make monetary decisions. Moreover, it is more informative to comprehend the psychological forces that lead people to irrational financial decisions, and then redirect these forces to design public policy interventions to improve the financial capabilities of individuals (e.g., encourage people to employ financial planning and save more for tomorrow, Thaler & Benartzi, 2004).

Research Objectives

The main objectives of this research are to find out the impact of women behaviour on the financial decision making with specific intention of following aims.

1. To understand how far the financial literacy /market knowledge influence the decision making.
2. To know the impact of Risk on the financial decision making.
3. To identify the impact of confidence level on financial decision making.

Literature Review

Financial literacy

Fonseca (2010) describes financial literacy as “special knowledge, the ability or skills to apply that knowledge, perceived knowledge, good financial behaviour, or even certain financial experience.” Empirical evidence has proven that financial literacy has a positive influence on financial performance and financial status of an investor. Financially-literate investors are much efficient in doing their budgets, to save money and to control their expenses (Moore, 2003; Perry and Morris, 2005) also to handle mortgages and loans (Lusardi and Tufano, 2009) and finally to participate in the market (Van Rooij, Lusardi et al., 2011). Everyone should be able to make an appropriate financial decision to be sure that he will obtain a positive result. However, it has been seen that investors are objectively and subjectively limited on their understanding of financial matters since they proved to be unable to achieve a good level of financial knowledge and they proved to be unmotivated in that matter (Yoong, 2010). Many studies have been conducted on the gender gap in financial literacy in the past. Empirical studies have shown that, in many cases, women are less financially literate than men.

Hung et al. (2009) have conducted a study based on questions about financial concepts, investing, life insurance, annuities, originally based on Lusardi & Mitchell (2006) research. The study was aimed to measure financial knowledge in investment decision making, which will be helpful in this study to measure the gender gap and concluded if financial literacy is really a factor which accounts for gender gap differences. Similarly, Worthington (2004) is among those who concluded that women tend to have a relatively lower level of financial knowledge.

The importance of being financially literate to provide one with cognitive skills to make investment decisions was pointed out. Atkinson & Messy (2011) discussed that “an individual need to have the motivation to seek out financial information, the ability to control emotions that can affect their decision-making, and assurance in their own decision making and financial decision making capabilities. Similarly, Charness & Gneezy (2012), Dwyer, Gilkeson & List (2002), Hackett & Betz (1981), Hira (2010), Hira & Loibl (2008), Mottola (2013), Webster, Ellis & Bryan (2004), have all concluded that lower level of financial literacy and this had them experience financial disadvantage.

To explain more about why there is a gender difference in financial literacy, Barclays led a research together with Ledbury and concluded that women tend to make a different decision since they are uncertain, and the reason why they are uncertain is because they lack knowledge. Women have declared that they need “greater financial education and information across a diversity of financial matters.”

According to Barclays, “unless women understand a financial product, they will not engage with it.” Lynch (2012) designed an Investment Personality Assessment (IPA) among 11 500 people and concluded that “the gender difference that seems to have most significant impact on investor behaviour is men and women’s reported level of financial knowledge.” Also, a lot of women agreed to “knowing less than the average investor about financial markets and investing in general.” Finally, the IPA concluded that there are two key issues when it comes to financial literacy. First, women have a lower level of financial knowledge and secondly, women may have same level of financial knowledge as men but they are less confident.

Attitudes toward Risks

The evidence provided by the (Diskson, 1982) that founding of the lower preference of risk in the female is more whenever they are facing the situations of losses than men and equal to the men

whenever they are facing the gains. Different risk preferences by men and women have been documented in many studies across a wide range of domains. According to (Beyer and Bowden,1997) that overconfident are less in women when domain males oriented are more& there are more men in the financial market than women. A substantial body of research suggests that in most areas females tend to be more averse to risk than males (see a meta-analysis by Byrnes, Miller & Schafer, 1999).

Furthermore, Dwyer et al. (2002) and Niessen & Ruenzi (2007) both carried out a survey among managers of US mutual funds and concluded that a gender gap exists and it is very significant, even when the level of education and work experience were the same. Consonant with these findings, Hartog et al. (2002) who carried out a survey among Dutch and came to the same conclusion that "being a woman immediately increases the degree of risk aversion."

To explain this contradictory analysis of risk tolerance, it can be said that risk perception is a vital concept. Barber & Odean (2001) suggested that men tend to simplify financial data while women take into consideration every little detail, thus completely understand the investments' aspects, and which explains why they take less risk. Eckel and Grossmann (2002) found significant gender differences in risk preferences. In their study, participants chose between alternative gambles with different expected returns and variances. They found that women indicated a preference for the less risky prospect. Women also reported a lower risk propensity than men when asked about their attitudes towards financial risks.

A similar pattern of higher propensity for risk taking in men as compared to women was also found by most of the studies in the domain of investing and gambling. (Berggren & Gonzalez, 2010; Croson & Gneezy, 2009; Eckel & Grossman, 2002, 2008; Graham, Standaert, Myers, Graham, 2002; Hallahan, Faff, & McKenzie, 2004; but see also Kunnannatt & Emiline, 2012). Consistent with previous studies, Patti, J Fisher in 2010 using the 2007 Survey of Consumer Finances (SCF) showed that the financial saving behaviours of male and female differ. The empirical analysis of gender saving behaviour depicted that the relationship between risk tolerance and results of saving. The evidence provided by the (Diskson, 1982) that founding of the lower preference of risk in the female is more whenever they facing the situations of losses than men and equal to the men whenever they are facing the gains.

Confidence Level

Theory of Overconfidence

It says that people generally rate themselves as being above average in their abilities. They also overestimate the precision of their knowledge and their knowledge relative to others. Many investors believe they can consistently time the market. But in reality there's an overwhelming amount of evidence that proves otherwise. Overconfidence results in excess trades, with trading costs denting profits, (Tapia and Yermo, 2007).

By seeing the financial decision-making confidence level received much attention in empirical and analytical studies (Odean, 1999; Gervais and Odean, 2001, Daniel et. al., 1998). Bengtsson, et al (2004); Beyer and Bowden (1997) provided evidence in the overconfidence gender difference occurs through the numerous studies and in the men and women overconfidence is characteristics found in both but the less overconfidence is display by the women about financial decision than do men. Confidence level of the men and women depend on the uncertainty perceived and complexity of the task, can it decrease or increase. In the life of the women whenever perceiving uncertainty is high then decreasing overconfidence and increase with the complexity of task Dittrich et al (2001).

According to the Graham et al (2002) the reason behind the less overconfidence in the financial decision making of the women that is they are not like to involve in that issue which is related to financial matter and women mostly postpone the financial planning. An evidence of the earlier studies provided by the Lenney (1997) that according to the self-confidence the gender difference depends on the decided and clear feedback and in the stock of market feedback is ambiguous. The expectation is that women are to be less-confident than man regarding about their ability for the common stock investments decision making.

According to the Stinerock et al. (1991) women become more nerves when they make the financial decision and select the option which have the lower degree of the risk also using the financial advertiser for achieving the ardent desire. An evidence provided by j. Klayman et al (1999) that depending on the abilities, knowledge, and their prospects human become overconfident.

Research Method

Sample

Universe of research consists of individual investors trading in financial markets. The research sample consists of individual investors residing in Coimbatore City, Tamilnadu and trading in financial markets. Investors must actively transact in order that the research can achieve its aim.

The research is limited to Coimbatore city as it is a financial centre and financial investors can be reached there easily.

Thus, individual investors trading in financial markets in Coimbatore city were included in survey. Before collecting actual data from target population, pilot testing of questionnaire was employed. The sample selected for pilot testing was having similar personality traits as target population. For this purpose, 50 investors from Coimbatore city were conducted randomly.

The survey method was used as data collection method in this research. The survey forms started to be applied in May 2017 and were completed November 2017. The survey forms were distributed to 200 people and 140 of them have responded.

Method

Questionnaire used in the research consists of Section A which helps to analysis the Demographic factors and Section B which helps to find out psychological factors of the investors. For data analysis, SPSS (Statistical Package for Social Sciences) and basic excel spread sheet was employed. All scales used in the research were established with reliability analysis and statistical analysis undertaken.

Hypotheses

Hypotheses of the research were divided into three main hypotheses as

Table-1

Hypotheses	
H1	H ₀ 1: There are no gender differences in financial literacy H ₁ 1: There are gender differences in financial literacy
H2	H ₀ 2: There are no gender differences in risk tolerance H ₁ 2: There are gender differences in risk tolerance
H3	H ₀ 3: There are no gender differences in confidence level. H ₁ 3: There are gender differences in confidence level.

Model

The model to be used in the research was designed within the scope of these hypotheses. Accordingly, Figure 1 shows the research model.



Results

Demographic Factors

In the first section of the questionnaire, respondents were required to answer questions about the demographic factors such as gender, marital status, age group, level of education, nature of employment and monthly income level. Data obtained from the 100% responded questionnaires categorized the respondents by gender, marital status, age group, level of education, nature of employment and monthly income level as Table.

- a) Out of 140 respondents, 76 were male and 64 were female.
- b) 44% of respondents were above 40 plus age group.
- c) Most of the respondents were UG degree holders, 47%
- d) More than 50% of respondents were Married.
- e) 54% of respondents were in the group of having family income in the range of Rs.20000 to rs.40000 out of them nearly 60% were men.
- f) There was almost same respondent’s percentile in Government and Private Sector Employees

Table - 2

	Demographic Factor			Total	Percentage
1	Gender				
	Male	76			54%
	Female	64			46%
		140			100%
2	Age in years	Male	Female		
	20 -30	20	16	36	26%
	31-40	20	22	42	30%
	Above 40	36	26	62	44%
		76	64	140	
3	Education	male	female		
	HSC	4	8	12	9%
	UG Degree	32	34	66	47%
	PG Degree	11	13	24	17%
	Professional	29	9	38	27%
		76	64	140	1

4	Marital Status	Male	Female		
	Married	39	35	74	53%
	Single	37	29	66	47%
		76	64	140	100%
5	Family Income (per Month)	Male	Female		
	Less Than Rs.20000	18	20	38	27%
	Rs.20000-Rs.40000	45	31	76	54%
	Above Rs.40000	13	13	26	19%
		76	64	140	100%
6	Nature of employment	Male	Female		
	Government	34	26	60	43%
	Private	32	26	58	41%
	Self employed	10	12	22	16%
		76	64	140	100%

Investment Decision Making Factors

In the second section, respondents were required to answer questions about investment decision making which were measured by Likert scale. Inferential statistics analysis has been carried out by SPSS and Excel. Since this study is about understanding the gender differences in investment decision making, therefore the most appropriate statistical technique would be to explore the differences between two groups, which is gender (male/female), the independent sample t-test is being employed. The independent sample t-test is used to compare the mean score, on some continuous variable, for a categorical variable (two different groups of participants) (Pallant, 2013). It is a hypothesis test which aims for testing the null hypothesis, H₀ whereby the mean score of two groups are equal, in contrast with the alternative hypothesis, H₁ whereby the mean scores among the two groups are not equal. This is referred to as a 2-tailed t-test.

T-Results

Table-3

Values /Variable	Financial Literacy	Risk_level	Confidence Level
t-result	-0.60	-2.169	-0.593
djf	98	98	98
Sig. (2 tailed)	0.973	0.056	0.723
N	140	140	140

For financial literacy, there was no significant difference for males (M = 16.78, SD = 3.54) and females (M = 16.82, SD = 3.12; t (98) = -0.06, p = 0.03, two-tailed). The magnitude of the differences in the means (mean difference = -0.04, 95% CI: 1.36 to 1.28) was very small (eta squared = 0.00004)

For risk tolerance, there was a significant difference for males (M = 28.2, SD = 11.88) and females (M = 25.5, SD = 11.655; t (98) = -2.17, p = 0.03, two tailed). The magnitude of the differences in the means (mean difference = 2.7, 95% CI: -1.99 to 0.01) was very small (eta squared = 0.05)

For confidence and ambiguity, there was significant difference for males (M = 11.30, SD = 76) and females (M = 8.98, SD = 64; t (98) = -0.59, p = 0.55, two-tailed). The magnitude of the differences in the means (mean difference = -2.3, 95% CI: 1.30 to 0.70) was very small (eta squared = 0.004)

List of alternative hypotheses in this research

Table- 4

	Hypotheses	Sig. value (p)	Result
H ₁₁	There are gender differences in financial literacy	p > 0.05	H ₁₁ -Reject
H ₂₁	There are gender differences in risk tolerance	p ≤ 0.05	H ₂₁ -Accept
H ₃₁	There are gender differences in confidence level.	p ≤ 0.05	H ₃₁ -Accept

a. Financial literacy

The findings are somewhat expected most previous studies which found that women and men are having financial literacy. Moreover, there are plenty of resources about investment and personal finance and initiative from financial institutions, web sites and related survey to make people to aware and be interested about investment. Finally, the government provides enough financial awareness among the citizens. All in all, literature comprises suggestion about gender gap existing in financial literacy and even associated financial literacy to risk tolerance while many also suggested that gender gap does not exist, but rather other factors affect the level of financial knowledge such as age, income, status. It can be concluded that gender in financial literacy is not a contributing factor in investment decision making.

b. Risk tolerance

The data collected found that Coimbatore an women generally select lower risk investment plans than their male respondents. The findings of this study are consistent with that of Watson & Robinson (2003) who argued that there is a heightened risk aversion of females compared to males, and therefore endeavours run by women are less profitable. The psychological reason behind this trait has been well explained by Felton, Gibson & Sanbonmatsu (2003) from a very scientific point of view. Firstly, they have studied why women generally take less risk than men and stated that it is because women have more of the enzyme "monoamine oxidase" which prevents them from seeking high sensations, which suggests that they would prefer less risk since it is less stressful. From this study nearly 52% women agreed that they "experience stress while making an investment decision" while less percentage of men having such stress. Secondly, Sanbonmatsu et al. (2003) have put forward a theory that evolution is what caused women to not tolerate risk since they are responsible for reproducing and raising children. Olsen & Wilson (2001) suggest that married people take less risk while making an investment decision. Here, many married women having risk aversion than men. The results obtained from this are in line with the trendy belief that women are less willing to bear investment risks; men tend to be less risk averse than women and therefore the heightened risk aversion of women influences the way they make investment decisions. We can be concluded that the gender gap which exists in risk tolerance can be considered as a notable factor to investment decision making.

c. Confidence Level

The findings clearly state that there is gender gap which exists between male and female confident level and financial decision making. In agreement with the findings of this research, among other previous survey among salaried people in India and found that gender gap was found among the confidence level while taking financial decision. The mean difference is having positive impact with man confidence level. The research result regarding the impact of confidence level on women financial decision making does not satisfy the proposed research hypothesis which is as confident level has a negative impact on the women financial decision making. We can be concluded that the gender gap which exists in confidence can be considered as a prominent factor to investment decision making.

Conclusion

This research has brought a light on financial behaviour of investors residing in Coimbatore. To research the gender based comparative behaviour on financial decision making is very vast area of research in the field of economics and finance. This research is at very early stage so lot of work remains to be done in future. Till dated no research has given very clear understanding regarding the

comparative psychological behaviour on financial decision making among men and women. Hence, this research will contribute for managers and policy makers to create such strategies to improve the financial and economic outcome based on gender perspective. This research disclosed that only financial literacy not having much impact on financial decision as gender perspective. Whereas, there is gender difference in financial decision making with other two factors risk tolerance and confidence level. Further findings have agreed that women are more risk averse than men, classifying them as more conservative investors.

The managers and policy makers must consider this factor while making the strategies. The research limitations are small geographic area and small sample size. The future researchers can include more geographic area and large sample size and can study more thoroughly and therefore the research results and discussion may vary

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EMPLOYEES PERCEPTION TOWARDS QUALITY OF WORK LIFE IN IT INDUSTRIES

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Abstract

QWL programs usually emphasis development of employee skills, the reduction of occupational stress and the development of more co-operative labour- management relations. The main objective of QWL is to provide a perfect balance between work life and personal life. It's the responsibility of the organisation that plays a major part in how the employees balance their personal life and work life. Nowadays more people realize that work is not only enough for the fulfilment for their life. It is the responsibility of the organisation to provide a friendly and stress free working atmosphere so that the employees feel motivated and perform well where productivity and economic health of the organisation is also achieved .Hence this paper focusses on the importance of quality of work life among IT employees organisations.

Keywords: *Quality of work life, Motivation., Working Environment , Organisational Culture*

Introduction

The term QWL refers to the favourableness or unfavourableness of a total job environment for people. QWL programs are another way in which organizations recognize their responsibility to develop jobs and working conditions that are excellent for people as well as for economic health of the organization. The elements in a typical QWL program include - open communications, equitable reward systems, a concern for employee job security and satisfying careers and participation in decision making. Many early QWL efforts focus on job enrichment. In addition to improve the work system, QWL programs usually emphasis development of employee skills, the reduction of occupational stress and the development of more co-operative labour- management relations.

Significance of Quality of Work

Quality of work life denotes the steps and initiatives taken by the organisation to provide job satisfaction for the employees and enhancing organisational effectiveness. The quality of work life should be achieved both in professional life and personal life. The productivity of the organisation is increased if the employees have low stress level and high quality of work life. The employees should not feel any constraints towards the organisation's working environment, culture etc. which will lead to discomfort and they will be de motivated which will result in either job change or health problems. So the significance of QWL is to create a conducive work environment and improving the work life quality of the employees. QWL means having good supervision, good working conditions, good pay and benefits and an interesting, challenging and rewarding job.

Review of literature

The eight factors to measure quality of work-life are fair and appropriate compensation, work conditions, use and development of capacities, chance of growth and security, social integration in the

organization, Constitutionalism, work and the total space of life and social relevance of work in life. (Walton, 1975). People conceive QWL as a set of methods; such as autonomous work groups, job enrichment and high involvement aimed at boosting the satisfaction and productivity of workers. (Chan, and Einstein, 1990).QWL has the potential to simultaneously improves the worker's satisfaction and also productivity of the company. (Fernandez, 1996). QWL as a multi-dimensional construct comprises of seven dimensions of QWL which varies significantly not only across countries but also among researchers (Wyatt and Chay, 2001).In India due to ever-changing technology and increased access to information, the study of organizations with respect to productivity, efficiency and quality of services very crucial in order to improve the performance of work in India. (Saklani, 2004). The four dimensions of the conceptual framework are work life/home life dimension, work design dimension, work context dimension and work world dimension. (Brooks and Anderson, 2005). Background Quality of work life is a comprehensive concept which is consisted of physical and psychological health, economic situations, personal belief and interaction with environment.(Khorsandi, 2010). QWL relates to the employee satisfaction, work related behaviours, satisfying work conditions through the collaborative efforts of management and employees. Job security, stability and continuance of that job. (Bagtasos, 2011). The concept of quality of work-life employee job satisfaction and in terms of the ultimate performance of the organization. (Darafsh,2012).Rewards, Benefits and Compensation: Financial benefits that employees receive are very important to drive their QWL. (Sinha, 2012). QWL is meeting different needs of staffs including social needs, esteem, need. (Farjad and Varnous,2013). Employees' perception and job satisfaction depends upon the way of perceiving the dimensions of QWL. (Gorabsadri & Conrad goveas, 2013). QWL is the degree to which members of a work organization are able to satisfy important personal needs through their experience in the organization (Richard and Loy).

Research Methodology

The study is descriptive in nature. Convenience sampling method is used for data collection. The researcher has collected the response given by 115 respondents working in IT organisations. The major objective of the study is to understand employee's perception towards Quality of Work life in their organisations and to understand the factors affecting the quality of work life. A structured questionnaire is used as a research tool for collecting primary data. The perception of employees has been asked to understand their perception on QWL. The factors influencing quality of work life has been taken in to consideration and the findings have presented with the help of frequency distribution tables and pie charts.

Data Analysis and Findings

Table 1 showing age wise classification of the respondents

Age	No .of Respondents	Percentage (%)
Below 20	2	1.7
21-30	69	60.0
31-40	35	30.4
Above 40 yrs	9	7.9
Total	115	100

Source: Primary Data

From the above table it is inferred that 1.7 percent of the respondents are below 20 years, 60 percent are between 21-30 years, 3. 4 percent are between 31-40 years and 7.9 percent are above 40 years. Hence majority of the respondents are between 21-30 years of age.

Chart 1 showing age wise classification of the respondents

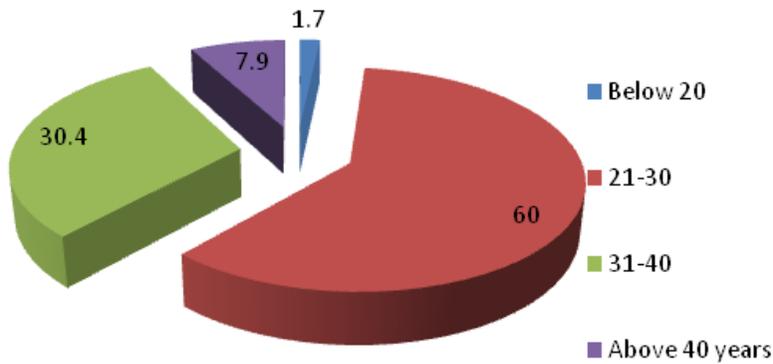


Table 2 showing gender wise Classification of the respondents

Source: Primary Data

Gender	No of Respondents	%
Male	79	68.7
Female	36	31.3
Total	115	100

From the above table it is inferred that 68.7 percent of the respondents are male and 31.3 percent are of the respondent are female.

Chart 2 showing gender wise classifications of the respondents

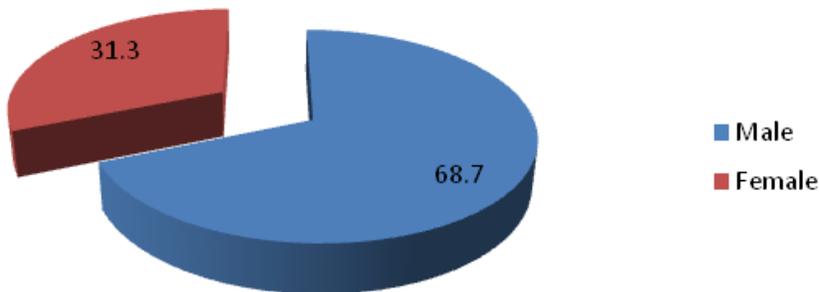


Table 3 showing overall perception of employees towards QWL

Factors influencing QWL	No.of Respondents	Percentage (%)
Salary increase	27	23.47
Promotion	63	54.78
Leave	8	6.98
Motivational Talk	7	6.08
Recognition	10	8.69
Total	115	100

Source: Primary Data

From the above table it is inferred that 17.39 percent of the respondents are feel the Quality of Work life in IT Organisations is Excellent, 79.14 percent of the respondents are feel the Quality of Work life in IT Organisations is good and 3.47 Percent feel it to be fair. Hence it could be concluded that majority of the respondents perceive the QWL in IT organisations to be good.

Chart 3 showing overall perception of employees towards QWL

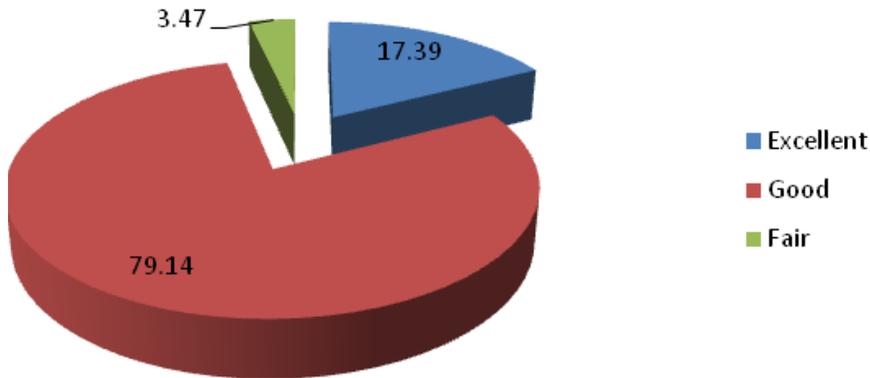


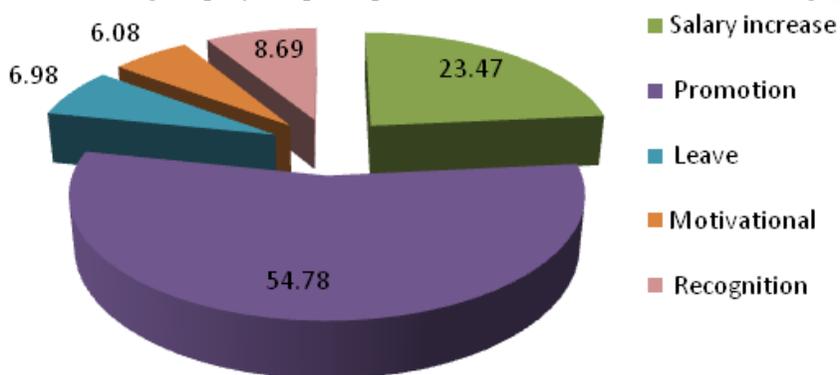
Table 4 showing employees perception towards the factors motivating QWL

Factors influencing QWL	No. of Respondents	%
Salary increase	27	23.47
Promotion	63	54.78
Leave	8	6.98
Motivational Talk	7	6.08
Recognition	10	8.69
Total	115	100

Source: Primary Data

From the above table it is inferred that 23.47% of respondents are motivated due to salary increase, 54.78% of respondents are motivated due to promotion 8.69% of respondents are motivated due to recognition, 6.98% of respondents are motivated due to leave and 6.08 of respondents are motivated due to Motivational talks. Hence it could be concluded that majority of the employees working for IT industries are motivated to work for promotions and pay hikes in their organisations.

Chart 4 showing employees perception towards the factors motivating QWL



Conclusion

Quality of Work Life plays a vital role in Human Resource Management. A good human resources practice would encourage all employees to be more productive while enjoying work. Therefore, QWL is becoming an important human resources issue in all organization. The Quality of Work Life intends to develop, enhance and utilize human resource effectively. Improved Quality of Work Life leads to improved performance. Hence it could be concluded that an assured good Quality of Work Life will not

only attract young and new talents but also will retain the existing experience. It also helps to improve employee morale and create a good will for the organisation among its employees.

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MANAGEMENT STRATEGY FOR HIGH-PERFORMANCE

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Management Strategy for High-Performance

There are different types of teams in all departments and industries. But, a question arises whether the team is outperforming or not. Since the geographical distance is not a restriction anymore, you can see diverse teams having a discrete set of behaviors. Some might be a top performer individually but fails to work in compliance with a team. On the other hand, all independent low performers can perform magic when incorporated into a team. Every team will have unique goals, objectives, purpose, and roles and the discussion on this paper binds the fundamental traits such as leadership, performance management, workforce, performance barriers and a real-time framework for constructing and retaining the high-performance team irrespective of the external menacing factors and drivers (Allen, Pennisi, & Norman, 2011).

Leadership

A leader is a person, who thinks about what has happened (past events), what is happening (current scenario), and what will happen (vision) demonstrating special traits tuning the personality to handle any type of situations (de Vries, Bakker-pieper, & Oostenveld, 2010). A leader takes the responsibility of the outcome in spite of it being a success or failure. This consistently needs a clear goal with clarity and focus on it handling any changes. The work environment is in jeopardy when leaders lose their focus on the mission. Leaders are always in the limelight. When there is a bizarre outcome for their decisions, then that leader disappears and there is a new one to replace. There are so many leadership styles and among those, Permissive leadership seems to suit any situation and in fact, it is a popular one too. Democratic and Autocratic are the two types of permissive style.

Permissive Democratic Leadership

A permissive leader grants liberty for employees to be counted in decision-making. This independence will not fully lose control over the employees, but it enlarges their responsibilities to result in an effective panacea (Liu, 2010). Carlos Ghosn is the CEO and the president of Nissan Motor Company in Japan and Renault Company in France. He is one of the literal example of significant modern business leaders following permissive leadership style. He has known internationally for different leadership styles he practices but always ensures that the permissive style never deprived. He has the ability to swing between varying cultures and drags the information from subordinates, which in turn motivates them. He exhibits transparency as an important aspect that enhances his relationship with workers. Most of the leaders don't spare much time with the subordinate matrix teams, Carlos preserves a high degree of communication and transparency to obtain creative and intelligent ideas from them. He is people-orientated in certain situations to plan and make the strategic decisions (Carlos Ghosn on preserving the Renault-Nissan alliance, 2011). It's evident that involvement of all teams ameliorates the overall performance and uplifts the productivity and the efficiency of the organization.

Permissive Autocratic Leadership

Authoritarian leadership style is the contrast to the democratic permissive style. The keynote in this style is about having positive and negative aspects. They are the visionaries and at the same time dictators in governance, having the power to enforce rules and control workforce to follow those (Liu, 2010). Authoritarian leaders have the highest level of power to influence people when we look into the history. Martha Stewart is one of the popular and powerful women. She is the owner of a billion-dollar business. She is considered as a diligent and stern controller who was able to reach heights. She was able to build her empire in household merchandise being a visionary person with the autocratic style to demand employees to follow them. Also, she was a motivator to influence people by media. Sad to mention is that her leadership style put her in prison for a few months for violating trading rules (Gren, 2015). Democratic leadership is where everyone in the workplace is given importance to share his or her innovative ideas and suggestions (Liu, 2010).

Leadership Qualifications

From the given examples, there are certain skills that are much needed for a leader. An ordinary person can hold these competencies by nature or can be developed by training.

Fundamental Competencies. The basic qualifications every leader should possess.

- Interpersonal Skills
- Communication
- Integrity/Honesty
- Continual Learning

Leading Change. These skills are required as the business needs change rapidly.

- Creativity & Innovation
- Flexibility
- Resilience
- Strategic Thinking

Leading People. A leader should be able to handle different situations and people.

- Conflict Management
- Leveraging Diversity
- Team Building
- Motivation

Results-Driven. The outcomes better describe the real leader.

- Accountability
- Customer Service
- Decisiveness
- Problem Solving

Performance Management Process

Performance Management is a continuous process after a candidate's employment until the end of their career in that company. This process contains a performance assessment of an employee for recognizing the skills and knowledge from the employee and supervisor. Figure 1 depicts the five components of a Performance Management Process (Performance Assessment and Management Guidebook for Staff, 2015).



Figure 1

Planning

This is the beginning step to set the standard for a job position and its goal for employees to meet in order to be objective-oriented. Typically, this is the performance plan to engage employees. This planning is carried on by the supervisor, but it is always advised to keep the employee involved in the assessment from the beginning to channel the measures quantifiable and understandable.

Monitoring

Once the goals and norms are set, then the following element is for the supervisor to monitor the projects and its members. The performance assessment is measured routinely and the progress reviews are exposed to the employees. This is comparative to the previous phase.

Developing

As the results are tracked, this phase is to focus on the growth the employee to the meet competitive-edge. This phase includes the action of a supervisor in adding responsibilities, higher or lower level, to the role or training arrangement, etc. This phase looks or picturized as opportunities stage on the employee side.

Assessing

This stage is where an employee's performance is evaluated. This is also called as an appraisal. This is scheduled annually or half-yearly in a majority of enterprises. The employees are assessed for their performance and a value is set for them.

Rewarding

In this phase, the employees are recognized for their performance. This stage is full of motivation to reward the employees to help the organization and or individual to accomplish victories. This is a common occurrence that happens in day-to-day activities. The performance management process is a recurring process. This helps in defining a meaningful job profile and the expectations to convey a clear information to the employees.

Workforce

There are different generation involved in the workforce. Different generations here mean different age groups where obviously, the needs are different too. In order to get better results, it is necessary to identify their needs and address them. Listed are the generations following the survey results took by 5 million employees by Hay group (2016).

Traditionalists

The "Trads" are the employees between 1928 and 1944. The employees in this generation are hard workers, authority is respected to their top-down management approach.

Baby boomers

The “Boomers” are the employees between 19454 and 1964. Most of the boomers are workaholics. These individual expect some sort of recognition to their opinions.

Gen X

The “Gen X” are the employees between 1965 and 1979. This generation is when the work-life balance began gaining importance. They are hard workers and authority-oriented.

Gen Y

The "Gen Y" are the employees between 1980 and 1994. In this generation, the technology evolution began so most of the individuals are technological savvy. This age initiated the goal and achievement focused where each one has to earn respect.

Gen Z

The "Gen Z" are the employees between 1995 till present. This generation is the recent one with digital natives, who are always connected. This generation has emerging qualities and rapid decision-making practice.

Whenever these generations are combined together in a team, a surprising trend arises in the workplace. Out of the research from Hay group (2016), the results expose that Gen Y is less satisfied compared to others. So, digging into the traits of these generations and studying the qualities that would be required by a future leader to manage a multi-generational workforce will lead to the future research.

High Performing Teams

There are various purposes for a team, but generally, there are five types of teams widely used in an organization for a certain time and purpose. According to Hay Group (2016), those types of teams are discussed below.

Work Teams

The work teams are the stable groups that exercise in providing goods production or service. In this kind of teams, most of the decisions are made by supervisor since the work is defined and occurs in regular routines. The supervisor decides what, how, and who.

Parallel Teams

There are several departments or units within a department performing different functions. Parallel teams are a combination of employees from these departments. These teams are mostly pulled up to elicit information and provide recommendations for problem-solving and quality improvement.

Project Teams

The project teams are formed for an outcome within a specified time. These teams could be in production or services. The differentiation of this team from other teams is that there aren't repetitive processes and mostly involves expertise with abundant knowledge.

Management Teams

The management teams are the chief in the hierarchy to direct the middle and subordinate teams and also accountable for the performance. This management team manifests the strategy and define the direction of teams. Due to a higher authority, they manage the company's performance with expertise for the overall organization's success.

Virtual Teams

A virtual team coordinates several individuals across the boundaries connected via web technologies such as Skype for business, VPN, WebEx, etc. The goals are common and could be achieved efficiently by coordinating the individuals with preeminent talent without any geographical restrictions.

High-Performing Team Obstacles

When measuring team performance, it utterly depends on the industry, diversity, and work settings. There is always an evidence-based research going on in all organizations to find parameters of a high performing team. Over a period of team, there are high-performance work teams to excel in accomplishing their goals and persist their most efficient performance when time span prolongs. To ensure high performance, there are certain behaviors that indicate that the team is losing its performance attributes (Allen, Pennisi, & Norman, 2011). Those characteristics are discussed in this segment. Lack of comprehensive goal. The team members are skeptical about their goals and indeed their roles too. Every team should know the purpose of their team formation with the priorities to reach the mission. Apparently, the consequences are the insufficient commitments.

Unsuitable leadership style. Lacking the appropriate leadership style to the work settings diminishes the involvement of the team members. It's better to ensure that the leadership will be suitable for a team to motivate the members and create opportunities for them to result in success.

Poor decision making. At times, quick decisions are made without utilizing the evidence or intuitive methods. All team members should participate in activities such as brainstorming for problem-solving and decision-making process.

Ineffective communication. There should be an open and honest information sharing with each other. This consistent and effective communication creates a positive atmosphere for being transparent by sharing information and listening to feedbacks.

Absence of mutual trust. There are situations where the teams lack mutual trust. There has to be a positive relationship between the members in order to coordinate, interact and work proactively.

Inability to manage conflicts. A high performing team will have the power to identify the conflicts and resolve them with ease. Missing this trait will ignite a conflict to bring down the performance.

Deficient roles and responsibilities. There are team members who are uncertain about their roles indicating that the roles and responsibilities are poorly defined. Each and every team member should be clear on what they must do and even what they must not do in order to be loyal and obliged to the team success. Negative climate. An unopen and opaque team atmosphere builds a negative climate around the team members.

Surpassing all these characteristics, would generate a high performing team that is capable of prolonging the performance despite every barrier.

Real-Time Performance Framework

Integrating all the factors that lead to a high-performance team, the author has constructed a framework that suits the real-time scenarios. Applying the cause and effect relationship to the above factors, the leadership influences the team building which in turn influences the performance management process as shown in figure 1.



Figure 2

Expanding the figure 1, the performance management is significant for team development and the leadership is important for both as depicted in Figure 2. Mostly in all different types of team, there is a combination of employees belonging to different generations. Although managing different generations in one team is a topic for future research, an effective performance management process would help in the coordination of those generations by a common ground opinion to emerge as an effective and efficient team (Hay Group, 2016).



Figure 3

The workforce has to be planned, monitored, developed, assessed and rewarded even when the team is performing efficiently or vice versa. Apparently, for this event to happen there should be an effective leadership covering the performance management and team building. As discussed in the permissive leadership, the leader should have the capability to switch between autocratic and democratic styles based on the circumstances. When the leadership style is unsuitable, the outcome would turn to be unexpected.

Recommendations

Initially, the manager has to determine whether the task is to be performed by an individual or a team. The goal has to be defined properly and weighed in to determine the workforce. If the task is simple enough to be handled by a highly skilled individual, then it is wise to go that way rather than choosing a team and engaging several employees on it. At the same time, it is better to dispose of the team once the project goal has been accomplished. The other leadership to provide a positive outcome is the collective leadership. In this style, the responsibility is shared or delegated to team members and there will exist a mutual trust and accountability. This is also called as the self-managing team where every team member is passionate and committed since work settings are open and transparent.

Leadership live simulation is another best practice to train employees to develop their leadership traits (Hay Group, 2016). There is a variety of simulation software available in the marketplace and open-source as well. The simulation is a fun and engaging way to learn and test out different behaviors and view results, some sort of experimentation to train. This can be integrated with continual coaching and development. This is a cost-effective way to practice the actions and decision making with the results. Since simulation is just a mimic of the real time scenarios, this is risk-free and helps to cook future leaders.

The performance management process has to recur frequently because annual or half-yearly appraisal would not help all the time. There is always a gap between yesterday and today, today and tomorrow. To manage these growing change requirements, the workforce in a team, the performance management process and the overall leadership should adapt to the dynamic situation.

Conclusion

This paper has explored the factors that drives and impact the high-performance team. The workforce in a team and the development is the primary phase of defining the goal, roles, and responsibilities. Once the team is formed, there are numerous obstacles that have to be defeated with certain characteristics individually and collectively. Meanwhile, the performance management process will frequently evolve in assessing the team operation. All these constituents are covered under one umbrella, leadership. The Manager, his or her supervisor, HR Manager, Management, etc. are all involved in the disciples and conflicts related to the assessments, and team growth. They influence people to create a positive atmosphere around them. Every employee has leadership skills within themselves and it has to be elevated to be goal-focused and efficient to taste the success.

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THE EFFECTS OF WOMEN JOB SUSTAINABILITY POST PREGNANCY WITH RESPECT TO MUMBAI REGION

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Introduction

The main purpose of the study is to assess the effects of post pregnancy job sustainability. Chapter one outlines the background, problem statement, main and specific objectives of the study. The chapter continues by highlighting the research questions, significant, scope, limitations, and the organization of the study.

Background of the Study

Unlike other emerging market economies, India has seen a decline in Workforce participation rates of women, despite growing per capita incomes. India has one of the lowest female workforce in absolute term (less than half for China), which instead of, has been falling. Demographic dividend is defined as arising share of the working age population in the total population, with a corresponding falling share of non-working, dependent population which is either below 15 or over 60 years of age. The youth entering the work force must get jobs in the non-agricultural sector for the demographic dividend to be realised. In other words, the paradoxes of India's recent phase of economic growth must disappear with time, not intensify.

Improving Employability

Skills set that Link to Raising Women's work Force Participation in Industry and Services. The continuing low and declining work force participation of women, completely contrary to the experience of other emerging market economies, holds out a challenge to policymakers. In time, probably within the next five years, women employees will increase, primarily because increasingly better educated girls, unlike their mothers who worked in home-based enterprises or on own account, will want to join formal and informal employment in nearby towns and cities. The challenge for both public and the private sector is to skill them, to enable them to become employable in industry and services, since unlike their parents they would want to leave rural areas behind. The increase in information and technology has enabled rural women to venture out. When the work force participation rates of women start to increase instead of falling could well be a turning point in the economic and social history of India. Women's participation in non-agricultural occupations has historically been associated with economic growth as well as high social achievement.

Statement of the Problem

India's maternity laws allow working women three months of paid leave and job protection. But the reality can often be different: India's labour courts received more than 900 complaints of denial of maternity benefits by employers between 2008 and 2012.

Literacy rates vary between urban and rural populations. In 2011, 80% of urban women were literate compared to 59% of rural women.

Women Are Closing the Higher Education Gap

In India 46.8% of all enrolled **undergraduate students in India are women** and 40.7% of all enrolled PhD students are women. In spite of it most working women, when denied maternity benefits, do not go to court, they just stop working. The Indian culture is driven towards giving greater importance to a man's job than a woman's job. So, companies are not willing to make special allowances to integrate women after they take a break for becoming mothers."

The problem is that when we go back to work after becoming mothers, we are given less responsibility and unimportant projects since we can't stay for long hours. Companies start considering us the weakest link in the team.

Lowest rate

According to a 2013 **World Bank study**, only 27% of the female population aged over 15 is working in India. This is the lowest rate of women's participation in any workforce among the Brics (Brazil, Russia, India, China and South Africa) countries, with the highest in China at 64%.

Rationale of the Study

Mumbai, and other parts of India has been experiencing an increasing standard of living. With only 3.4% of the country's population, it accounts for 10% of the total consumption. If we look at the reasons for women taking a break in her career, it is pre-dominantly because maternity related issues.

This temporary phase from of life makes it difficult for them to re-enter the workforce. In times when unemployment is still high, for mothers returning to work after a career break, the challenge can be almost overwhelming. So it should come as no surprise that 48 percent of women in India abort their careers midway, which is 20 percent more than the global average. This puts the issue of women's re-employability in this country at the forefront. The key challenges faced by women returning to work after a maternity break are the lack of workplaces that offer flexible work options and the unavailability of quality pre-schools and day care centres for childcare.

The government too has a major role to play in women re-employability. Schemes such as the Rajiv Gandhi National Creche Scheme for the Children of Working Mothers aims to provide day-care facilities for children (six months to six years) of working mothers in the community and to help educate and empower parents/caregivers for better childcare. Approaching the issue of women's re-employability with sensitivity is a must in order to achieve the targets listed in the new era, sustainable development goals – gender equality and economic growth through employment. True economic parity, however, can only be realised when women can go beyond making a choice between contributing to their career development and sustaining their households and are able to perform both roles successfully.

Objectives of the Study

1. To analyse the women employability post pregnancy.
2. To examine the influence of women employees limited career growth.
3. To identify the reason for women employees sustainability in the organisation after pregnancy.

Selection of Study Area

- From Mumbai city of Maharashtra, state are selected on the basis of concentration of urban population and socio economic index, as the study is based on IT sector, Financial sector and local employees..

- The criteria for the selection of sample blocks are more contribution from Employed and ex-service woman.
- From each of these samples they are selected in random sampling method.

Sampling methods

In the present study we calculate the sample size using random sample method on the basis of information obtained from the pilot study. The power analysis gives that a sample of 50 or more from each category is adequate for our study. The respondents were selected using systematic random method. We select 100 questionnaires from each of to form a total of 50 samples.

Data analysis method

The percent study analysis of woman perception about Job sustainability in companies, industry, services and labour force. Primary data were first calculated to get the initial reaction of the respondents to each item in the questionnaire. All items were analyzed using percentage method. Secondary method were collected have been from the newspapers and articles from Mumbai region.

India's Work Force is Growing

Women hold only 7.7% of board seats and just 2.7% of board chairs. The industries with the highest percentage of women on boards are technology, media, and telecommunications.

Out of 323 total executive directorship positions (generally considered to be prerequisite to becoming CEO) on the Bombay Stock Exchange 100, just eight (2.5%) are held by women. Only 54% of companies on the *Bombay Stock Exchange 100* have no women board directors.

Globally, women in the workforce is gaining more momentum. However, India is still ranked 87th when it comes to the female-male ratio at the workplace. Presently, women in India only represent 24 percent of the paid work force as against the global average of 40 percent. If the participation of women in the Indian workforce can be increased to 41 percent by 2025, the GDP could be boosted by an estimated Rs 46 lakh crore (\$700 billion).

Findings from Working Women and Motherhood

In this section presents the relation between working women and motherhood is touched upon to understand the emotional and physical trauma women go through after pregnancy. There is a tendency to give greater importance to a man's job than a woman's job in India. So, companies are not willing to make special allowances to integrate women after they take a break for becoming mothers.

A survey of 100 women working in the capital, of Maharashtra, Mumbai, areas found that only 18-34% of married women continued working after having a child. Women have found it difficult to cope up even with support system from home as the guilt of leaving their children forces them to take a career break.

More than 75% of the respondents believe that the fear of getting the same position and the hierarchy after pregnancy is depreciates in corporate culture. But it also happens when companies are completely insensitive to the needs of the employee. This leads to indirect pressure and changes in the attitude of the employer both before and after the maternity leave.

Women no longer a long Term Asset

The Maternity Benefits Act is applicable to all working women, irrespective of the type of organisation they work for, however, a woman can only be eligible to claim maternity benefits if she has

worked in the organisation for a minimum of 80 days before her due date. A woman cannot be dismissed from the service of the company for being pregnant. But companies, tactfully avoid giving work to pregnant women and women who are having children considering the fact they are not reliable. Sometimes company deny paid maternity leave or keep them on hold without any project.

It is found that employers force the employees under circumstantial pressure and are left with no choice except to resign. This results in a huge waste of talent and investment in training and educating employees for a short term career.

Data Analysis – Primary Data

Gender of the respondents

S.No.	Particular	Respondent	Percent
1	Female	40	80
2	Male	10	20
	Total	50	100

Age group of the respondents

S.No.	Particular	Respondent	Percent
1	21-35 years	30	60
2	36-50 years	15	30
3	Above 50 years	5	10
	Total	50	100

Occupation status of the respondent

S.No.	Particular	Respondent	Percent
1	IT sector	15	30
2	Financial sector	15	30
3	Middle level Position	10	20
4	Others	10	20
	Total	50	100

Factors Influencing to compromise on career for Family

S.No.	Particular	Respondent	Percent
1	No other Choice	12	24
2	No family support	16	32
3	Work Pressure	11	22
4	Lack of job security	11	22
	Total	50	100

Perception of Respondents who believe in lack of Job security due to maternity leave

S.No.	Particular	Respondent	Percent
1	Projects are on hold	20	40
2	No New assignment	11	22
3	Work Pressure	14	28
4	Indifference in attitude	5	10
	Total	50	100

Results and Discussion

- The survey reveals that only 40% of women get full time job after pregnancy.
- The law should be actively monitored and implemented to ensure that every women in India is allowed maternity benefit.
- Corporate companies and other private and public sectors should make it mandatory to have minimum percentage of female employees who have joined post pregnancy.
- Companies should make it compulsory to have an In-house Daycare facility to ensure a healthy and productive work environment.
- The economic growth in India is highly depended upon the maximum women workforce, which can result in the increase of GDP.
- Henceforth a strong law enforcement should be implemented in order to utilize the women talent and retain employees who have the ability to perform and sustain in the Job.

Conclusion

India is the second most populated country after China. India boasts about the maximum number of women population in our country. It is yet to achieve equal strata against men. In order to achieve this, the society should look at pregnancy as a dual responsibility and not a women's responsibility.

The India system should emphasis on equal role for men and women when it come's rearing children, therefore the maternity law should be made for men and women to balance their livelihood. This will definitely enable India to grow as a nation, which believes in gender equality like any other western countries.

The impression on women employees as a liability, should be broken in order sustain women employees in the company. This revolution can improve the economy and secure jobs to thousands of women in the workforce.

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SHOPPERS ACQUIRING BEHAVIOUR TOWARDS HOUSEHOLD DURABLE GOODS DURING ONLINE SHOPPING

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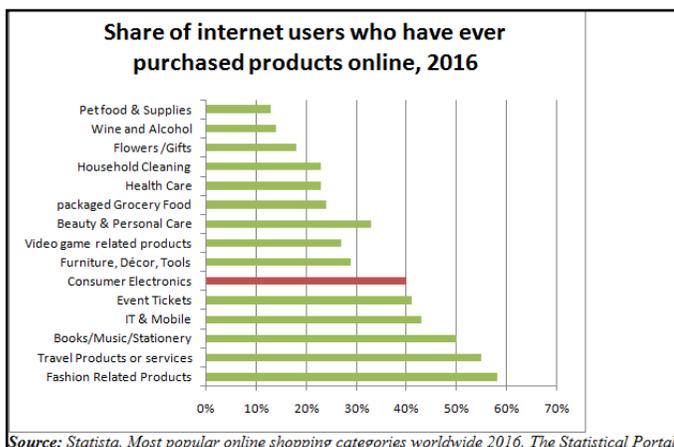
Abstract

The popularity of online shopping has raised the interest of the retailers to spotlight on this region. Most of the businesses are operating their on-line portals to trade their products/services through on-line. With the development and extension of internet; innovative tools of shopping and business are unwrapped. Smart phones are substituting conventional phones extremely quick and have become a large entrance and mover to E-commerce. E-commerce consists of shifting of funds online, supply chain management and marketing over internet. An immense range and broad choice of consumer durable products are obtainable on internet for consumers to acquire through E Commerce channel. In this modern world customer's faithfulness depends upon the reliable capability to bring excellence, worth and fulfillment. Some go for offline shopping, some for online and many go for both kind of shopping. The focus of the study is to examine some motivating factors in the glow of internet that are influencing acquiring behaviour of consumer with respect to shopping of consumer durables. Features such as reductions, price, convenience and online advertisements are examined. Respondents who were selected are based at Madurai city.

Keywords: E-Commerce, Online, Shopping, Consumer and Durable goods

Introduction

Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them. However online shopping is easier for the public and less cost than the offline shopping. While making any acquiring decision consumer must identify the medium to purchase whether online shopping or the offline shopping. Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them.



The below statistic represents the most popular online shopping categories worldwide and are arranged by share of internet users who have ever purchased products online. As of November 2016, 40 percent of global internet users had ever purchased consumer electronic products through the internet (Source: Statista, The Statistical portal). India holds 5th position in global retail industry. In 2016, India retail industry 2016 was valued at USD672 billion & is estimated to reach USD702.02 billion in

FY17 & USD1150 billion by 2020. Retail e-commerce sector is expected to reach USD17.5 billion in 2018. The penetration of modern retail is 12 per cent in consumer durables segment in 2015. The sector is witnessing the emergence of modern durable retail chains & e-retailers like Tata Croma, Reliance

Digital, and E-zone. Within the organized retail sector, apparel accounted for the largest segment during FY16, while the unorganized sector made a contribution of 13 per cent to the GDP, in the same year. Online retail marketing to grow at a CAGR of 40-45 per cent during 2014-2018 (*Source: India Brand Equity Foundation, 3 June 2017*).

The Indian consumer durables market, including consumer appliances and consumer electronics, is booming. With an affluent middle class and the country's economic growth on a rapid track, this sector has never before witnessed such amazing growth. According to a report published by global consulting firm Ernst & Young (E&Y), India's appliance and consumer electronics sector is expected to reach US\$ 20.6 billion by 2020 at a compound annual growth rate (CAGR) of 13.4 per cent (Fig. 1). The consumer electronics sector plays an important role in the country's economy and also creates employment opportunities to millions of people. This discourse will provide an overview of India's consumer electronics market, focusing primarily on growth drivers, opportunities and disabilities to local manufacturing (*Source: Consumer Electronics: Is it the time for 'Make in India'? Electronics B2B. Com, 16 January 2017*).

Literature Review

Michal Pilik, (2012) examined that online buying behavior is affected by various factors like, economic factors, demographic factors, technical factors, social factors, cultural factors, psychological factors, marketing factors and legislative factors. Customers choose an online-shop mainly based on references, clarity and menu navigation, terms of delivery, graphic design and additional services. Complicated customers read discussions on the Internet before they spend their money on-line and when customers are unable to find the product quickly and easily they leave online-shop.

There is a wide range of factors that can affect consumer behaviour in different ways. These factors are divided by Hoyer et al. (2012) into four broad categories: situational, personal, social and cultural factors. Situational factors impacting consumer behaviour may include location, environment, timing and even weather conditions (Hoyer et al., 2012). In order to benefit from situational factors major retailers attempt to construct environment and situations in stores that motivate perspective customers to make purchase decision. Range of available tools to achieve such an outcome include playing relaxing music in stores, producing refreshing smells in stores and placing bread and milk products in supermarkets towards the opposite end of stores to facilitate movement of customers throughout the store to make additional purchases etc.

Objective of the Study

The present study focuses on shoppers acquiring behaviour towards household durable goods during online shopping with the following objective.

- To examine the motivating factors influencing shoppers to acquire household durable goods during online shopping.

Research Methodology

• Survey Design

The present study is an empirical analysis of acquiring behaviour of shoppers towards household durable goods during online shopping with reference to Madurai city. This is a descriptive kind of research. A survey will be conducted to collect a primary data from a sample of around 100 from various groups to examine the motivating factors influencing shoppers to acquire household durable goods during online shopping.

- **Sampling Method**

A sample size of 100 people was taken on the basis of convenience. Non-probability Convenient sampling has been used sampling technique.

- **Data Collection**

Both primary and secondary data has been used for this research

Primary Data: This research was carried out in Madurai City. Questionnaires were handed over to the respondents who had online shopping experience. The information collected through the source of survey from the consumers constituted primary data. The questionnaire consist of 15 questions including demographic variables

Secondary Data: The information gathered from books, journals, magazines, reports, periodicals and websites constituted the secondary data of this research. The data collected from both these sources are scrutinized, condensed and tabulated for comprehensible indication.

- **Period of the Study**

The primary data have been collected during the period of November 2017. The survey covered the period of three weeks.

- **Statistical Tools Used**

Data collected from various sources were properly sorted, classified, edited, and tabulated in a proper format and tested with appropriate tool called "Factor analysis" for analyzing influencing factors of shopper's acquiring behaviour towards household durable goods during online shopping.

Data Analysis

Factor Analysis

To extract the important factors from different variables that influence consumers to acquire consumer household durable products during online shopping

Input Data

Initially, the sample respondents 100 in number were requested to state to what an extent they agree or disagree with the 21 variables. To measure the degree of influence by motivating variables to buy the household durable products during online shopping, Likert 5 point numerical scale was used; Strongly Agree (5); Agree (4); In different (3); Disagree (2) and Strongly Disagree (1).

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.749	21

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.584
Bartlett's Test of Sphericity	Approx. Chi-Square	3.490E3
	df	276
	Sig.	.000

Table 3: Total Variance Explained

Component	Initial Eigen-values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.484	22.849	22.849	5.484	22.849	22.849	3.861	16.086	16.086
2	3.235	13.479	36.328	3.235	13.479	36.328	2.981	12.420	28.506
3	2.648	11.033	47.362	2.648	11.033	47.362	2.315	9.648	38.154
4	1.920	7.999	55.361	1.920	7.999	55.361	2.295	9.564	47.718
5	1.650	6.876	62.236	1.650	6.876	62.236	2.157	8.988	56.706
6	1.401	5.838	68.075	1.401	5.838	68.075	1.942	8.093	64.799
7	1.147	4.779	72.853	1.147	4.779	72.853	1.933	8.054	72.853
8	.972	4.051	76.904						
9	.698	2.910	79.814						
10	.640	2.668	82.481						
11	.610	2.542	85.023						
12	.575	2.396	87.419						
13	.507	2.112	89.531						
14	.481	2.003	91.533						
15	.422	1.760	93.293						
16	.326	1.357	94.650						
17	.287	1.197	97.847						
18	.244	1.018	98.865						
19	.215	.894	99.553						
20	.177	.738	99.858						
21	.134	.557	100.000						

Extraction Method: Principal Component Analysis.

The Principle Component Analysis is used for initial extraction of factors. The Eigen value more than one was considered for the information of new principal components.

The Factor I explained with variance 16.086 and Eigen value 3.861.

The Factor II explained with variance 12.420 and Eigen value 2.981.

The Factor III explained with variance 9.648 and Eigen value 2.315.

The Factor IV explained with variance 9.564 and Eigen value 2.295.

The Factor V explained with variance 8.988 and Eigen value 2.157.

The Factor VI explained with variance 8.0938 and Eigen value 1.942.

The Factor VII explained with variance 8.054 and Eigen value 1.933.

Table 4: Rotated Component Matrix^a

	Component						
	1	2	3	4	5	6	7
24/7 Shopping	.872						
Easy Accessibility	.864						
Save time/energy	.831						
Privacy	.716						
Freedom of choice	.674						
Competitive prices		.880					
Payment modes		.850					
Discounts /Offers		.732					

EMI Facilities		.691					
Advertisements			.849				
Usage of debit card offers			.752				
Easy return / replacement			.681				
Comparability of products & Brands				.831			
Convenient delivery of goods				.806			
Product quality				.610			
Services of online stores				.531			
Influence of friends/family					.845		
Users reviews/ratings						.828	
Product description						.810	
Availability of brands							.752
Brand reputation of online stores							.663

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 12 iterations.

Table 4 exhibits the rotated factor loadings for the 21 variables have been reduced to seven factors, namely Factor X₁, X₂, X₃, X₄, X₅, X₆ and X₇. Variables within those factors are presented in the following table.

Table 5: Factor loading the variables

Factor 1: Convenience				
Sl. No	Reason/Variables	Factor1	Eigen value	Percentage variance
1	24/7 Shopping	.872	3.861	16.086
2	Easy Accessibility	.864		
3	Save time/energy	.831		
4	Privacy	.716		
5	Freedom of choice	.674		
Factor 2: Price				
6	Competitive prices	.880	2.981	12.420
7	Payment modes	.850		
8	Discounts /Offers	.732		
9	EMI Facilities	.691		
Factor 3: Sales Promotion				
10	Advertisements	.849	2.315	9.648
11	Usage of debit card offers	.752		
12	Easy return / replacement	.681		
Factor 4: Service Potential				
13	Comparability of products & Brands	.831	2.295	9.564
14	Convenient delivery of goods	.806		
15	Product quality	.610		
16	Services of online stores	.531		
Factor 5: Reference Group				
17	Influence of friends/family	.845	2.157	8.988

Factor 6: Assurance				
18	Users reviews/ratings	.828	1.942	8.0938
19	Product description	.810		
Factor 7: Brand Engagement				
20	Availability of brands	.752	1.933	8.054
21	Brand reputation of online stores	.663		

Table 6: Respondents are mostly influenced by the high loading of influencing variables

Factor	Name of Extracted Factor	Selected Variable	Factor loading
1	Convenience	24/7 Shopping	.872
2	Price	Competitive prices	.880
3	Sales promotion	Advertisements	.849
4	Service potential	Comparability of products &	.831
5	Reference group	Influence of friends/family	.845
6	Assurance	Users reviews/ratings	.828
7	Brand engagement	Availability of brands	.752

Findings

Factor 1 is named as “convenience” and it includes the variables in the following order - 24/7 shopping, easy accessibility, save time and energy, privacy and freedom of choice. Factor 2 is named as “price” and it includes the variable in the following order - competitive price, payment modes, discount / offers and EMI facilities. Factor 3 is named as “sales promotion” and it includes the variables in the following order – advertisements, usage of debit card offers and easy return / replacement. Factor 4 is named as “service potential” and it includes the variables in the following order - comparability of products & brands, convenient delivery of goods, product quality and services of online stores. Factor 5 is named as “reference group” and it includes the variable influence of friends/family. Factor 6 is named as “assurance” and it includes the variables in the following order – Users reviews/ratings and Product description. Factor 7 is named as “brand engagement” and it includes the variables in the following order – availability of brands and brand reputation of online stores.

It is apparent from the table (6); the seven variables highlighted in the table were identified as it carries greater influence over the consumers and motivate them to buy / acquire the household durable products during online shopping. On the whole, Convenience, price and sales promotional factors which highly influencing / motivating consumers to purchase household durables during online shopping.

Conclusion

From the above data analysis it can be determined that most of the respondent would agree to buy durable goods online rather than shopping of durable goods with the traditional method. From the above data analysis it can be conclude that consumer buys goods from the online shopping website on the basis of factors like convenience, price and sales promotion. With the tremendous growth of smart phones and cheap internet plans offered by telecom companies; Internet has become easily available for consumers to access. While taking purchasing decision of consumer durables, consumer considers the information available on internet such as user reviews and recommendations; alternative brands & products, pricing and range. It can be said that consumer is saving the time in consumer durable product search and in purchase process. Heavy discounts available online can also attracts consumers.

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INTERVENING FACTORS IN QUALITY OF WORK LIFE: A STUDY ON RAJSHREE SUGARS AND CHEMICALS LIMITED, THENI

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Abstract

In Today's fast-paced society, people have started realizing that the need of quality in their work-life and personal-life. A Great Place to work is where "You Trust the people you work for, have pride in what you do, and enjoy the people you work with."The Quality of Work Life refers to all the organizational inputs that aim at the employees' satisfaction and enhancing organizational effectiveness. Many organizations have changed their working environment because they recognize that their employees are valuable assets and want them to commit themselves to the company. Getting and keeping the right staff and getting the best from them will help to increase productivity. The present paper aims at studying the factors which determines quality of work-life in Rajshree Sugars and Chemicals limited, Theni. The main objective is to identify the satisfaction level of employees and gain an insight into the opinion of employees regarding quality of work-life factors. Primary data was collected through survey method with the help of a structured questionnaire. The data was collected from 123 respondents. The result shows the important factors which influence quality of work-life. The genesis of the present study lay in the understanding that though employees are taking to 'dual role' in life and in employment and that a few among them are excelling in both of their fields, the vocations of successful family-man and professional do not allow a smooth sail.

Keywords: stress, job satisfaction, work-family conflict, work-life balance.

Introduction

Work is an essential element of daily life, as it is our living or vocation or dealing. On an average we spend twelve hours daily and one third of our whole life. Research on quality of work life and organisational commitment is considered to be more significant at both individual and organisation level (Naithani, 2010). Quality of work life and organisational commitment is considered to be involved with job satisfaction, productivity, job involvement, job enrichment etc. Human development is about much more than the rise or fall of national income. It is about generating a situation in which people can widen their full potential and lead productive, creative organisational and personal lives in unison with their needs and interests. Hence, people are the real wealth of a nation and the development is about expanding the choices people have, to lead lives that they value. Dissatisfaction with working life affects the workers some time or another, regardless of position or status. The frustration, boredom and anger common to employees can be costly to both individuals and organisations. Profitability of a company is linked to satisfaction of its work force. A company that does not measure and improve employee satisfaction may face increasing turnover, declining productivity and limited ability to attract and retain qualified replacements. Employee satisfaction and quality of work life directly affect company's ability to serve its customers. Efforts towards QWL measurement help in efficient and effective allocation of resources to enhance productivity and stability of the workforce.

Quality of Work-Life

Quality of Work Life (QWL) is a relatively new concept which is defined as the overall quality of an individual's working life. QWL is sometimes considered as a sub-concept of the broad concept of quality

of life, which refers to the overall quality of an individual's life. Quality of life includes factors such as income, health, social relationships, and other factors such as happiness and fulfilment. QWL is the favorableness or unfavorableness of a job environment for people; it refers to the quality of relationship between employees and the total working environment. According to Harrison (1985), QWL is the degree to which the working organization contributes to material and psychological well-being of its members. The QWL as "a process of joint decision making, collaboration and building mutual respect between management and employees"; it is concerned with increasing labour management co-operation to solve the problems, improving organizational performance and employee satisfaction. Quality of work life (QWL) has diverse meanings of various people. Some regard it as industrial democracy or co-determination with greater employee participation in the decision making process. For others, particularly executives and administrators, the term signifies improvement in the psychological side of work to develop productivity. Unions and workers infer it as more equitable profit-sharing, job security and healthy working conditions. Others view it as facilitating workplace social relationships through autonomous workgroups. Yet others take a broader view of changing the entire organizational climate by humanizing work, Individualising organizations and changing the structural and managerial systems. In short, quality of work life refers to the favourableness or unfavourableness of a job environment for people. It refers to the quality of relationship between employees and the total working environment. It aids employees' training opportunities, job satisfaction and working conditions. Quality of Work Life facilitates employee's growth along with that of the organization.

Broadly, the concept of QWL involves four major aspects: (i) safe work environment, (ii) occupational health care, (iii) suitable working time, and (iv) appropriate salary. The safe work environment provides the basis for a person to be happy at work. The work should not pose a health hazard for the person. The employer and employees are aware of their risks and rights, and could achieve a lot for their mutual benefit. The working time has been indicated by the State according to the legislation. The concept of QWL is based on the assumption that a job is more than just a job; it is the centre of a person's life. In recent years there has been increasing concern for QWL due to the following factors:

- Increase in education level and consequently job aspirations of employees;
- Association of workers;
- Significance of human resource management;
- Widespread industrial unrest;
- Growing of knowledge in human behavior, etc.

The concept of QWL is gaining increasing attention in the area of Human Resource Management. The QWL encompasses the sum of total healthy experience of individual's experience in various facets of the work life or life at work

Rajshree Sugars and Chemical Ltd.,

Rajshree Sugars & Chemicals Limited (RSCL) was set up in the year 1985 as a public limited company. The main are operation of the company in the field of distillation, sugar refining, bio technology and environment- friendly power. RSCL with its Corporate Office in Coimbatore has three modern sugarcane based integrated biorefinery complexes located at Varadaraj Nagar in Theni District, Mundiampakkam in Villupuram District, Gingee in Thiruvannamalai District of Tamil Nadu and one unit at Zaheerabad in Medak District of Andhra Pradesh with easy access to Tuticorin, Chennai and

Visakhapatnam ports. It also supports agriculture in India by providing a wide variety of bio-inputs and organic inputs which help in increasing the agricultural output.

Literature Review

The Quality of work life refers to the relationship between the worker and his environment adding the human dimension to the technical and economic dimensions within which work is normally viewed and designed. Shanakrgouda.C.Patil and Chavan V.M (2010) says that business can improve their performance and chance of success only when the QWL strategies are adopted. Madhavi Garikaparthi and Moumita Roy (2004) found that employee turnover is a chronic disturbance for the organization. Retaining good employees has always been an issue of utmost importance. Companies should focus on this to create a better workplace. Cahn et al., (2000) suggest that the majority of the workers were unhappy with the current culture where they were required to work extended hours and cope with large workloads while simultaneously meeting production targets and deadlines. Alexandros-Stamatios et.al, (2003) says that management's role of in organization is one of the aspects that affect work-related stress among workers. Workers in an organization can face occupational stress through the role stress that the management gives. Raja Achanta., (2004) suggest that training and job security are considered to be the biggest motivators for attracting and retaining staff. While on the other hand job security too is being seen as increasingly important, especially due to the recent practices of retrenchments of organization flab. Syed Ali Akbar (2011) indicated that the managers should listen to their staff carefully and respect them and managers should participate continuously & evaluate staffs and give feedback to them in order the staff to achieve the objective of the organization.

Meenakshi Gupta and Parul Sharma(2010) mentioned as safe & healthy working conditions, opportunities for developing human capacity, opportunity for career growth, social integration in the work force, constitutionalism in work organization, Eminence of work life and Social relevance of work were the determinants and enhancers of QWL. Normala and Daud (2010) investigated that the quality of work life and its relationship with organizational commitment among Malaysian employees. Seven quality of work life variables were examined namely growth and development, participation, physical environment, supervision, pay and benefits and social relevance were examined to determine their relationship with organizational commitment. They found that there was a relationship between quality of Work life and organizational commitment and suggested the Malaysian firms to improve QWL upon their employees commitment. Rita Funnell (2010) identified the predictors in her study affecting quality of working life like security, economic rewards, autonomy, organization and interpersonal relations, worker involvement and commitment, working conditions and work complexity, personal growth opportunities and quality of working life feelings. She suggested improvising the working conditions, work environment, health and safety, the skills and attributes of unit managers, financial and other rewards; and policies and practices that promote an acceptable work/family. Kinman et al., (2006) identified that the most stressful aspects of academic and academic-related works are long working hours, too much administrative paper work, lack of support, obtaining research funding and finding time for research, frequent interruptions, rapid change, poor leadership and management, poor salary and lack of promotion prospects.

Objectives

The major objective of the study is to assess the major factors that influence quality of work life among employees in Rajshree Sugars and Chemicals in Theni. The specific objectives are to:

- Identify the satisfactions level of the employees

- Know the relationship between the employer-employee
- Gain an insight into the opinion of employees regarding quality of work-life factors
- Analyse the quality of work life in Rajshree Sugar and chemicals Ltd.,

Data and Methodology

Sample Design

Simple random sampling technique was followed for the selection of the sample required for the present study. The study comprised Rajashree Sugar and Chemical unit and its employees in Theni district of Tamilnadu. The sample respondents were employees of Rajshree Sugar and Chemical unit. The sample size of 123 employees was selected from the total 255 employees.

Data Collection

The study is both descriptive and analytical in nature and is based on primarily as well as secondary data. Field visit was conducted to collect the data based on questionnaire (see Appendix) and discussion was also done. Along with the personal discussions with the leaders and Rajshree officials were also conducted to collect relevant information necessary for the study. The respondents were then requested to judge its severity as an obstacle on a 5-point scale with the help of statistical techniques like percentage analysis, chi-square analysis and simple ranking method determine the factors which influence quality of work-life.

Results and Discussion

It is observed from table 1 that a majority of the respondents fall in the age group of above 35 years, i.e., 35% and only 8.9% fall in the age below 20 years. While 99.2% of the respondents are male, 63.4% are married, 27.6% of them are educated up to high school and 29.3% of the respondents have 11-15 yrs of experience

Table 1: Demographic Descriptive

	Demography	Frequency	Percentage
Age (in years)	Below 20 yrs	11	8.9
	21-25 yrs	14	11.4
	25-30 yrs	20	16.3
	31-35 yrs	35	28.5
	Above 35 yrs	43	35
	Total	123	100
Gender	Male	122	99.2
	Female	1	0.8
	Total	123	100
Marital Status	Single	45	36.6
	Married	78	63.4
	Total	123	100
Education	Uneducated	33	26.8
	HSC	34	27.6
	UG	20	16.3
	PG	14	11.4
	Others	22	17.9
	Total	123	100
Experience	1-5 yrs	19	15.4
	6-10 yrs	26	21.1
	11-15 yrs	36	29.3
	16-20 yrs	18	14.6
	More than 20 yrs	24	19.5
	Total	123	100

Table 2 shows that out of 123 samples, 42.3% of the employees are satisfied with the present working condition of their organization, but none of the employees are not highly dissatisfied with their working condition.

Table 2: Satisfaction based on working condition

Factor	Frequency	Percentage
Highly satisfied	28	22.8
Satisfied	52	42.3
Neutral	41	33.3
Dissatisfied	2	1.6
Highly Dissatisfied	0	0
Total	123	100

From the Table 3 it is observed that 34.15 of employees have assigned work based on their experience, while 3.3% of them think work has been assigned by other techniques.

Table 3: Work assignment distribution

Factors	Frequency	Distribution
Skill	18	14.6
Talent	29	23.6
Experience	42	34.1
Rotation-basis	30	24.4
Others	4	3.3
Total	123	100

Table 4 shows that 100% of the respondents said that they have feasible working hours because as mentioned in the "Factories Act 1948" working hours are followed by Rajashree Sugar and Chemical Ltd, high quality of tools and techniques have been provided by their company to carry out the job and top level management give enough instruction to do the job.

Table 4: Feasible working hours, Tools & Instruction

Factor	Feasible working hours	Tools & Techniques	Adequate Instructions
Yes (%)	123	123	123
No	0	0	0
Total	123	123	123

As revealed in Table 5, 35.6% of the respondents said participative leadership have been followed, in the form of feedback scheme, while 4.9 % of them said none of the above,

Table 5: Type of leadership styles

Factor	Frequency	Percentage
Autocratic	13	10.6
Supportive	23	18.7
Transactional	37	30.1
Participative	44	35.6
None of the above	6	4.9
Total	123	100

Table 6 reveals that 39% of the employees felt organization recognized their performance in very good manner, while no one felt poor recognition.

Table 6: Recognition of the performance

Factor	Frequency	Percentage
Excellent	21	17.1
Very good	48	39
Good	44	35.8
Fair	10	8.1
Poor	0	0
Total	123	100

From the Table 7 it is inferred that 35% of the employees felt that the management created supportive relationship and no one felt non co-operative relationship was found in there organization.

Table 7: Employer- Employee Relationship

Factor	Frequency	Percentage
Encouraging	20	16.3
Friendliness	36	29.3
Supportive	43	35
Non Co-operative	0	0
Responsiveness	24	19.5
Total	123	100

It is observed from Table 8 that majority of the employees strongly agreed their working environment is clean & tidy, hygienic and have job security, while others agree fringe benefits and training opportunities improve their QWL.

Table 8: Satisfaction on working environment, Hygiene, Income, Job security, Benefits & Training

Factor	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Working Environment	38.2	30.9	26.8	4.1	0
Hygiene	42.3	24.4	25.2	8.1	0
Income	30.1	34.1	30.9	4.9	0
Job Security	42.3	31.7	21.1	4.9	0
Fringe Benefits	26	43.1	27.6	3.3	0
Training	23.6	23.6	41.5	10.6	0.8

Similarly, Table 9 shows that the significance value of chi-square is greater than 0.05. Hence null hypothesis is accepted and it is concluded that there is no significant relationship between education and distribution of work assignments.

Table 9: Chi -Square -Education Vs Work assignment distribution

Education	Work Assignment Distribution					Total
	Skill	Talent	Experience	Rotation	Others	
Uneducated	3	8	11	9	2	33
HSLC	7	6	12	9	0	34
UG	2	7	6	4	1	20
PG	4	6	2	2	0	14
Others	2	2	11	6	1	22
Total	18	29	42	30	4	123
Pearson Chi-Square						16.927
p- Value						0.390

Again Table 10 shows that the significance value of chi-square is greater than 0.05. Hence null hypothesis is accepted and it is concluded that there is no significant relationship between leadership style and employer-employee relationship.

Table 10: Chi -Square –Leadership style Vs Employer-employee relationship

Leadership style	Employer-employee relationship					Total
	Encouraging	Friendliness	Supportive	Non Co-operative	Responsiveness	
Autocratic	1	6	2	0	4	13
Supportive	3	8	7	0	5	23
Transactional	7	9	14	0	7	37
Participative	8	10	19	0	7	44
None of the above	1	3	1	0	1	6
Total	20	36	43	0	24	123
Pearson Chi-Square						8.633
p- Value						0.734

It is observed from Table 11 shows that the significance value of chi-square is greater than 0.05. Hence null hypothesis is accepted and it is concluded that there is no significant relationship between experience and fringe benefits scheme.

Table 11: Chi -Square –Experience Vs Fringe benefits

Experience	Fringe benefits				Total
	Strongly agree	agree	Neutral	Disagree	
1-5 yrs	4	8	5	2	19
6-10 yrs	9	9	8	0	26
11-15 yrs	11	16	8	1	36
16-20 yrs	4	8	6	0	18
More than 20 yrs	4	12	7	1	24
Total	32	53	34	4	123
Pearson Chi-Square					8.163
p- Value					0.772

From the Table 12 it revealed that majority of the respondents given I rank to the compensation system highly motivated their performance, first aid kit in safety measures and ESI in statutory schemes

Table 12: Ranking Score of various factors

	Factors	Total Score	Rank (I-V)
Motivational Insights	Interesting work	483	III
	Recognition	471	IV
	Award & Rewards	441	V
	Compensation	498	I
	Friendly Co-workers	489	II
Safety Measures	Regular check-up	372	III
	Equipment to protect	369	IV
	First aid kit	468	I
	Lighting& Ventilation	462	II
	Others	332	V
Statutory Schemes	ESI	336	I
	PF	333	III
	Pension	327	IV
	Gratuity	335	II

Conclusions

From the above analysis it can be concluded that majority of the respondents said participative leadership should be followed in the form of feedback scheme and management should support employer-employee relationship. Majority of the respondents agreed that they have good and hygienic working environment. Most (41.5%) of the respondents feel neutral in training opportunity given by the organization. Majority of the respondents given I rank to the compensation system highly motivated their performance, first aid kit in safety measures and ESI in statutory schemes.

From this study, it is clear that quality of work life among employees in Rajshree Sugar and Chemical Ltd., is good. The effort of this organization for upgrading the living standard of the employees is encouraging and unique. Some of the welfare measures like recreational, medical, transport, educational, housing facilities are provided but, the research reveals, they need training facilities to balance their work and personal life effectively. Hopefully this study will provide an opportunity for the people of an organization to engage in this very essential topic; and to operational define a healthy work-life.

Limitations

The present study is restricted the district of Theni. Hence the findings cannot be generalized. It has been carried out on a limited sample size of 123. The study is done under assumptions that respondents are true and honest in expressing their views.

Scope for Future Studies

Similar studies can be carried out in the future covering a large sample size in other units as well as organizations. In fact, similar studies can be carried out covering additional factors that are not included in this study.

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Appendix

Questionnaire

Demographic details

Name : _____

1. Age in years
a. Below 20 b. 21-25 c. 25-30 d. 31-35 e. Above 35
2. Gender
a. Male b. Female
3. Marital status
a. Single b. Married
4. Educational qualification
a. Uneducated b. HSLC c. UG d. PG e. Others
5. Experience
a. 1-5 years b. 6-10 years c. 11-15 years d. 16-20 years e. More than 20 years

Working condition

6. How is your working condition in the factory?
a. Highly Satisfied b. Satisfied c. Neutral d. Dissatisfied e. Highly Dissatisfied
7. How the work assignments are distributed?
a. By skill b. By talent c. By experience d. By rotation e. Others
8. Do you have feasible working hours in your factory?
a. Yes b. No
9. Did the factory provide high quality tool and techniques to do the job?
a. Yes b. No
10. Did the factory provide enough instruction to carry out the job?
a. Yes b. No
11. In which type of leadership exist in the factory?
a. Autocratic b. Supportive c. Democratic d. Participative e. None of the above
12. At which extent management recognize about your performance?
a. Excellent b. Very good c. Good d. Fair e. Poor
13. What do you feel about employer-employee relationship?
a. Encouraging b. Friendliness c. Supportive d. Non-cooperative e. Responsiveness

Satisfaction level of factors influencing quality of work life**(SA- strongly agree A- agree N- neutral D- disagree SD- strongly disagree)**

Factors	SA	A	N	D	SD
14. The environment of the factory is clean and tidy.					
15. Rajshree sugar factory provides hygienic (In drinking water, Rest room,canteen).					
16. Income from job alone is enough to meet my family needs.					
17. Factory has given a complete assurance for my job security.					
18. Fringe benefits scheme has helped to improve our Socio-economic status.					
19. The training opportunities have really helped in improving the quality of work life.					

20. Rank the following motivational insights (5th for the most and 1 for the least)

S.No	Insights	Rank (1-5)
1	Interesting work	
2	Recognition	
3	Award & rewards	
4	Compensation	
5	Friendly co-workers	

21. Rank the following safety measures provided to you by the factory

S.No	Insights	Rank (1-5)
1	Regular health check up	
2	Provision of equipment to protect	
3	First aid kit	
4	Lighting and ventilation facilities	
5	Other safety measures	

22. Rank the following statutory schemes

S.No	Insights	Rank (1-5)
1	ESI	
2	PF	
3	Pension	
4	Gratuity	

WORKING CAPITAL MANAGEMENT OF OIL AND NATURAL GAS CORPORATION (ONGC) LIMITED

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Introduction

Financial Performance refers to the well-being of a business as measured by adequate financial analysis. This is a way to measure the overall financial aspects the company and how much income it must generate to pay out its regular and other expenses. The liquidity, solvency, repayment capacity, profitability and financial efficiency are the important areas of financial health and these aspects should be monitored by all business regularly. The balance sheet, a cash flow statement, income statement and a statement of owners' equity are analyzed to evaluate the overall financial health of the business. Effectiveness of financial performance has got direct bearing on shareholders, investors and investment analysts to identify the determinants of corporate performance.

Financial analysis refers to the process of determining financial strength and weaknesses of the firm by establishing strategic relationship between the items of the balance sheet, profit and loss account and other operative data. Financial performance analysis is a process of evaluating the relationship between component parts of a financial statement to obtain a better understanding of a firm's position and performance. The purpose of financial analysis is to diagnose the information contained in financial statements so as to judge the profitability and financial soundness of the firm. A financial analyst analyses the financial statements with various tools of analysis before commenting upon the financial health or weaknesses of an enterprise. Analysis of financial performance is effectively used to predict, compare and evaluate the firm's earning ability.

Statement of the Problem

Oil and Natural Gas are the largest conventional source primary energy in the world and constitute a critical input for economic growth together with other forms of primary energy viz. hydro electricity, nuclear power and coal. In the year 2002 the world consumption of primary energy was 9,405 million metric tonnes of oil equivalent of which the share of hydrocarbons was 62 per cent. India is one of the top 10 oil-consuming countries in the world. Oil and gas represent over 40 per cent of the total energy consumption in India. The consumption of petroleum product in the country is on the rise and demand already far from the domestic supply. With inadequate crude production, the country is heavily dependent on imports. Thus, it is clear that the business of exploration, production, refining and

marketing of hydrocarbons, generically known as 'Petroleum sector' constitute a very vital role in the national economy. Considering the growing importance of oil and natural gas in our economy an attempt has been made to study the performance of the Public Sector Undertakings in this sector.

Objectives of the Study

The following are the objectives of the present research

- i. To measure, analyze and test the liquidity position of the Oil and Natural Gas Corporation (ONGC) Limited.
- ii. To evaluate the overall financial performance of Oil and Natural Gas Corporation (ONGC) Limited.

Methodology

The present study is a descriptive and analytical study and compare the financial position of ONGC Limited. The study is mainly supported by secondary data. The secondary data were collected from the annual reports of ONGC Limited, magazines, journals, books and websites.

Data Collection

The data for the study were collected from the secondary sources such as annual reports (Income Statement, Balance sheet and performance at a Glance) of Oil and Natural Gas Corporation Limited. The reserve bank of India Bulletin, Annual Survey of Industries, Bombay Stock Exchange official directory, CMIE monthly review of the India Economy and yearly reports on corporate sector and the prowess database of the Centre for Monitoring Indian Economy and Capital line plus corporate database, ONGC Official Website, www.moneycontrol.com, Annual Report of Ministry of Petroleum and Natural Gas, and the like.

Data Processing

To carry out this research work editing, classification and tabulation were done as per requirements of the study. The collected data for the study had been processed and analyzed with the help of the computer software Microsoft Excel, Statistical Packages for Social Sciences (SPSS) 19.0 version.

Period of the study

The present study covers the period of nineteen years from 1996-97 to 2014-15. The period of study stands significant that it covers the adoption of the policy of liberalization in the year 1991 and the Oil and Natural Gas Commission converted into the public limited company as ONGC Limited in 1993-94.

Framework of Analysis

As regards the analysis of data, financial and statistical tools have been used to measure the performance of the ONGC Limited from all possible important angles. The financial soundness is the core factor for the company. So to assess the working capital management of the concern, the following appropriate financial ratios have been used Working Capital to Current Asset Ratio, Inventory to Current Asset Ratio, Liquid Assets to Current Asset Ratio and Motaal's Comprehensive Test of Liquidity.

Motaal's Comprehensive Test of Liquidity

Motaal prescribes a comprehensive test for determining the soundness of a firm as regards liquidity position. According to him, a process of ranking is used to arrive at a more comprehensive measure of liquidity in which the following three ratios are combined in a point score. It is otherwise called as Ultimate Rank Test.

Working Capital to Current Asset Ratio

$$\text{Working Capital to Current Asset Ratio} = \frac{\text{Working Capital}}{\text{Current Assets}} \times 100$$

Table 1: Ranking of Working Capital (WC) to Current Asset (CA) Ratio

Sl. No.	Year	Working Capital	Current Assets	Ratio	Rank
1	1996-97	44205	76883	57.50	12
2	1997-98	32684	75343	43.38	14
3	1998-99	43189	96186	44.90	13
4	1999-00	68485	118919	57.59	11
5	2000-01	91386	139715	65.41	5
6	2001-02	109249	176659	61.84	8
7	2002-03	127132	214970	59.14	10
8	2003-04	191535	280615	68.26	3
9	2004-05	212895	321658	66.19	4
10	2005-06	265664	371615	71.49	1
11	2006-07	304021	443953	68.48	2
12	2007-08	322248	498331	64.67	6
13	2008-09	334949	546000	61.35	9
14	2009-10	342714	537713	63.74	7
15	2010-11	65392	256958	25.45	19
16	2011-12	97739	354718	27.55	18
17	2012-13	124714	299453	41.65	15
18	2013-14	104061	294859	35.29	17
19	2014-15	105681	297416	35.53	16
	Total	2987943.00	5401964.00	1019.41	

Inventory to Current Asset Ratio

$$\text{Inventory to Current Asset Ratio} = \frac{\text{Inventory}}{\text{Current Assets}} \times 100$$

Table 2: Ranking of Inventory to Current Asset Ratio

Sl. No.	Year	Inventory	Current Assets	Ratio	Rank
1	1996-97	19,475.00	76883	25.33	19
2	1997-98	18,786.00	75343	24.93	18
3	1998-99	15,718.00	96186	16.34	14
4	1999-00	15,649.00	118919	13.16	11
5	2000-01	15,369.00	139715	11.00	10
6	2001-02	14,526.00	176659	8.22	7
7	2002-03	15,710.00	214970	7.31	3
8	2003-04	24,057.00	280615	8.57	8
9	2004-05	25,692.00	321658	7.99	5
10	2005-06	30,385.00	371615	8.18	6
11	2006-07	30,338.00	443953	6.83	1

12	2007-08	34,806.00	498331	6.98	2
13	2008-09	40,607.00	546000	7.44	4
14	2009-10	46,786.00	537713	8.70	9
15	2010-11	41,190.00	256958	16.03	13
16	2011-12	51,654.00	354718	14.56	12
17	2012-13	57,044.00	299453	19.05	15
18	2013-14	58,825.00	294859	19.95	16
19	2014-15	59,635.00	297416	20.05	17
	Total	616252.00	5401964.00	250.62	

Liquid Assets to Current Asset Ratio

$$\text{Liquid Assets to Current Asset Ratio} = \frac{\text{Liquid Assets}}{\text{Current Asset}} \times 100$$

Table 3: Ranking of Liquid Assets to Current Asset Ratio

Sl. No.	Year	Liquid Assets	Current Assets	Ratio	Rank
1	1996-97	57,408.00	76883	74.67	19
2	1997-98	56,557.00	75343	75.07	18
3	1998-99	80,468.00	96186	83.66	14
4	1999-00	103,270.00	118919	86.84	11
5	2000-01	124,346.00	139715	89.00	10
6	2001-02	162,133.00	176659	91.78	7
7	2002-03	199,260.00	214970	92.69	3
8	2003-04	256,558.00	280615	91.43	8
9	2004-05	295,966.00	321658	92.01	5
10	2005-06	341,230.00	371615	91.82	6
11	2006-07	413,615.00	443953	93.17	1
12	2007-08	463,525.00	498331	93.02	2
13	2008-09	505,393.00	546000	92.56	4
14	2009-10	490,927.00	537713	91.30	9
15	2010-11	215,768.00	256958	83.97	13
16	2011-12	303,064.00	354718	85.44	12
17	2012-13	242,409.00	299453	80.95	15
18	2013-14	236,034.00	294859	80.05	16
19	2014-15	237,781.00	297416	79.95	17
	Total	4785712.00	5401964.00	1649.38	

The higher the value of both working capital to current asset ratio and liquid resources to current asset ratio, relatively the more favourable will be the liquidity position of a firm and vice-versa. On the other hand, lower the value of stock to current assets ratio, relatively the more favourable will be the liquidity position of the firm. The ranking of the above three ratios of a firm over a period of time is done in their order of preferences. Finally, the ultimate ranking is done on the basis of the principle that the lower the points score, the more favourable will be the liquidity position and vice-versa.

Table 4: Ultimate Rank of Motaal's Comprehensive Test of Liquidity

Sl. No.	Year	Working Capital to Current Asset Ratio	Rank	Inventory to Current Asset Ratio	Rank	Liquid Assets to Current Asset Ratio	Rank	Total Rank	Ultimate Rank
1	1996-97	57.50	12	25.33	19	74.67	19	50	17
2	1997-98	43.38	14	24.93	18	75.07	18	50	17
3	1998-99	44.90	13	16.34	14	83.66	14	41	12

4	1999-00	57.59	11	13.16	11	86.84	11	33	11
5	2000-01	65.41	5	11.00	10	89.00	10	25	9
6	2001-02	61.84	8	8.22	7	91.78	7	22	8
7	2002-03	59.14	10	7.31	3	92.69	3	16	5
8	2003-04	68.26	3	8.57	8	91.43	8	19	7
9	2004-05	66.19	4	7.99	5	92.01	5	14	4
10	2005-06	71.49	1	8.18	6	91.82	6	13	3
11	2006-07	68.48	2	6.83	1	93.17	1	4	1
12	2007-08	64.67	6	6.98	2	93.02	2	10	2
13	2008-09	61.35	9	7.44	4	92.56	4	17	6
14	2009-10	63.74	7	8.70	9	91.30	9	25	9
15	2010-11	25.45	19	16.03	13	83.97	13	45	14
16	2011-12	27.55	18	14.56	12	85.44	12	42	13
17	2012-13	41.65	15	19.05	15	80.95	15	45	14
18	2013-14	35.29	17	19.95	16	80.05	16	49	16
19	2014-15	35.53	16	20.05	17	79.95	17	50	17

Table 4 shows that the Motaal's Comprehensive Test has been applied for determining the liquidity position of ONGC Limited over the period under consideration. On the basis of ultimate ranking as suggested by Motaal it may be concluded that liquidity position of ONGC Limited in the year 2006-07 was the best followed by the years 2007-08, 2005-06 and 2008-09 respectively in that order.

Conclusion

The oil and gas sector is among the six core industries in India and plays a major role in influencing decision making for all the other important sections of the economy. In 1997-98, the New Exploration Licensing Policy (NELP) was envisaged to fill the ever-increasing gap between India's gas demand and supply. India's economic growth is closely related to energy demand; therefore the need for oil and gas is projected to grow more, thereby making the sector quite conducive for investment. The Government of India has adopted several policies to fulfill the increasing demand. The liquidity position of the ONGC Limited was more or less improving over the period under the study. The result of the Motaal's Comprehensive Test as revealed in the study has corroborated with the result of the liquidity position of ONGC Limited.

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THE PERSPECTIVE AND ISSUES OF THE GOODS AND SERVICES ACT (GST) IN CLOTHING MSMEs OF MADURAI DISTRICT

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Introduction

The clothing sector is the final stage of the textile value chain and the maximum value addition takes place at this stage. Clothing sector is an export intensive sector and contributes about 49 percentages to total textile exports. The clothing sector is low investment and highly labours intensive industry. An investment of Rs. 1 lakh in the sector creates 6-8 jobs. This industry also has a women friendly employment orientation and provides employment to large number of women. In fact 38 percentage of the total employment in clothing sector is accounted for by women. In countries such as Bangladesh, such employment has brought a major social change in the society. This sector is environment friendly as it is least polluting and it could provide employment to the rural population, as this sector does not need sophisticated skill sets. Considering the strengths of this industry, particularly in terms of employment and export, there is needed to provide thrust to the growth of this sector.

Distribution of Clothing Industry

The clothing industry is fragmented and pre-dominantly in the MSMEs sector. Major manufacturers have at least 20-30 units each. The reason for this could be attributed to the MSMEs reservation policy which was in vogue till 2001 for woven apparels and up to March 2005 for knitwear. The quota policy which prevailed during the quota regime also did not encourage consolidation of the units. However, subsequent to quota phase out and de-reservation, the process of consolidation has started but momentum is slow due to prevailing labour laws. There were 12963 units (excluding tailoring units) comprising 12289 SSI units and 674 Non-MSME units. The total production of clothing sector was 7.85 billion pieces with a value of Rs. 93328 crore during 2005-06, comprising of 2.24 billion pieces with value of Rs. 37208 crore for exports and 5.61 billion pieces with value of Rs. 56120 crore for the domestic market. During the first four years of the Eleventh Five Year Plan, the apparel market grew from Rs. 101,300 Crores to Rs. 150,000 crores registering a compounded annual Growth Rate of 14 percent. The growth was faster in the organised sector of the industry which grew at the rate of over 20 percent and contributes nearly 25 percent of total apparel market. The demand for made-ups during the corresponding period increased from Rs. 8,450 Crores to Rs. 10,000 crore registering CAGR of 6 percent. The total demands for apparel and made up increased from US\$ 65 billion in the beginning year of the 12th plan to US\$122 billion by the end of the terminal year of the 12th Plan

The clothing sector has been dominated by cotton fabric based manufacture and export. In the area of exports, about 80 percentage of the total garment exports (in quantitative terms) is accounted for by cotton fabrics, followed by 11 percentage for man-made fabrics and 2 percentage for woollen fabrics. The same is, more or less, the position in case of domestic consumption and overall production.

Production Strategies Clothing and Apparel

The Production Chart explains the production Strategies of Clothing industry. The Quality control work is one of the important work to produce the orders as per as buyer requirement. The Batch production system is followed with proper production planning and control. Poor wage structure and low quality work life is the major draw backs of existing production system

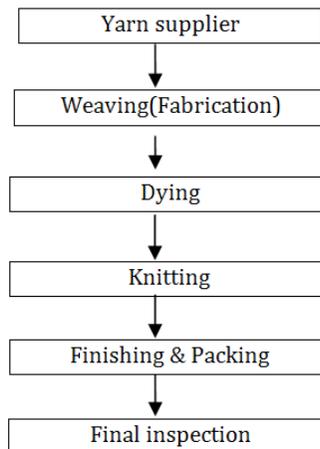


Chart 1. Flow Chart of Production Process

India's share in the total world apparel trade is about 3.6% and is ranked sixth India exports more than one hundred garment product categories, mainly falling in cotton, semi-fashion middle price segment of casual wear with the main product categories being T-shirts, men shirts, ladies blouses, ladies dresses and skirts. Member states of the EU, USA, Canada, UAE, Japan, Switzerland and Australia are the major markets for India's clothing exports.

Goods and Services Tax Practices in Clothing and Apparel MSMEs in Madurai District

The Madurai District consists of scatted clothing and apparel industries. This cluster also consists of large number of micro and medium level unregistered MSMEs working as sub-contractors to large scale industries and producers of Domestic needs.

The common Tax strategies of our nation result the GST act in this current year. Under this act, the same rate of tax is levied for the same goods throughout country irrespective of geographical specification. The tax forces to levy the goods at each stage of production process and marketing activities. In this connection, 5 percentage of GST is levied to clothing and apparel industry under this act. The tax collection authority is both central and State Governments of India. The tax policy consists of State GST, Central GST, interstate GST and International GST. The clothing and apparel MSMEs are levied in all above mentioned types of GSTs.

Statement of the Problem of the Study

The common Tax strategy in the name of GST is very supportive and changes the industrial environment as a systematic nature. But the take-off period of new tax system is very painful to the Unregistered MSMEs in Madurai District. Majority of Micro enterprises come under the category of Sole proprietorship and partnership firms. The owner or partner is the one of the employee of this small unit. He /she is carrying the all activities. These persons are not having the sufficient working

knowledge on taxation procedures .They are totally depending upon the private accountants and auditors. This situation forces the additional cost for accounting and auditing charges in addition to taxation cost in each day of tax payment to the MSMEs who are already suffering from the problems of increasing the exchange value of Dollar, de-monetization and digitalization Practices. The new tax law demands clothing and apparel MSMEs to install the computer and appoint the computer programmer for single or few trading work through on line. It needs nearly fifty thousand rupees additional burden able investment to a single tiny unit. From yarn purchase, dyeing, Knitting and to Packing of production stages are considered for taxation procedures. It provides additional concentration and time consuming to small entrepreneurs. It increases the operating cost of goods which results the MSMEs not to offer the goods at international competitive price when compare with China and other countries. There is problem of timely reimbursement of tax from Government authorities. So the study has been undergone to analysis the prospects and issues of GSTs in clothing and apparel small industries entitled on “**The perspective and issues of the Goods and Services Act (GST) in Clothing MSMEs of Madurai district**”

Scope and Limitation of the Study

The study has confined its scope to analyse the strategic approaches of taxation authority for the launching of new Goods and Services (GST) taxation policy towards the clothing and apparel industries in Madurai District. The practical problems of Tax payers in this cluster and various cost incurred relating to the payment of GST has been evaluated. The period of study is current year..

Objectives of the Study

- To Know the Demographic profile of the selected sample entrepreneurs of clothing and apparel MSMEs of Madurai District.
- To analyze nature and pattern of production and Marketing strategies of sample entrepreneurs of clothing and apparel MSMEs of Madurai District To evaluate the tax payers' attitude towards new GST among the sample entrepreneurs of clothing and apparel MSMEs of Madurai District
- To evaluate the impacts of the GST on the sample entrepreneurs of clothing and apparel MSMEs of Madurai District

Methodology

It is a descriptive study. The suitable statistical tools have been used for analysing the primary data. The primary data were collected from different category of clothing and apparel MSMEs entrepreneurs, such as; yarn traders dyers, fabricators, knitters and marketers in Madurai District of Tamilnadu. The primary data were collected by using the interview schedule. The Simple random sample method has been adopted in this study. 100 sample entrepreneurs including both yarn traders' dyers, fabricators, knitters and marketers in Madurai District were selected by using lottery method for this study. Collected data has been classified and categorized for Tabulation. The statistical tools such as Percentage analysis, average, mean Standard deviation and Chi-square are used for the analysis of the data.

Demographical Profiles of the sample MSMEs entrepreneurs in Madurai District.
Table No 1. Demographical Profiles of the sample MSMEs entrepreneurs in Madurai District

Sl.no	Profile	No's of the sample Respondents			%
		Female	Male	Total	
I	Age				
	Below -18 years	-	02	02	02.
	18 years to 30 years	10	15	25	25
	31years to 45 years	24	18	42	42
	46 years to 60 years	12	12	24	24
	Above 60 years	04	03	07	07
	Total	50	50	100	100
II	Educational Qualification				
	Uneducated	05	07	12	12
	Primary level	12	13	25	25
	Secondary level	17	17	34	34
	Higher Secondary	15	5	20	20
	Graduation and Above	01	--	01	01
	Diploma/ others	-	08	08	08
	Total	50	50	100	100
III	Knowledge in Textile technology				
	Obtained	08	09	17	17
	Not Obtained	42	41	83	83
	Total	50	50	100	100
IV	Marital Status				
	Married	38	32	70	70
	Unmarried	12	13	25	25
	Divorced /widow	-	05	05	05
	Total	50	50	100	100
V	Residential Area				
	Rural	15	15	30	30
	Semi-urban	10	19	29	29
	Urban	25	16	41	41
	Total	50	50	100	100
VI	Family Status				
	Joint family	05	17	22	22
	Nuclear family	42	29	71	71
	Single	03	04	07	07
	Total	63	72	135	100

Sources: Complied from primary Data

The majority of MSMEs are run by rural entrepreneurs. The share of women gender is also more favourable. The formation of the new MSME in Madurai District is mostly based on past experiences of the in this apparel industry. (Table no;1)

Prospects of sample Clothing and Apparel MSMEs in Madurai District

Table No 2 Distribution of sample Clothing and Apparel MSMEs in Madurai District

Sl.no	Particular	Yarn traders	Dyers	Fabricators	Knitters	Marketers	Total
1	No' of MSMEs		(Figures in Percentage)				
	Micro level MSMEs	06	04	06	11	03	30
	Small level MSMEs	04	07	07	09	02	29
	Macro level MSMEs	05	09	10	10	07	41
	Total	15	20	23	30	12	100

2	Capital						
	Up to5 crores	04	03	05	08	02	22
	3.1 to 4 crores	05	08	08	10	05	36
	1,1 to3 crores	02	07	09	05	02	25
	Below one crores	04	02	01	07	03	17
Total	15	20	23	30	12	100	
3	Type of MSMEs						
	Registered MSMEs	06	10	10	14	11	51
	Registered MSMEs	09	10	13	16	01	49
	Total	15	20	23	30	12	100
4	Nature of businesscarried						
	Direct Exporter	--	--	--	03	01	04
	Direct domestic Traders	12	13	05	05	11	46
	Sub-contractor	03	07	14	12	--	36
	Labour contractor	--	--	04	10	--	14
Total	15	20	23	30	12	100	
5	Systematic accounting system						
	Followed	07	11	12	13	07	50
	Not followed	08	09	11	17	05	50
	Total	15	20	23	30	12	100

Sources: Complied from primary Data

The T Madurai District mostly consists of MSMEs .The unregistered micro industries as a dying unit, fabrication units or knitting units are carrying the business as house hold units with hiring few workers from out sides. Majority of them are the either sub-contractor or labour contractor. They are not following systematic accounting procedures. Dollar depreciation and pollution control problems are the factors affecting the smooth sailing of these business units. The majority of MSMEs in this cluster are depending upon the contractor and corporates for running the business. in this connection the impact of GST is not favourable one to the micro and small clothing entrepreneurs in this cluster. The competition between the MSMEs for getting sub-orders from big companies may also influence the overall growth of this sector. In this connection, the majority of MSMEs are reducing the profit margin and cost of production to tackle the internal competition. In this emerging condition, the increased rate of GST for not only textile goods and accessories for dyeing and knitting of apparel units may rise the question of survival of micro units and also to face the tough competition the prefer the second quality raw material and other inputs due to increased cost of such materials. This affects the Indian brand name at abroad. (Table No;2)

The analysis of factors affecting the GST Taxation Procedures

Table No -3 The Position of sample MSMEs with respect of GST Taxation Procedures

Particular	Mean Score of Sample MSMEs					F Ratio	F Probability
	Yarn traders	Dyers	Fabricators	Knitter	Marketers		
Knowledge about GST	2.9788	3.2545	2.5158	2.9763	2.6144	0.9268	0.3972
Registration and Filing Procedures	3.0545	3.6844	2.3924	3.0495	2.6963	0.7148	0.4916
Compulsion of On line billing	2.9788	3.4700	2.3926	2.9793	2.6993	0.2472	0.7839
GST Tax payment procedures	2.9027	3.0879	2.5847	2.9562	2.3826	0.8981	0.4083
Percentage and time of payment of GST	3.8373	3.6764	3.3541	3.8520	3.1598	2.0525	0.1326
Reimbursement of GST	3.8269	3.2875	3.3617	3.8361	3.4675	0.7939	0.4538

* Significant at 5 percentage level (Sources: Complied from primary Data)

The factors such as Percentage and time of payment of GST for the all type of sample respondents (3.8373,3.6764,3.3541 and 3.8520) have been highly influenced. The lack of sufficient Knowledge about GST among the sample respondents is weakening the part of tax payer. They are always depending upon the auditors. The entrepreneurs of MSMEs are carrying the business with small and deficit capital sources. Their transaction for sub-contract work and labour contract work need not proper billing and accounts. But the new GST taxation procedures forces to MSMEs to make online transaction. It also increases the both capital and working capital expenditures. One of the important factor of delay ness in the Reimbursement of GSTis also highly affect the smooth payment of the tax. (Table no; 3)

Impact of Goods and Services Act in apparel sector

Table No -4 Impact of Goods and Services Act (GST) in Clothing and Apparel MSMEs with special reference to Madurai District

Impact and problem of GST	Yarn traders Mean Score	Dyers Mean Score	Fabricators Mean Score	Knitters Mean Score	Marketers Mean Score
Increased cost of production due to increased GST rate of production accessories	3.75	3.45	4.05	3.65	3.7
Increased selling cost of apparel goods and problem in tackling the international competitions of marketing	4.5	4.35	4.4	4.45	4.5
Systemisation of accounts procedures	4.5	4.15	4.65	4.1	4.5
Increased cost of investment due to purchase of computers and others	3.1	3.35	3.15	3.05	3.35
Increased administrative overhead cost due to appointment of separate or additional employees for GST	3.45	3.0	3.45	3.25	3.4
Multi stage taxation and increased the cost of raw materials	2.95	2.8	2.9	2.9	2.75
Additional fund needed for payment of GST tax for credit sale sup to credit period	3.25	3.5	3.2	3.8	3.3
Increased percentage of dependence of auditors and tax authorities for trading	4.2	4.2	4.45	4.15	4.3
Preference of second quality of yarn and other materials for production	4.1	3.9	4.6	4.25	4.4
Mean Score	3.7125	3.6	3.7813	3.669	3.725
Standard deviation (SD)	1.938	1.468	1.540	1.132	1.007

Sources: Complied from primary Data

Irrespective of the type of business followed by the sample respondent, increased selling cost of apparel goods and problem in tackling the international competitions of marketing has the major impact of GST. Multi stage taxation and increased the cost of raw materials production problem, Additional fund needed for payment of GST tax for credit sales up to credit period, Increased administrative overhead cost due to appointment of separate or additional employees for GST are the major impact of GST in clothing and apparel MSMEs (Table no;4)

Conclusion

The majority of clothing and apparel entrepreneurs are starting the payment of GST taxation process. There is some kind of confusion among them regarding the overall network of GST. The necessary awareness programme should be provided to the rural entrepreneurs. In addition to it,

capital subsidiary should be provided to procurement of computer and other appliances. The separate cash credit is to be sanctioned to pay GST under credit transaction.

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ANTECEDENTS OF ONLINE PURCHASE INTENTION: AN EMPIRICAL STUDY IN MADURAI DISTRICT

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Abstract

The purpose of this study is to examine the influence of various antecedents on online purchase intention. 200 respondents from Madurai city were participated in the study from Madurai city. The data was gathered with the help of a structured questionnaire. The scales were developed based on prior studies. Collected data was analysed with the help of path analysis. The results of the study also show that social influence positively influences online purchase intention.

Keywords: *online shopping, perceived usefulness, Social Influence*

Introduction

Online shopping has turn out to be one of the pertinent internet activity following the e-mail usage and web browsing. A key challenge faced by online retailers is to pull enough online customers to be profitable and continue to exist. Volume is the key to success for online stores. Online sales method is significantly becoming a fast-growing business (Barnes and Vidgen, 2001) and being more than just a source of entertainment, information, and news.

Despite impressive online purchasing growth rates, evidence strongly indicates that many consumers who search different e-retail sites abandon their purchase intentions. Helping online businesses understand which factors encourage consumers to remain loyal a shopping website is critical because acquiring new customers may cost five times more than retaining existing ones. There are many benefits of online shopping like time saving, access from everywhere, convenience, availability 24 hours a day, variety of products, various options available to compare products and brands

There have been many studies examined the relationship between factors affecting consumer' online buying behavior and the relationship between these factors. One of the main goals of these studies are helping practitioners or managers of e-stores to choose and implement right competitive and marketing strategies to convert potential customers into active ones, while retaining existing online customers, as well.

Review of Literature

Vijayasathy (2004) attempted to gauge online consumer intentions with the help of Technology Acceptance Model. Whereas McCloskey and Whiteley (2002) based on a study with both US and UK respondents concluded that both US and UK consumers have positive attitudes toward online shopping. Shergill and Chen (2005: 79-94) on examining the consumer attitudes towards online shopping in New

Zealand found out the factors which online buyers keep in mind while shopping online. Their findings revealed that website design, website reliability/fulfilment, customer service and website security/privacy are the pertinent factors which influence consumer perceptions of online purchasing. Lee (2003) made an attempt to examine online shoppers concerns about payment security and its relationship to online shopping attitude and actual purchases. Perceived Usefulness was found to have positively influenced the Behavioural Intention (Fagan, Wooldridge, & Neill, 2008; 06; Ha & Stoel, 2009;

Methodology

The present study was a descriptive and a causal research design. The items selected for the constructs were chosen and adapted to Indian context based on the earlier research works to have content validity. The measures were based on likert scale ranging from “strongly disagree” to “strongly agree”. Questionnaires were completely responded by 200 consumers. The collected data were analysed using Structural Equation Modeling (SEM) via the Analysis of Moment Structure (AMOS 20).

The research hypotheses developed for the present study are:

H1: Web site design significantly influences online purchase intention

H2: Trust and security significantly influences online purchase intention

H3: Social Influence significantly influences online purchase intention

H4: Perceived Usefulness significantly influences online purchase intention

Results

Kline (2005) opined that the measurement model needs to be tested for the reason that all of the correlations among the research dimensions must be estimated before carrying out the structural model. The measurement was assessed using confirmatory factor analysis. A construct is reliable if it provides essentially the same set of scores for a group of subjects with repeated testing. Validity, on the other hand, refers to the extent to which an instrument measures what it is intended to measure. There are a number of different ways that reliability and validity can be examined. In the present study, the composite reliability, variance extracted estimates, convergent validity, and discriminant validity were examined.

Table 1: CFA Results

Item	Estimate	Standardized estimates	S.E.	C.R.	P value	cronbach alpha
ts1	1	0.856				.887
ts2	0.901	0.806	0.049	18.473	***	
ts3	0.932	0.759	0.055	17.05	***	
ts4	0.989	0.8	0.054	18.28	***	
pint1	1	0.919				.881
pint2	1.022	0.964	0.031	32.505	***	
pint3	0.871	0.811	0.038	22.948	***	
use1	1	0.831				.910
use2	1.123	0.937	0.055	20.317	***	
use3	0.993	0.775	0.056	17.758	***	
soc1	1	0.786				.903
soc2	1.08	0.849	0.06	17.878	***	
soc3	1.101	0.886	0.06	18.407	***	
web1	1	0.73				.876
web2	1.245	0.874	0.085	14.61	***	
web3	1.199	0.794	0.083	14.451	***	

Table 1: CFA loadings for Antecedents of online purchase intention

Convergent validity of the constructs can be assessed by reassessing the t-tests for the factor loadings (Anderson & Gerbing, 1988). The t-tests for each indicator loading are shown in Table 1.

The results show that the construct demonstrated a high convergent validity since all t-values are significant at the .01 level. Cronbach alpha value is greater than 0.7 for all construct, and it concludes that there is a high level of internal consistency exists between samples (Nunnally, 1978).

Table 2: Convergent Validity and Discriminant Validity for Antecedents of Online purchase intention

	CR	AVE	Social Influence	Trust Security	Purchase Intention	Perceived Usefulness	Web Design
Social Influence	0.879	0.708	0.841				
Trust Security	0.881	0.650	0.432	0.806			
Purchase Intention	0.927	0.811	0.478	0.269	0.900		
Perceived Usefulness	0.886	0.723	0.126	0.086	0.140	0.850	
Web Design	0.843	0.642	0.089	0.106	0.058	-0.049	0.802

Composite reliability is analogous to the Cronbach (1951) coefficient alpha for measuring the reliability of a multiple-item scale. The composite reliability values for each construct are shown in Table 2. As shown, the composite reliability score for each dimension is relatively high (> .70). Variance extracted estimates, as discussed by Fornell and Larcker (1981), assess the amount of variance that is captured by an underlying factor in relation to the amount of variance due to measurement error. Fornell and Larcker (1981) suggested that it is desirable that the construct exhibit estimates of .50 or larger. The variance extracted estimates for each dimension are also shown in Table 2.

Discriminant validity is inferred when measures of each construct converge on their respective true scores, which are unique from the scores of other constructs (Churchill, 1979). Discriminant validity is demonstrated if both variance extracted estimates are greater than this squared correlation. The results of the variance extracted tests of the scale construct are shown in Table 2. Again, discriminant validity is supported by each squared correlation is less than both applicable variances extracted estimates.

Table 3: Model Fit Measures for Antecedents of online purchase intention

Measure	Estimate	Threshold	Interpretation
CMIN	108.593	--	--
DF	94	--	--
CMIN/DF	1.155	Between 1 and 5	Acceptable
GFI	0.968	>0.90	Acceptable
CFI	0.996	>0.90	Acceptable
RMR	0.019	<0.08	Excellent
RMSEA	0.020	<0.08	Acceptable

The results tested by the measurement model are presented in Figure 1. Table 3 shows that all the fit indices are within accepted limits.

Figure 1: Measurement model for Factors influencing online purchase intention

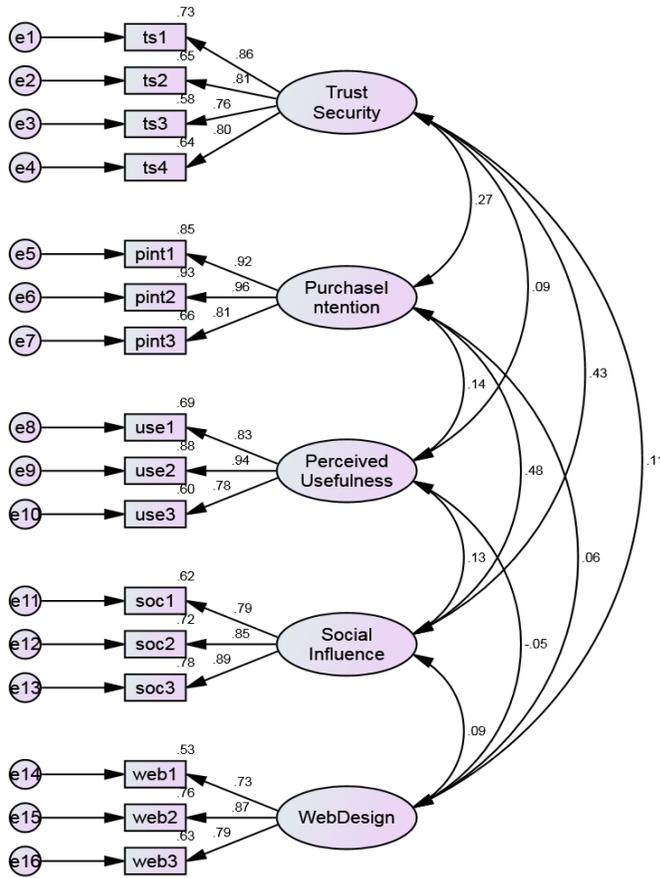


Figure 2: Path Analysis

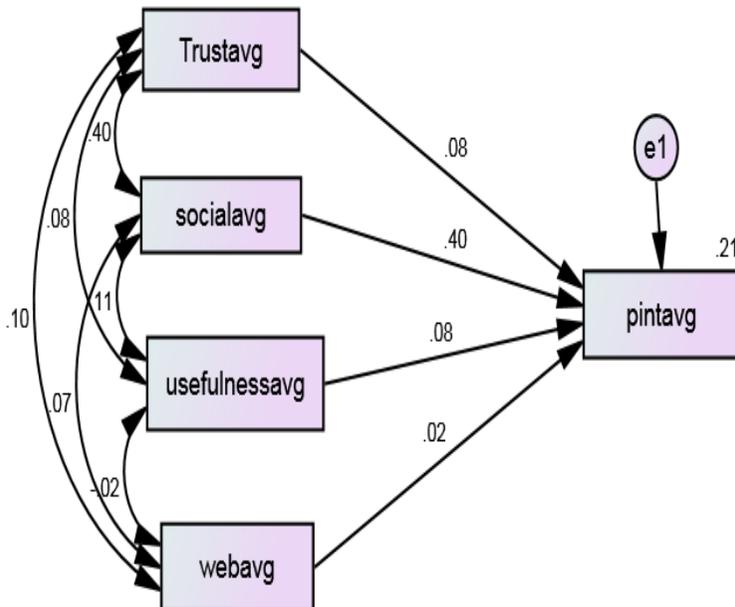


Table 4: Results of Path analysis

Variables	Unstandardized Estimate	Standardized Estimate	S.E.	C.R.	P
Purchase Intention <--- Trust	0.070	.081	0.042	1.661	0.097
Purchase Intention <--- Social Influence	0.318	.402	0.038	8.275	***
Purchase Intention <--- Per usefulness	0.086	.084	.046	1.883	0.060
Purchase Intention <--- web design	0.024	.024	0.044	0.546	0.585

Figure 2 depicts the causal relationships of the hypothesized model. Table 4 depicts the standardized and unstandardized beta value, error value, and t-value corresponding to the above shown causal relationships. An examination of the regression paths indicated that the standardized path coefficient (β) for the path from "Social Influence" to online purchase intention ($\beta=0.318$) is statistically significant at the 0.01 level (H3 is supported). The other paths from to online purchase intention were found not to be statistically significant.

Discussion and Conclusion

The research work has supported previous empirical findings in a certain degree. The positive and significant individual effect of social influence on online consumers' intention to purchase has lent a good indication for further research to explore this phenomenon. The study provides interesting insights on the online consumer behaviour, as the results showed significant differences between the two groups of respondents. It is found that the most important factors affecting online buying decisions is social influence. One of the limitations of this research is that the data gathered from a limited population.

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URBAN VS. RURAL PUBLIC VIS-À-VIS SAVING BEHAVIOUR

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Abstract

Saving has attracted considerable interest in the economics literature with particular focus on the various motivations behind saving behaviour. Such motivations include: precautionary saving where individuals hold a contingency fund in case of adverse future events; to smooth income and consumption over the life cycle; and the inter-temporal substitution motive whereby individuals benefit from accumulating interest on savings. Clearly, motives for saving will differ across individuals as well as over time. Such motives are likely to be interrelated and, indeed, complementary. Regardless of the motivations behind saving behaviour, a commonly held view is that individuals are not saving enough in the context of both short-term saving as well as long-term saving. The present tries to explore the factors influence saving behaviour of the public through an extensive survey of literature and conclusion drawn from it.

Introduction

Saving is financial gain not spent, or delayed consumption. Ways of saving embrace golf stroke cash aside in, as an example, a time deposit account, a plan, an investment fund, or as cash. Saving conjointly involves reducing expenditures, like revenant prices. In terms of private finance, saving typically specifies low-risk preservation of cash, as during a time deposit account, versus investment, whereby risk could be a ton higher; in economic science a lot of loosely, it refers to any financial gain not used for immediate consumption.

Saving differs from savings. The previous refers to the act of skyrocketing one's assets, whereas the latter refers to at least one a part of one's assets, typically deposits in savings accounts, or to any or all of one's assets. Saving refers to an activity occurring over time, a flow variable, whereas savings refers to one thing that exists at anybody time, a stock variable. This distinction is commonly misunderstood, and even skilled economists and investment professionals can typically talk to "saving" as "savings".

In different contexts there will be refined variations in what counts as saving. as an example, the a part of an individual's financial gain that's spent on real estate loan repayments isn't spent on gift consumption and is so saving by the higher than definition, although individuals don't invariably consider repaying a loan as saving.

Saving is closely associated with physical investment; therein the previous provides a supply of funds for the latter. By not victimisation financial gain to shop for goods and services, it's doable for resources to instead be invested with by getting used to provide fastened capital, like factories and machinery. Saving will so be important to extend the quantity of fastened capital obtainable, which contributes to economic process.

However, augmented saving doesn't invariably correspond to augmented investment. If savings don't seem to be deposited into a monetary negotiant like a bank, there's no probability for those savings to be recycled as investment by business. This suggests that saving might increase while not increasing investment, probably inflicting a short-fall of demand (a pile-up of inventories, a cut-back of production, employment, and income, and therefore a recession) instead of to economic process. Within the short term, if saving falls below investment, it will cause a growth of mixture demand and an economic boom. Within the long run if saving falls below investment it eventually reduces investment and detracts from future growth. Future growth is formed doable by preceding gift consumption to extend investment. But savings not deposited into a monetary negotiant quantity to an (interest-free) loan to the govt. or financial institution, United Nations agency will recycle this loan.

In a primitive agricultural economy savings may take the shape of holding back the most effective of the corn harvest as seed grain for ensuing planting season. If the total crop were consumed the economy would convert to searching and gathering ensuing season.

There are 3 main theories explaining the development of savings by households. In line with the primary theory, savings results from the selection between consumption within the gift and consumption within the future. People compare their rate of your time preference and therefore the rate, and swish their consumption over time so as to maximise the profit. Beneath this theory, the rate is that the main determinant of the variability in savings rates.

The second approach relies on the perception of an in depth correlation between current financial gain and consumption, wherever the distinction between them denotes savings. Beneath this approach, the most issue poignant savings is that the amendment within the level of financial gain.

The third approach represents a mix of the primary 2 theories, and regards the smoothing of consumption over time as account from its comparison to the financial gain that the individual would understand as his/her permanent financial gain.

The factors that influence the saving behaviour of individual are the level of the real interest rate, the level of per capita GDP, the proportion of labour remuneration in national income, the distribution of income, financial reforms, uncertainty, the effects of taxation and demographic factors.

Literature Review

Sahoo *et. al*, (2001) concluded that saving serve as the engine of economic growth which they established through examination of casual relation between savings and economic growth. This shows how important is saving for the economic growth of the country as it is associated with the economic growth of an individual. This enhances the social status of the individual.

Muhleisen (1997) suggested an important topic on the different scenarios that are prevailing in the rural areas that influence the saving ability of the individuals. This depicts the difference between the urban and rural lifestyle and the varied circumstances that are vital for saving.

Panikar (1961) analyzed the different patterns that are involved in the savings in rural India. This research shows various circumstances that constrain an individual from saving. He also suggested the ways to overcome those implications by implementing certain techniques in those areas.

Choudhary (1993) worked on showing a clear picture of determination on the saving potential of urban and rural households in India. The urban households save more than the rural households in India due to the change in lifestyle which in turn increases the social well being of the individual.

Sinha (2008) made a study on determining the savings in urban India and various factors that helps to improve the rate of saving in India. He clearly brings out a clear cut picture of the difference in the

ways of an individual saving and of household saving. The responsibility to save more comes into play at certain point of time due to the changes in the current society. So Sinha has come up with solutions to tackle those problems.

Krishnaswamy *et. al.* (1987) has contributed towards better understanding of saving behaviour of an individual. This study is highly useful as it depicts the various ways of how an individual saves on different circumstances. This study shows various changes in the environmental conditions and the accumulating responsibilities due to it.

Analysis

The level of the real interest rate

In any arrangement to establish the factors behind a better or lower rate of savings, the primary chance to be thought-about can without doubt be the charge per unit, that is that the remuneration for saving. Surprisingly enough, neither the particular findings nor the idea relating to the direction within which this issue acts are clear-cut. whereas a better charge per unit can create it a lot of worthy to avoid wasting, it's additionally possible to scale back saving, for instance, in cases wherever individuals' allocations to pension schemes decline because the results of an increase within the charge per unit (in the case of outlined advantages pension schemes). Moreover, an increase within the charge per unit will increase the worth of households' assets, and may thus result in a reduced tendency to avoid wasting. Empirical findings obtained in follow don't purpose to a major correlation between the charge per unit and savings.

The level of per capita value

One of the foremost obvious phenomena rising from a comparison between completely different countries' savings rates is that the correlation between savings and also the level of per capita value. Terribly low financial gain-earners utilize all their income so as to buy the foremost basic commodities. Higher income-earners are ready to purchase luxury merchandise. At the terribly highest financial gain levels, households don't have to be compelled to use all their financial gain for consumption and a part of their financial gain is about aside for the aim of savings.

An international comparison shows that the magnitude relation between the extent of per capita financial gain and also the rate of savings isn't linear - in economies with a high level of per capita financial gain, the savings rate doesn't still rise, however levels off or maybe falls slightly.

The proportion of labour remuneration in value

Another major explanation for the decline in savings, could be a amendment within the distribution of value between remuneration for labour and non-labour remuneration. Throughout the past fifteen years, the proportion of labour remuneration to total financial gain has up whereas the proportion of financial gain from property has fallen. The clear correlational statistics between savings and also the proportion of labour remuneration derives from the very fact that the marginal tendency to consume from wage financial gain is bigger than the marginal tendency to consume from non-wage financial gain. In different words, if in a very given year somebody's financial gain will increase as a result of an increase in his wages, non-public consumption can increase (and non-public savings rate can decrease) over within the case of a uniform rise in earnings explanation from a growth in financial gain from property. Households seem to understand a amendment in their wages as a permanent amendment,

whereas a amendment in financial gain from property is considered a temporary amendment, that isn't essentially progressing to be permanent.

The Distribution of Financial Gain

An difference within the distribution of financial gain, as measured by the Gini constant, rose throughout the 1990's, due, among different things, to the wave of mass immigration. The arrival of such an oversized range of immigrants, most of who came with few assets, had the impact of accelerating the extent of difference measured. Once the pace of immigration slows and immigrants can become economically established, financial gain equality in Israel can increase. The correlation between the extent of difference and also the rate of personal savings could be a acknowledge development, and results from variations within the marginal propensity to avoid wasting between higher-income and lower-income households. The lower a household's financial gain, the upper are going to be the proportion of this financial gain utilised for consumption and also the smaller are going to be the proportion allotted to savings, and the other way around.

Financial Reforms

Financial reforms typically have a quickly adverse have an effect on savings rates. The foremost notable issue touching savings throughout the initial stage of this liberalisation method was found to be the lifting of restrictions on the taking of credit. The a lot of bigger ease with that loans is obtained, as a results of this reform live, reduces the individual's incentive to avoid wasting. Later reform measures increase the vary of savings opportunities receptive people, and also the rate of savings is expected to grow as a result.

Although the monetary liberalisation to that the economy has been and is being subjected definitely has a bearing on savings. it's terribly arduous to quantify this impact and isolate it from different political economy developments that have occurred within the same amount.

Uncertainty

A state of affairs of uncertainty - whether or not political, economical or personal, can typically have the impact of encouraging all economic units to extend their savings (on the opposite hand, uncertainty regarding a amendment within the monetary climate would possibly shift savings from monetary to material, like diamonds, realty, etc.). Households are going to be afraid that their future financial gain decreases associated therefore they'll show an accumulated tendency to avoid wasting.

For the individual, increasing his/her savings could be a type of insurance against the prospect of state, the death of associate income-earner, the necessity for accumulated medical expenses, or against the other variety of surprising cataclysm. All different conditions being equal (and beneath affordable assumptions relating to insurance corporations risk premium), any development resulting in a discount in uncertainty (the introduction of insurance or state profit, for instance) can cut back the individual's propensity to avoid wasting. Within the US, for example, it had been found that an awfully massive proportion of personal savings is attributed to households' need to insure themselves against surprising medical expenses. The reduction of inflationary uncertainty has been cited in concert of the explanations for the decline in industrialised countries' savings rates throughout the past twenty years.

The Effects of Taxation

Taxes (and social insurance payments) scale back their payers' income, and thereby have the result of reducing non-public savings whereas increasing income and savings. Once the assorted channels of

savings area unit either subjected to taxation or area unit backed, another result is clear from the \$64000 rate of interest once tax.

In Israel, exemption from capital gains tax is granted on securities marketed on the exchange, provident fund interest, saving schemes, foreign currency restitution deposits and insurance payoff. Tax edges are provided once creating a deposit in pension instruments.

Taxes like custom, purchase tax associated VAT area unit an obstacle to consumption, thereby reducing its attractiveness and creating it additional worthy to avoid wasting.

Demographic factors

One of the factors found to own a transparent and vital result on savings is that the age composition of the population. This result are often explained by the life cycle model, whereby savings area unit used for retirement and area unit accumulated at totally different rates throughout the individual's period. Consequently, we are able to expect the savings rate to say no in proportion to the dimensions of the aged population WHO have retired from the market.

Savings among the terribly young age teams area unit negligible, the model are often swollen. A rustic wherever the dependence magnitude relation (defined because the proportion of the population aged below fifteen and higher than sixty five divided by the operating age population) is high, can have a savings rate less than that of a rustic wherever the magnitude relation is low, all different conditions being equal. (Savings rates are highest at the 30-55 age level). An equivalent applies once examining things in a very given country over time.

Conclusion

According to the analysis on the above topic, certain conclusions are made.

Factors	Level of Saving Rate in Urban	Level of Saving Rate in Rural
The level of the real interest rate	High	Low
The level of per capita GDP	High	Low
The proportion of labour remuneration in national income	High	Low
The distribution of income	High	Low
Financial reforms	Low	Low
Uncertainty	Intermediate	Low
The effects of taxation	Low	Intermediate
Demographic factors	High	Low

The above table clearly depicts that the level of saving in urban areas is greater than the level of saving in rural areas.

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AN ANALYTICAL STUDY OF FOREIGN DIRECT INVESTMENT, THE INDIAN SCENARIO

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Introduction

Foreign Direct Investment (FDI) plays a very important role in the development of the nation. It is very much vital in the case of underdeveloped and developing countries. A typical characteristic of these developing and underdeveloped economies is the fact that these economies do not have the needed level of savings and income in order to meet the required level of investment needed to sustain the growth of the economy. In such cases, foreign direct investment plays an important role of bridging the gap between the available resources or funds and the required resources or funds. It plays an important role in the long-term development of a country not only as a source of capital but also for enhancing competitiveness of the domestic economy through transfer of technology, strengthening infrastructure, raising productivity and generating new employment opportunities. In India, FDI is considered as a developmental tool, which helps in achieving self-reliance in various sectors and in overall development of the economy. Foreign direct investment (FDI) has played an important role in the process of globalization during the past two decades. The rapid expansion in FDI by multinational enterprises since the mid-eighties may be attributed to significant changes in technologies, greater liberalization of trade and investment regimes, and deregulation and privatization of markets in many countries including developing countries like India. Capital formation is an important determinant of economic growth. While domestic investments add to the capital stock in an economy, FDI plays a complementary role in overall capital formation and in filling the gap between domestic savings and investment. At the macro-level, FDI is a non-debt-creating source of additional external finances. At the micro-level, FDI is expected to boost output, technology, skill levels, employment and linkages with other sectors and regions of the host economy. FDI has helped India to attain a financial stability and economic growth with the help of investments in different sectors. FDI has boosted the economic life of India and on the other hand there are critics who have blamed the government for ousting the domestic inflows. After liberalization of Trade policies in India, there has been a positive GDP growth rate in Indian economy. Foreign direct investments help in developing the economy by generating employment to the unemployed, generating revenues in the form of tax and incomes, financial stability to the government, development of infrastructure, backward and forward linkages to the domestic firms for the requirements of raw materials, tools, business infrastructure, and act as support for financial system. Forward and backward linkages are developed to support the foreign firm with supply of raw and other requirements. It helps in generation of employment and also helps poverty eradication.

Scope of the Study

The FDI has assisted to bring in lot of developments making the Indian economy grow globally leading to increase in gross domestic product, gross national product and the like that causes a

significant impact in India. Further the research can be necessitated on the future growth of India's development in various industries based on other variables and sector specific factors contributing to the growth of developing economies like India.

Objectives of Study

- To understand the need for FDI in India.
- To exhibit the sector-wise & year-wise analysis of FDI's in India.
- To rank the sectors based upon highest FDI inflows.

Research Methodology

This research is a descriptive study in nature. The secondary data was collected from various journals, magazines, and websites particularly from the Department of Industrial Policy & Promotion, Ministry of Commerce and Industry and the like. The study is based on the time period from 2000-2017. Graphs and tables have also been used where ever required to depict statistical data of FDI during the study period.

Study Period

The country wise FDI inflows from April 2000 to September 2017

Data Analysis and Interpretation

The Fact sheet on Foreign Direct Investment (FDI) is as follows

Table No. 1 Total FDI Inflows (From April, 2000 to September, 2017)

Sl. No	Particulars	Rs. in Crore	US\$ in Million
1.	Cumulative amount of FDI Inflows (Equity inflows + 'Re-invested earnings' + 'Other capital')	-	518,100
2.	Cumulative amount of FDI Equity Inflows (excluding, amount remitted through RBI's NRI Schemes)	19,50,051	357,345

Source: FDI Statistics, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India, 2017.

Table 1 depicts that the amount of FDI inflows from April, 2000 to September, 2017. It shows the cumulative amount of FDI Inflows both in terms of Crore and in US \$ million. The first part shows the sum of equity inflows, reinvested earnings and other capital. Cumulative amount of inflows are 518,100 in US \$ million. Other than this, cumulative FDI equity inflows which excludes amount remitted through RBI's-NRI schemes are 19,50,051 in Crore and 357345 in US \$ million.

Table No. 2 FDI Inflows during Financial Year 2017-18 (September, 2017)

Sl. No	Particulars	Rs. in Crore	US\$ in Million
1.	Total FDI Inflows into India (Equity inflows + 'Re-invested earnings' + 'Other capital') (as per RBI's Monthly bulletin)s	-	19,047
2.	FDI Equity Inflows	95,942	14,946

Source: FDI Statistics, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India, 2017.

Table 2 inferred that the amount of FDI inflows during the Financial Year, 2017(September). The first part shows the sum of equity inflows, reinvested earnings and other capital. The total amount of inflows are 19,047 in US \$ million. The second part shows that the FDI equity inflows amounted 95,942 in Crore and 14,946 in US \$ million.

Table No. 3 FDI Equity Inflows (Month-wise) during the Financial Year 2017-18

Sl. No.	Financial Year 2017-18 (April-March)	Amount of FDI Equity inflows	
		(In Rs. Crore)	(In US\$ mn)
1	April,2017	20,826	3,229
2	May,2017	26,159	4,060
3	June,2017	20,101	3,119
4	July,2017	31,112	4,827
5	August,2017	51,198	8,004
6	September,2017	13,632	2,115
2015-16 (from April, 2017 to September, 2017)		163,028	25,354
2014-15 (from April, 2016 to September, 2016)		144,674	21,624
%age growth over last year		(+)13%	(+)17%

Source: FDI Statistics, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India, 2015.

The above Table 3 shows the amount of FDI inflows during Financial Year from April, 2017 to March, 2018 (up to September, 2017). It shows the amount in Rs Crore and in US \$ mn. The highest FDI inflows in the country is in the month of August 2017 i.e. 51,198 in Rs Crore and 8,004 in US \$ mn. Followed by July, 2017 and May, 2017 with inflows 31,112 in Rs. Crore (4,827 in US\$ mn) and 26,159 in Rs. Crore (4,060 in US\$ mn) respectively. It can also be observed that there is 13% growth over last year.

Table No. 4 Share of Top Investing Countries FDI Equity Inflows (Financial Years):- Amount Rupees in Crores (US\$ in millions)

Rank	Country	2015-16 (April - March)	2016-17 (April - March)	2017-18 (April,17- September, 17)	Cumulative Inflows (April, 00 - September, 17)	%age to total Inflows (in terms of US \$)
1	Mauritius	54,706 (8,355)	105,587 (15,728)	73,589 (11,466)	659,539 (123,104)	34%
2	Singapore	89,510 (13,692)	58,376 (8,711)	34,105 (5,294)	349,147 (59,885)	17%
3	Japan	17,275 (2,614)	31,588 (4,709)	6,118 (950)	148,378 (26,626)	7%
4	U.K.	5,938 (898)	9,953 (1,483)	1,920 (298)	127,465 (24,889)	7%
5	Netherlands	17,275 (2,643)	22,633 (3,367)	12,526 (1,945)	129,692 (22,627)	6%
6	U.S.A.	27,695 (4,192)	15,957 (2,379)	8,544 (1,327)	119,075 (21,650)	6%
7	Germany	6,361 (986)	7,175 (1,069)	6,020 (934)	58,065 (10,633)	3%
8	Cyprus	3,317 (508)	4,050 (604)	1,429 (222)	48,160 (9,379)	3%
9	France	3,937 (598)	4,112 (614)	1,962 (305)	32,599 (6,030)	2%
10	UAE	6,528 (985)	4,539 (675)	1,581 (245)	27,768 (4,950)	1%
Total FDI Inflows From All Countries		262,322 (40,001)	291,696 (43,478)	163,028 (25,354)	1,950,584 (357,466)	-

Source: FDI Statistics, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India, 2017.

The above Table 4 portrays that the country having the share of top FDI in India. The report indicates that the MAURITIUS country has the highest foreign investor in India registering 34%. After

Mauritius, Singapore, Japan and U.K. invest the highest FDI in India with 17% and 7% respectively. Netherlands also gets 5th position with 6% FDI in India. The following Chart 1 exhibits Share of Top Investing Countries FDI Equity Inflows in India.

Chart 1 Share of Top Investing Countries FDI Equity Inflows in India

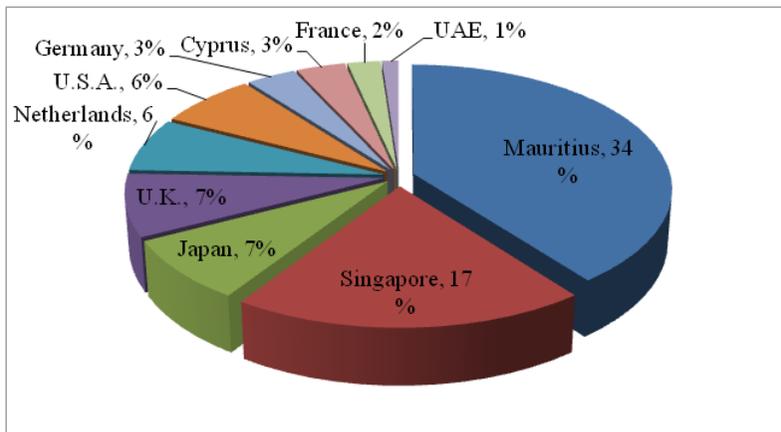


Table No. 5 The sectors attracting highest FDI equity inflows: Amount in Rs.Crores (US\$ in millions)

Ranks	Sector	2015-16 (April - March)	2016-17 (April - March)	2017-18 (April, 17- September, 17)	Cumulative Inflows (April, 00 - September, 17)	% age to total Inflows (In terms of US\$)
1	Services Sector	45,415 (6,889)	58,214 (8,684)	18,788 (2,917)	335,356 (62,393)	17%
2	Telecommunications	8,637 (1,324)	37,435 (5,564)	38,926 (6,084)	169,090 (30,030)	8%
3	Computer Software & Hardware	38,351 (5,904)	24,605 (3,652)	19,616 (3,045)	156,405 (27,715)	8%
4	Construction Development: Townships, Housing, Built-Up Infrastructure	727 (113)	703 (105)	2,338 (363)	116,977 (24,656)	7%
5	Automobile Industry	16,437 (2,527)	10,824 (1,609)	7,942 (1,235)	100,160 (17,908)	5%
6	Trading	25,244 (3,845)	15,721 (2,338)	9,358 (1,453)	93,916 (15,664)	4%
7	Drugs & Pharmaceuticals	4,975 (754)	5,723 (857)	5,565 (863)	81,385 (15,570)	4%
8	Chemicals (Other Than Fertilizers)	9,664 (1,470)	9,397 (1,393)	5,779 (896)	74,731 (14,190)	4%
9	Power	5,662 (869)	7,473 (1,113)	4,578 (712)	64,665 (12,301)	3%
10	Construction (Infrastructure) Activities	29,842 (4,511)	12,478 (1,861)	5,688 (883)	66,063 (10,701)	3%

Source: FDI Statistics, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India, 2015.

The above Table 5 portrays that the sector having the highest FDI equity inflow in India. The study shows that Service sector has the highest FDI Equity inflow 17%, followed by Telecommunications, Computer Software & Hardware, Construction Development: Townships, Housing, Built-Up Infrastructure and Automobile Industry sector having 8%, 8%, 7%, and 5% respectively. Other sectors

like Trading and Drugs & pharmaceuticals, Chemicals (other than fertilizers) carries 4% and Power, Construction (infrastructure) activities carries each 4% FDI inflow. The following Chart 2 exhibits Share of Top Investing Countries FDI Equity Inflows in India.

Chart 2 Sectors attracting Highest FDI Equity Inflows

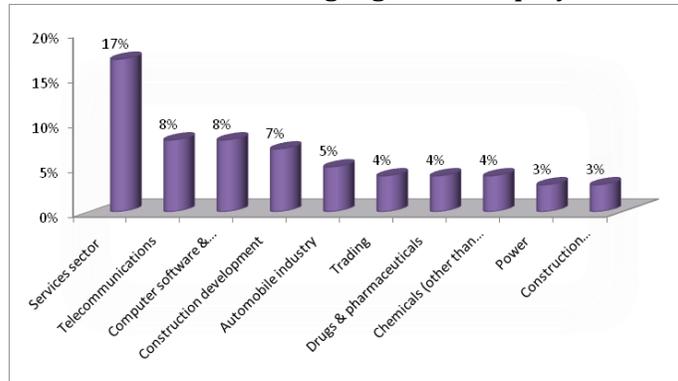


Table No. 6 Financial year-wise FDI inflows data: As per International Best Practices Amount in (US\$ in millions)

Sl. No	Financial Year	Foreign Direct Investment (FDI)						Investment by FII's Foreign Institutional Investors Fund (net)
		Equity		Re-invested earnings	Other capital	FDI flows into India		
		FIPB Route/ RBI's Automatic Route/ Acquisition Route	Equity capital of unincorporated bodies			Total FDI Flows	%age growth over previous year (in US\$ terms)	
FINANCIAL YEARS 2000-01 TO 2017-18								
1.	2000-01	2,339	61	1,350	279	4,029	-	1,847
2.	2001-02	3,904	191	1,645	390	6,130	(+) 52 %	1,505
3.	2002-03	2,574	190	1,833	438	5,035	(-) 18 %	377
4.	2003-04	2,197	32	1,460	633	4,322	(-) 14 %	10,918
5.	2004-05	3,250	528	1,904	369	6,051	(+) 40 %	8,686
6.	2005-06	5,540	435	2,760	226	8,961	(+) 48 %	9,926
7.	2006-07	15,585	896	5,828	517	22,826	(+)155 %	3,225
8.	2007-08	24,573	2,291	7,679	300	34,843	(+) 53 %	20,328
9.	2008-09	31,364	702	9,030	777	41,873	(+) 20 %	(-) 15,017
10.	2009-10	25,606	1,540	8,668	1,931	37,745	(-) 10 %	29,048
11.	2010-11	21,376	874	11,939	658	34,847	(-) 08 %	29,422
12.	2011-12	34,833	1,022	8,206	2,495	46,556	(+) 34 %	16,812
13.	2012-13	21,825	1,059	9,880	1,534	34,298	(-) 26%	27,582
14.	2013-14	24,299	975	8,978	1,794	36,046	(+) 5%	5,009
15.	2014-15 (P)	30,933	978	9,988	3,249	45,148	(+) 25%	40,923
16.	2015-16 (P)	40,001	1,111	10,413	4,034	55,559	(+) 23%	(-) 4,016
17.	2016-17 (P)	43,478	1,227	12,176	3,201	60,082	(+) 8%	7,735
18	2017-18 (P) (upto September - 17)	25,354	542	5,792	2,060	33,749	-	14,359

**Table No. 7 RBI's Regional Offices (with state covered) Received FDI inflows
(From April, 2000 to September, 2017)**

Amount Rupees in Crores (US\$ in millions)

S. No.	RBI's - Regional Office2	State covered	2015-16 (April - March)	2016-17 (April - March)	2017-18 (April,17- September, 17)	Cumulative Inflows (April,00- September, 17)	%age to total Inflows (in terms of US\$)
1	Mumbai	Maharashtra, Dadra & Nagar Haveli, Daman & DIU	62,731 (9,511)	131,980 (19,654)	64,027 (9,982)	611,760 (112,265)	31%
2	New Delhi	Delhi, Part of UP and Haryana	83,288 (12,743)	39,482 (5,884)	22,588 (3,506)	394,381 (71,543)	20%
3	Bangalore	Karnataka	26,791 (4,121)	14,300 (2,132)	30,420 (4,721)	153,633 (27,095)	8%
4	Chennai	Tamil Nadu, Pondicherry	29,781 (4,528)	14,830 (2,218)	13,898 (2,160)	147,276 (25,921)	7%
5	Ahmedabad	Gujarat	14,667 (2,244)	22,610 (3,367)	3,104 (482)	94,178 (17,133)	5%
6	Hyderabad	Andhra Pradesh	10,315 (1,556)	14,767 (2,195)	3,645 (566)	77,968 (14,331)	4%
7	Kolkata	West Bengal, Sikkim, Andaman & Nicobar Islands	6,220 (955)	332 (50)	559 (87)	21,738 (4,072)	1%
8.	Kochi	Kerala, Lakshadweep	589 (90)	3,050 (454)	930 (145)	10,719 (1,900)	1%
9	Jaipur	Rajasthan	332 (50)	1,111 (165)	466 (72)	8,703 (1,552)	0.4%
10.	Chandigarh	Chandigarh, Punjab, Haryana, Himachal Pradesh	177 (27)	39 (6)	696 (108)	7,273 (1,472)	0.4%
11	Bhopal	Madhya Pradesh, Chattisgarh	518 (80)	515 (76)	125 (19)	7,254 (1,391)	0.4%
12	Panaji	Goa	117 (18)	555 (83)	257 (40)	4,796 (964)	0.3%
13	Kanpur	Uttar Pradesh, Uttranchal	524 (80)	50 (8)	526 (82)	3,544 (652)	0.2%
14	Bhubaneshwar	Orissa	36 (6)	83 (12)	0.09 (0.01)	2,080 (416)	0.1%
15	Patna	Bihar, Jharkhand	272 (43)	69 (10)	63 (10)	670 (113)	0.03%
16	Guwahati	Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura	66 (10)	15 (2)	25 (4)	487 (100)	0.03%
17	Jammu	Jammu & Kashmir	11 (2)	2 (0.2)	0 (0)	39 (6)	0.0%
18	Region Not Indicated		25,886 (3,936)	47,909 (7,162)	21,699 (3,370)	403,553 (76,418)	21%
	Sub Total		262,322 (40,001)	291,696 (43,478)	163,028 (25,354)	1,950,051 (357,345)	-
19	RBI'S-NRI Schemes (from 2000 to 2002)		0	0	0	533 (121)	-
	Grand Total		262,322 (40,001)	291,696 (43,478)	163,028 (25,354)	1,950,584 (357,466)	-

The Table 7 represents region-wise FDI equity inflows from 2000-2017 both in terms of ` Crore and US \$ million. Table 7 also shows that Mumbai has registered largest FDI inflow (611,760 Crore) amounting to 31% of total inflow received in last 17 years. New Delhi is the second preferred region for FDI inflow (394,381 Crore) with 20% of total inflows received in last 17 years. This is due to good quality infrastructure, facilities and better quality of life provided in these cities. Other regions like Bangalore (153,633Crore), Chennai (147,276Crore), Ahmedabad (94,178Crore), Hyderabad (77,968Crore) have also recorded FDI with 8%, 7%, 5% and 4% of total FDI in the country respectively.

Bangalore is the high-tech city of India, It is the primary destination for property investment and the city has riding high on the Information Technology (IT).The other regions like Kolkata

(21,738Crore), Kochi (10,719Crore), Jaipur (8,703Crore) and Chandigarh (7,273Crore) have been able to attract very less FDI because they lack in infrastructure and information technology (IT) developments. The Sectors like service, construction developments, telecommunications and computer software & hardware have been registering highest FDI inflows in India. Therefore, Mumbai, New Delhi, Bangalore and Chennai are the favourite destinations for FDI in India.

Ranking of ease doing business around the world

The economies are ranked on their ease of doing business, from 1 country to 190 countries. Out of this, the researcher has listed only top 10 Ease doing business countries in the world. A high ease of doing business ranking means the regulatory environment is more conducive to the starting and operation of a local firm. The rankings for all economies are benchmarked by June 2017. The following Table 8 explains the Rank wise ease doing business around the world.

Table 8 Ease doing business around the world

Sl.No	Economy	Ease of Doing Business Rank
1	New Zealand	1
2	Singapore	2
3	Denmark	3
4	Korea, Rep.	4
5	Hong Kong SAR, China	5
6	United States	6
7	United Kingdom	7
8	Norway	8
9	Georgia	9
10	Sweden	10
11	India*	100

Source: World Bank data, 2017.

Ranking of Ease Doing Business in India

The ease of doing business in India is probably one of the biggest stumbling blocks India faces in attracting FDI. The bureaucracy, corruption, labour and land acquisition laws are frighteningly complicated and slow down the entire process of setting up a business. A country which is anxious to attract business should look to see how other countries are managing these issues and what steps they have taken to make it attractive for the foreign companies to set up their shops.

No doubt Indian government has implemented several reform measures in order to attract greater FDI but there are several studies which have highlighted India's weak spots. One such report is "Doing Business 2017", an annual report co-published by the World Bank and International Finance Corporation that brings out the differences in business regulations and their implementation across economies. The following Table 9 shows that the Rank wise ease doing business in India compared with other countries.

Table 9 Ease doing business in India

Sl. No	Doing Business in India	Rank
1.	Ease of doing business	100
2.	Starting a business	156
3.	Dealing with construction permits	181
4.	Getting electricity	29

5.	Registering property	154
6.	Getting credit	29
7.	Protecting investors	4
8.	Paying taxes	119
9.	Trading across borders	146
10.	Enforcing contracts	164
11.	Resolving insolvency	103

Source: World Bank data, 2017.

The Major determinants of FDI inflows

The volume and the quality of FDI in any country depend on the following factors:

Natural Resources

The availability of natural resources is a major determinant of FDI. Most foreign investors expected an adequate, reliable and economical source of minerals and other materials.

Market size and Growth

The market size of the particular country in absolute terms as well as in relation to the size and income of its population and market growth is another major determinant. Large markets can lodge more firms and can help firms to achieve economies of large scale operations.

The availability of Cheap Labour

The availability of low cost and skilled labour has been a major source of FDI in countries like China and India. The low cost labour together with availability of cheap raw materials enables foreign investors to minimize costs of production and thereby increase profits.

Socio-Economic Conditions

The size of the population, infrastructural facilities and income level of the country also effect directly foreign investment.

Political Condition

The Political stability, legal framework, judicial system, relations with other countries and other political factors prevailing in the country also influence movements of FDI from one country to another.

Rate of interest

Differences in the rate of interest prevailing in different countries motivate foreign investment. The FDI is also inspired by foreign exchange rates. Foreign capital is attracted to countries where the return on investment is higher.

Government Policies

The policy towards foreign investment, foreign collaborations, foreign exchange control, remittances, and incentives – both monetary and fiscal offered to foreign investors exercise a important influence on FDI in a country. For eg. Export Processing Zones (EPZs) have been developed in India.

Problems for Low flow to India

India, the largest democratic country with the second largest population in the world, with rule of law and a highly educated English speaking work force, the country is considered as a safe haven for foreign investors. Yet, India seems to be suffering from a host of self-imposed restrictions and problems regarding opening its markets completely too global investors by implementing full scale economic reforms. Some of the major impediments for India's poor performance in the area of FDI are: political instability, poor infrastructure, confusing tax and tariff policies, Draconian labour laws, well entrenched corruption, governmental regulations and the like.

Lack of adequate infrastructure

It is cited as a major hurdle for FDI inflows into India. This bottleneck in the form of poor infrastructure discourages foreign investors in investing in India. India suffers from poor transport links, inadequate power supply, poor roads, and frequent power cuts, delays in ports, water and sewerage problems and so on

Strict labour laws

India is known worldwide for its stringent and rigid labour laws and over- regulated labour market. Indian economy has turned highly inflexible due to labour laws. These laws contain strict rules regarding overtime and imposes financial obligation on the employer upon worker retrenchment.

Corruption

The corruption is found in nearly every public service, from defense to distribution of subsidized food to the poor people, to the generation and transmission of electric power and the like. It takes months to obtain licenses, approvals and permits. Kumar (2000) observes that a combination of legal hurdles, lack of institutional reforms, bureaucratic decision-making and the allegations of corruption at the top have turned foreign investors away from India.

Complicated tax rates

Stability and transparency in tax regime along with clarity in tax laws can have far reaching impact on investments in any country. The taxation policies in India remain inherently complex despite the fact that government has taken several steps to simplify and redesign it. In the recent years, India has witnessed several tax disputes with respect to cross border transactions involving big MNCs.

Delayed and Lack of Decision Making Authority with the State Governments

The reform process of liberalizing the economy is concentrated mainly in the Centre and the State Governments are not given much power. In most key infrastructure areas, the central government remains in control. For eg., Brazil, China, and Russia where regional governments take the lead in pushing reforms and prompting further actions by the central government.

Lack of export processing zones

India's export processing zones have lacked dynamism because of several reasons, such as their relatively limited scale; the Government's general ambivalence about attracting FDI; the unclear and changing incentive packages attached to the zones; and the power of the central government in the regulation of the zones.

Uncertain Government and Political instability

There were too many irregularities on the government side during past two decades and they are still affecting the direct inflow of FDI in India such as mismanagement and oppression by the different company, which affect the image of the country and also discourage the prospective investor, who are very much conscious about safety and constant return on their investment.

Suggestions for Increased Flow of FDI into the Country

The following suggestions are made by the researcher for increased flow of FDI into the country

Need Flexible Labour Laws

Flexible labour laws will help attract more FDI. The Labour market flexibility refers to firms' ability under a jurisdiction's laws and regulations to make decisions regarding employees' hiring, firing, hours and working conditions. The country should take initiatives to adopt more flexible labour laws.

Re Look at Sectoral Caps

It is time to revisit issues relating to limits in such sectors as coalmining, insurance, real estate, and retail trade, apart from the small-scale sector. The Government should allow more investment into the country under automatic route. Reforms like bringing more sectors under the automatic route, increasing the FDI cap and simplifying the procedural delays has to be initiated.

Removal of Geographical Disparities

The issues of geographical disparities of FDI in India need to address on priority. Many states are making serious efforts to simplify regulations for setting up and operating the industrial units. However, efforts by many state governments are still not encouraging. For eg. West Bengal, Bihar, Jharkhand, Chhattisgarh are endowed with rich minerals but due to lack of proper initiatives by governments of these states, they fail to attract FDI.

Develop debt market

The India has a well-developed equity market but does not have a well-developed debt market. Steps should be taken to improve the depth and liquidity of debt market as many companies may prefer leveraged investment rather than investing their own cash.

Education sector should be opened to FDI

The India has a huge pool of working population. Though, due to poor quality primary education and higher education, there is still an acute shortage of talent. FDI in Education Sector is lesser than one percent. By giving the status of primary and higher education in the country, FDI in this sector must be encouraged.

Strengthen research and development in the country

India should deliberately work towards attracting greater FDI into Research and Development as a means of strengthening the country's technological ability and competitiveness.

Conclusion

Foreign Direct Investment is considered to be the life blood and an important vehicle of economic development as far as the developing nations are concerned India is the fastest growing free market democracy in the world. India's emergence as a leading destination for foreign investment is considered as the result of stable economic outlook, large market potential, large talent pool, and low labour cost. FDI in India has a significant role in the economic growth and development of India. FDI in India to various sectors can attain sustained economic growth and development through creation of jobs, expansion of existing manufacturing industries. The inflow of FDI in service sectors and construction and development sector, from April, 2000 to March, 2017 attained substantial sustained economic growth and development through creation of jobs in India. Computer, Software & Hardware and Drugs & Pharmaceuticals sector were the other sectors to which attention was shown by Foreign Direct Investors (FDI). The other sectors in Indian economy the Foreign Direct Investors interest was, in fact has been quite poor.

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EMPIRICAL TESTING OF SELECT OPTION PRICING MODELS

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Introduction

According to standard (traditional) finance, financial markets are considered to be efficient, analytical and normative. It considers that people behave rationally i.e. they update their beliefs correctly when they receive new information as described by Bayes' law; and given their beliefs, agents make choices that are normatively acceptable (Barberis and Thaler, 2003). Hence the market prices are regarded as optimal estimates of true investment value at all times.

The most well-known and widely used model for options pricing was developed by Black and Scholes (1973). These studies modeled the price of the base asset as a lognormal process and applied stochastic calculus to derive a formula for option pricing.

Since this publication by Black & Scholes, there has been numerous theoretical and empirical works on option pricing. Most papers were based on Black and Scholes' assumption of geometric Brownian motion. In due course, the possibilities of alternate distributional hypotheses were raised. Cox and Ross (1976) derived European option prices under various alternatives, including the absolute diffusion, pure-jump, and square root constant elasticity of variance models. Merton (1976) proposed a jump-diffusion model. Stochastic interest rate extensions was highlighted by Merton (1973), while models for pricing options under stochastic volatility appeared in Hull and White (1987), Johnson and Shanno (1987), Scott (1987), and Wiggins (1987). New models for pricing European options under alternate distributional hypotheses were published including for instance, Naik's (1993) regime-switching model and the implied binomial tree models of Dupire (1994), Derman and Kani (1994), and Rubinstein (1994).

Many further studies have shown that the empirically observed movement of stock prices differed from the traditional paradigm.

Scope & Methodology of this Study

The study explores the fit of select option-pricing models to the Indian market data and to identify the best-fit (has the least pricing error) option-pricing model(s) among the selected models.

- The study considers the observed market prices at National Stock Exchange, India from 2005 to 2017.
- One-month Call options have been considered into the study.
- The study considers only NIFTY index options. The options where the total number of contract exceeds 400 have only been considered. Further only the top-six traded contracts have been considered for the study.
- R (v3.4.1), a language and environment that provides a wide variety of statistical (linear and

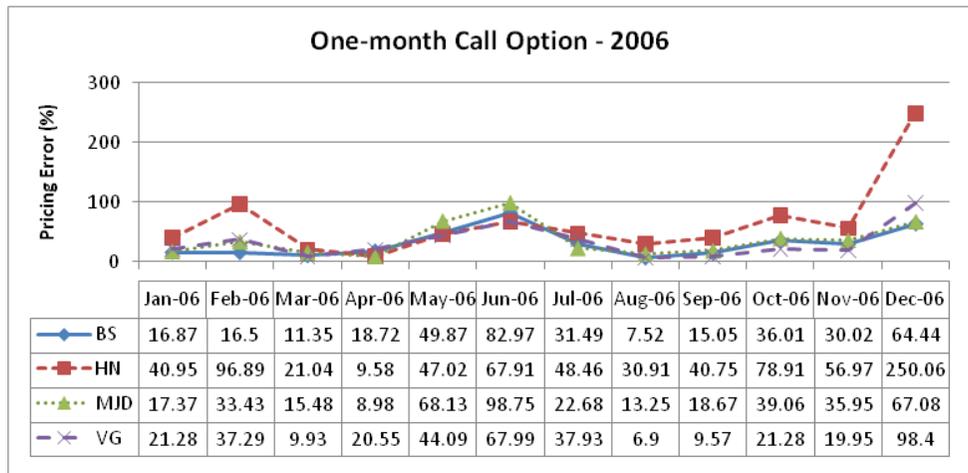
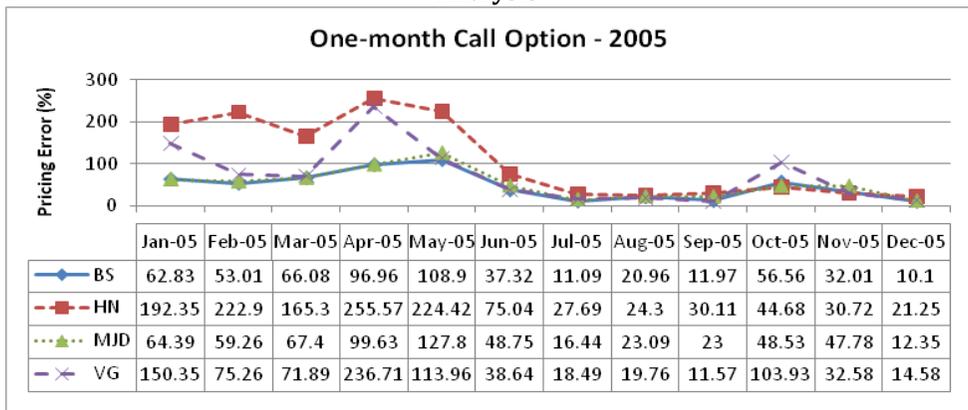
nonlinear modelling, classical statistical tests, time-series analysis, classification, clustering etc.) and graphical techniques, was used for analysis. R is available as Free Software under the terms of the Free Software Foundation's GNU General Public License (www.r-project.org)

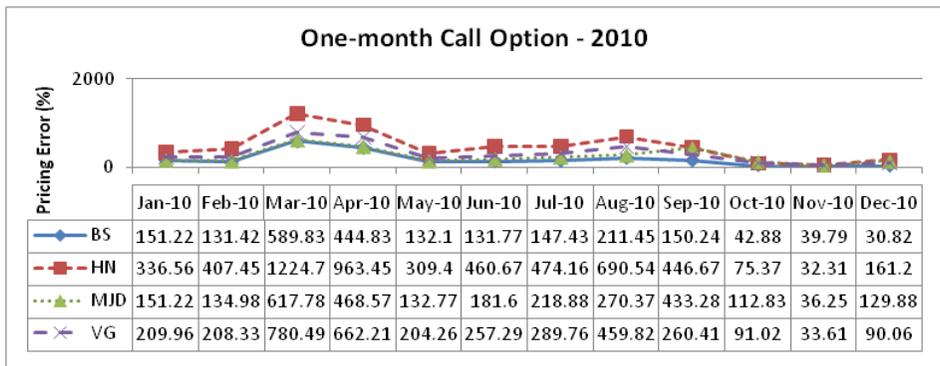
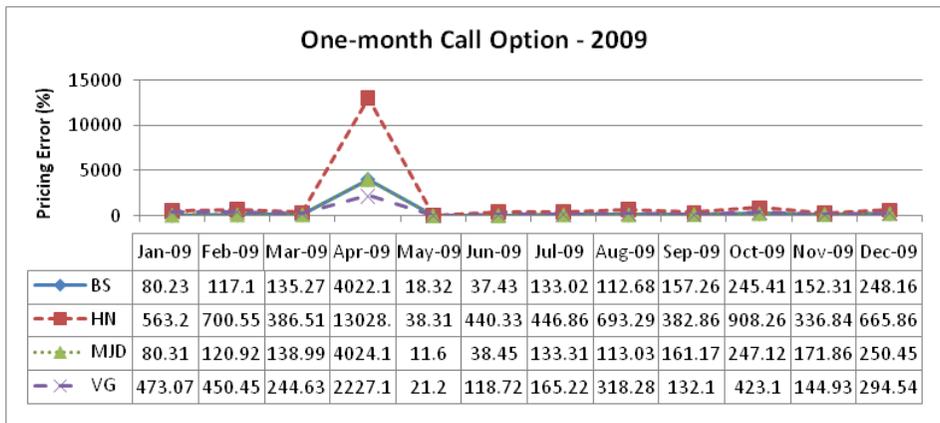
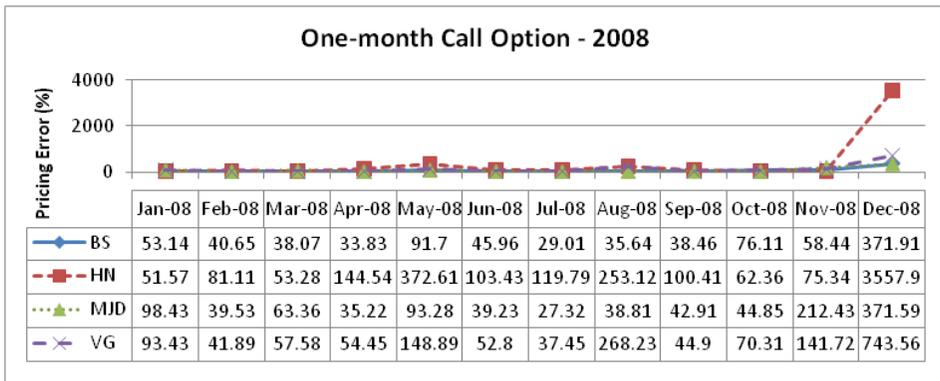
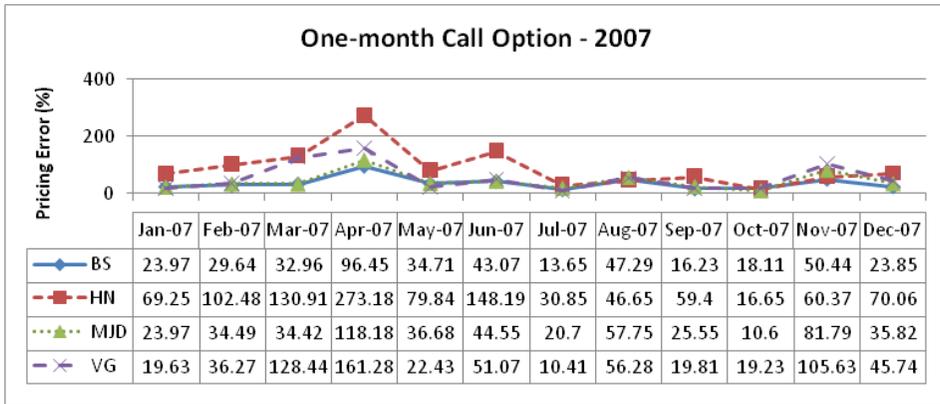
- Microsoft Excel (v2010) - The pricing errors of select option pricing models (got as output from R) was compared and analysed in Excel.
- The following models have been considered for analysis
 - Black Scholes model
 - Heston Nandi model
 - Variance Gamma model
 - Merton's Jump Diffusion model
- The fit is measured in terms of the pricing error observed between observed market prices of options and the option prices predicted by the theoretical option pricing models. The pricing error is measured as

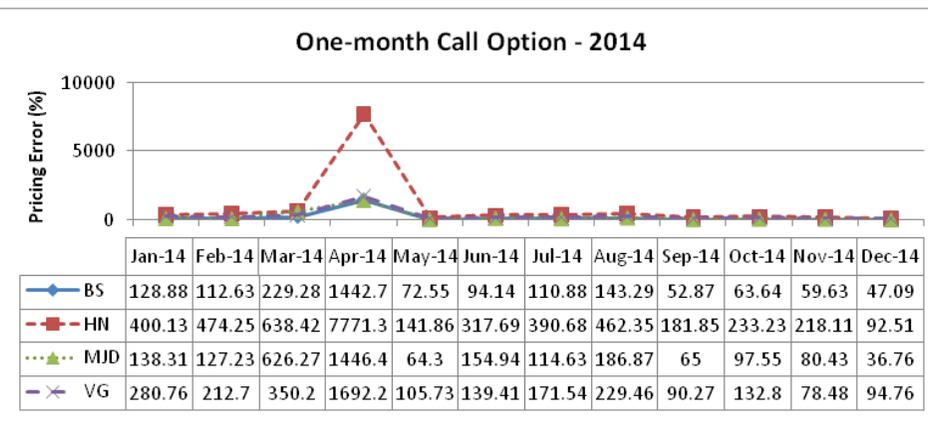
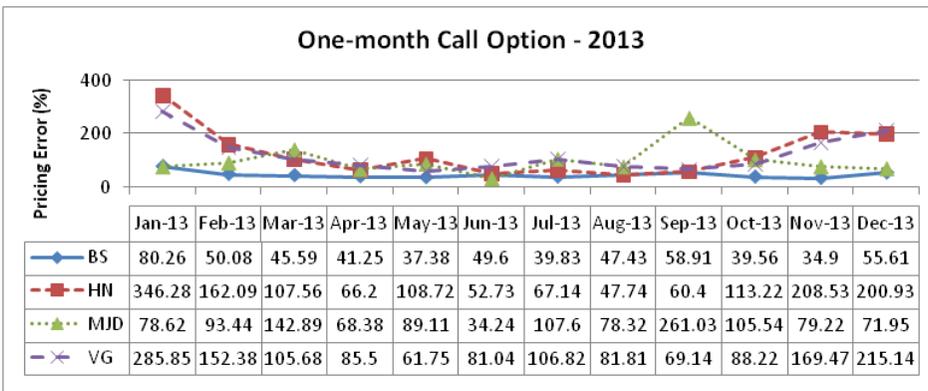
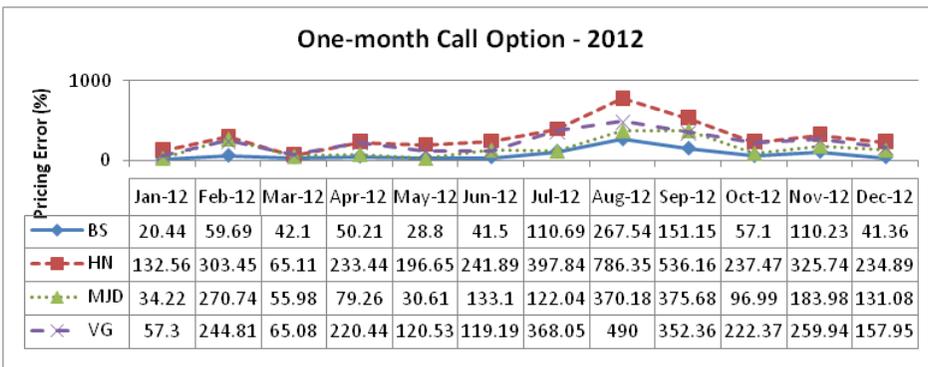
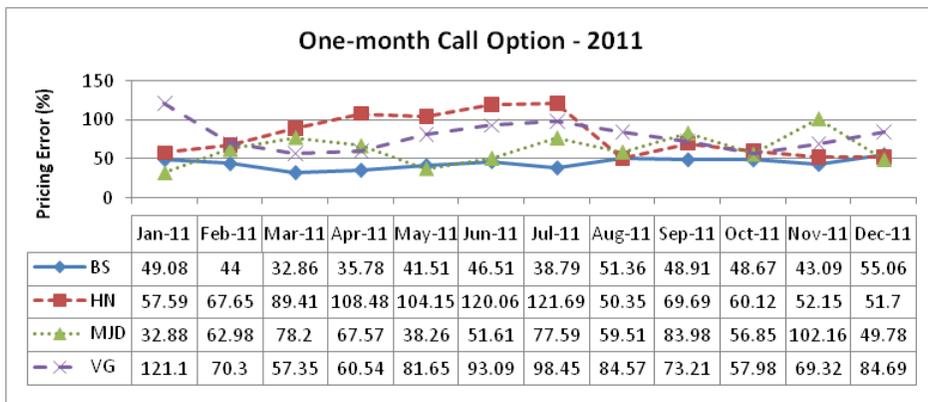
Yearly Root Mean Square Percentage Error (in %)

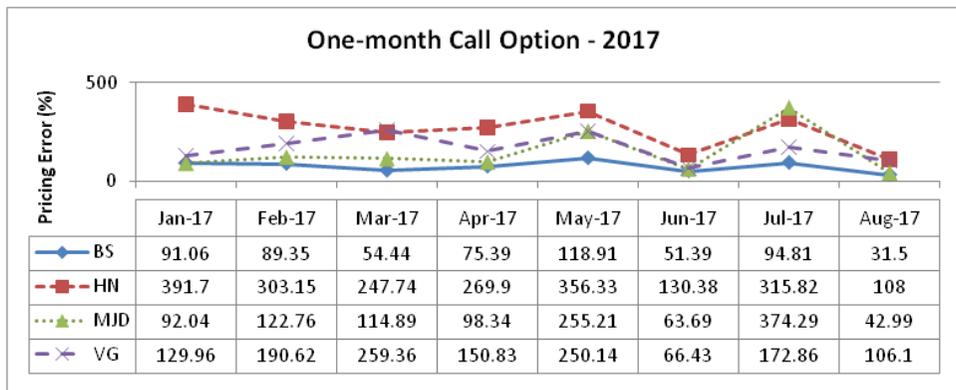
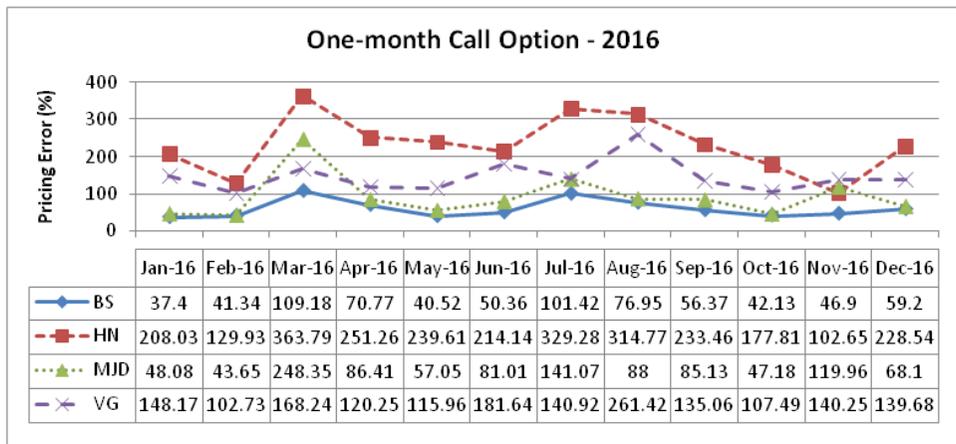
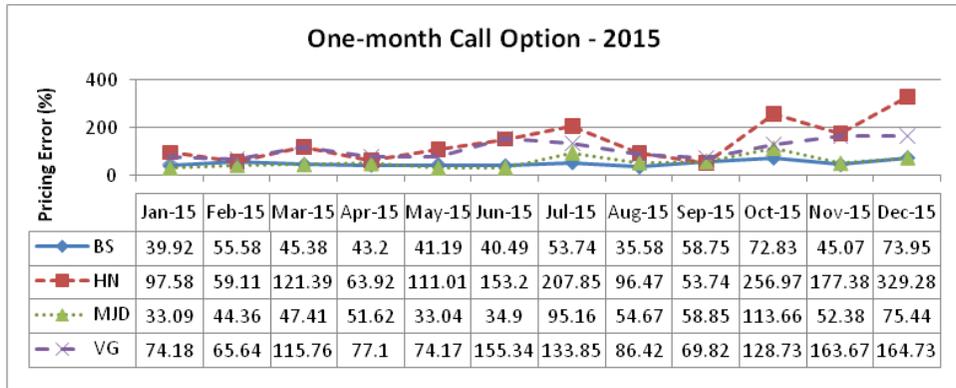
$$= \sqrt{\frac{\sum_{\text{Number of trading days in an year}} \left[\frac{\text{Actual Market Price} - \text{Predicted Model Price}}{\text{Actual Market Price}} \right]^2}{\text{Number of trading days in an year}}} * 100$$

Analysis









Summary of Findings

The fit is measured in term is of the pricing error observed between observed market prices of options and the option prices predicted by the theoretical option pricing models. The model with the least pricing error is considered as the best-fit. The findings on the best-fit option-pricing models are tabulated below.

Year	Rank 1	Rank 2	Rank 3	Rank 4
2005	Black Scholes	Merton Jump Diffusion	Variance Gamma	Heston Nandi
2006	Variance Gamma	Black Scholes	Merton Jump Diffusion	Heston Nandi
2007	Black Scholes	Merton Jump Diffusion	Variance Gamma	Heston Nandi

2008	Black Scholes/ Merton Jump Diffusion	Variance Gamma	Heston Nandi
2009	Black Scholes/ Merton Jump Diffusion	Variance Gamma	Heston Nandi
2010	Black Scholes	Merton Jump Diffusion	Variance Gamma
2011	Black Scholes	Merton Jump Diffusion	Variance Gamma
2012	Black Scholes	Merton Jump Diffusion	Variance Gamma
2013	Black Scholes	Heston Nandi	Variance Gamma
2014	Black Scholes	Merton Jump Diffusion	Variance Gamma
2015	Black Scholes	Merton Jump Diffusion	Variance Gamma
2016	Black Scholes	Merton Jump Diffusion	Variance Gamma
2017	Black Scholes	Merton Jump Diffusion	Variance Gamma

Conclusion

For all years (except 2006), it is observed that Black Scholes model is the best-fit options pricing model in comparison to the rest of the models considered for the study. The next best-fit model is Merton Jump diffusion model. Further analysis can be performed to check the pricing errors for two-month and three-month options. Further, studies can be extended to encompass pricing errors of put options.

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