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CSR – A POTENTIAL TOOL FOR SUSTAINABILITY IN INDIA

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Abstract

The thrust on green business has been accentuated by the Sustainable development goals (SDGs) adopted by the United Nations. SDGs are pivotal in securing the future economic and business growth. Corporate Social Responsibility (CSR) provides an ideal platform for the corporate to commit to the sustainability goals. The mandatory provisions of Companies Act 2013 pave the way for increased participation of the corporate in India in achieving these goals. This paper focuses on the need for partnership between the various stakeholders for achieving the sustainability goals and also looks into the scope of aligning CSR activities with the SDGs and the advantages of such collaborative efforts.

Introduction

The concept of Green business is a culmination of global anxiety over the sustainability of the economic and financial growth in the backdrop of climate change and depletion of natural resources. The increasing awareness of the corrosive impact of businesses over the environment has spurred multinational companies to adopt 'green measures' in their business practices. The green measures include the constricted view of merely producing green outcomes to the broadened outlook of balancing the profitability of business with sustainability. A green business integrates environmentally sustainable practices in its core business activities and is also socially responsible while it is profitable. Sustainability means development of the present generation while preserving the environment for future generations and not impeding with their right to enjoy the Earth's bounties. So a green business would imperatively mean that which is environmentally socially and economically sustainable. It is touted that the Paris climate agreement and the United Nations Sustainable Development Goals, have galvanized the companies to commit to contribute to global sustainability goals.

The Sustainable Development Goals (SDGs) focus on improvement of the quality of life, has an inclusive agenda and aims to end poverty, protect the Earth for future generations and promote peace and wellbeing in the world. The key thrust areas include democratic governance, climate change and disaster risk, and economic and social inequality. For better achievement of these goals governments are encouraged to integrate the SDGs into their national development plans and policies. But Governments alone cannot bring in the transformational change in the society, partnership with the businesses and other stake holders is considered crucial to make the difference.

Role of Corporate Social Responsibility (CSR)

CSR is indicative of the commitment of businesses towards the community where they conduct their business. The World Business Council for Sustainable Development defines CSR as "Corporate Social Responsibility is the continuing commitment by business to be ethical in

their conduct and contribute to economic development while improving the quality of life employees and in society at large." Corporate Social Responsibility is a concept that aligns with the triple bottom line as the perception of the role of business has changed from being purely economical and profit oriented to the shouldering wider societal and environmental obligations along with its traditional financial commitments. CSR exhibit the capacity of businesses to recognise the composite forces at work both at the social and biophysical level where they operate, to address the sustainability issues and contribute to the community needs.

In view of the expanded role of CSR, SDGs present clearly defined targets for developmental issues wherein the businesses have a significant role to play. These targets help the corporates to identify and form partnership with the local governments and civil society when necessary. The SDGs ideally provide a framework for the corporates to involve and contribute to sustainable development issues through their resource, technology, innovation and strategic assessment. They can add value by reducing negative impacts like pollution, human rights violation etc. and enable positive outcomes in poverty alleviation, health, education, gender equity etc., in communities they engage in.

The Indian Context

India is the only country in the world which has mandatory CSR provisions. The provisions of Corporate Social Responsibility (CSR) are provided under Section 135 of the Companies Act, 2013. These provisions obligate companies with a net worth of 500 crores or more, or a turnover of 100 crores or more, or a net profit of 5 crore or more to spend two percent of average profit of immediate preceding three years on CSR activities. Each such company is required to constitute a CSR committee of the Board. The Board is required to have the company's CSR policy formulated and it also has the responsibility of monitoring the implementation of the company's CSR policy. This provision has helped in CSR assuming the strategic response tenor. Further, the Board's report shall include an annual report on CSR. The companies are allowed to implement their CSR Policy through trusts or societies or Section 8 companies etc. Schedule VII of the Act specifies the activities in which a company can engage to fulfil their CSR commitments.

According to official data, out of 10475 eligible companies, 7334 have reported as of 31st January 2016. Out of these reporting companies, only 3139 have done some expenditure on CSR and out of total prescribed expenditure of 11883 crores by these 3139 companies, 8803 crores have actually been spent (74%). The spending under the corporate social responsibility (CSR) by the NSE listed companies saw a significant increase of 28% in 2015-16. In the previous year, when CSR Rules came into force, the 100 top listed companies had spent a total of Rs 4,760 crore on CSR activities. The figure recorded in the second year was at Rs 6,033 crore, as per data analysed by Next Gen Pvt. Ltd, a CSR management firm. The data shows that the maximum spending of CSR by the companies has been on the education sector and healthcare. In comparison to previous year, CSRs contribution to Prime Minister's funds witnessed an increase by 418% from Rs 168 crore in 2014-15 to Rs 701 crore in 2015-16. This was followed by

spending on poverty alleviation (66% increases) and gender equality (38 %). But, spending on child mortality and maternal health saw the maximum fall with 22 %. The amount of money available to be spent for CSR activities provides an opportunity for the companies for partnering with the Government to fulfil the SDGs in tune with the international view of global businesses acting responsibly in the societies they engage in. Corporate partnership would definitely act as a catalyst to the Government's efforts to usher in inclusive sustainable development.

Need for Partnership

India position in SDG index is a worrisome 116th rank of 157 which calls for concerted efforts on all the 17 goals of SDGs. The concern are as in the index include health and sanitation, access to medical care, quality of education and the dropout rates, gender inequality in education, labour force participation and representation in governance, inaccessibility to energy sources such as electricity and non-solid fuels, pollution in urban areas and inaccessibility to water source, homicides, child labour, slavery/ bonded labour and vulnerability to climate change risk and poverty. These issues will impact the social, economic and environment landscape which will in turn affect businesses also.

The Government has a plethora of schemes including Swachh Bharat, Skill India, Made in India, Digital India to achieve the SDGs. The challenge however is to localise the goals with its diversity. The need of the hour is to identify critical needs of the community and to craft innovative schemes to meet the challenges. These schemes would however need involvement of the local stakeholders and therefore capacity building of the stakeholders would play a crucial role in the success of the schemes. An effective implementation strategy will also be the key to successful completion. Measuring outcomes of any intervention is critical to its realisation. Therefore a framework of impact assessment needs to be drawn up. Businesses with their high levels of adaptability would be ideal to engineer the schemes to cater to local needs. Their quick response to challenges and innovative approaches would help them partner with the local community in not only identifying appropriate interventions but also to structure capacity building in the programmes and their expertise of strategic impact assessment of the schemes would facilitate the transformational change.

Conclusion

SDGs provide a unique opportunity for CSR engagement by the corporates to meet the changing demands of time and expectations of the society. In India the NITI Aayog has mapped the SDGs with the government schemes and interventions. Schedule VII of the Companies Act 2013 specifies the activities that corporates can engage in through their CSR activities. The stage is set for the corporates to play a proactive role in achieving the SDGs as the activities under Schedule VII overlap with the SDGs. The Corporates are no more just the source of funding but active partners in the developmental process. They have a dynamic role to play as drivers of sustainable growth. The mantra for achieving the SDGs has been growth through collective participation and partnership. It is crystal clear that collaboration is the key to success and the government, the businesses and the civil society all have vital roles to play in achieving these goals.

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12. goal 6: clean water and sanitation
13. goal 7: affordable and clean energy
14. goal 8: decent work and economic growth
15. goal 9: industry, innovation and infrastructure
16. goal 10: reduced inequality
17. goal 11: sustainable cities and communities
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31. promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;
32. ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water;
33. Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional handicrafts;
34. measures for the benefit of armed forces veterans, war widows and their dependents;
35. training to promote rural sports, nationally recognised sports, paralympic sports and Olympic sports; contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central
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CUSTOMER ATTITUDE ON GREEN BANKING PRACTICES IN CHENNAI CITY

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Abstract

Green Banking refers to promoting the environmental friendly banking practices reducing the carbon foot print in the environment. Green banking is practiced by all banks which consider all the social and environmental/ecological factors with the aim to protect the environment and conserve the natural resources. For the purpose of assessing the opinion of the bank customers towards the green banking activities of the bank located in Chennai the study have been conducted. The researchers have collected the opinion of the 265 respondents by using the convenience sampling method. In order to analyse the collected data percentage analysis and factor analysis have been used. From the factor analysis it is found that three groups were found from the various green activities initiated by the bank. The three groups are named as fastest banking, green banking and environmental banking.

Keywords: *Green Banking, Customer attitude, Banking, Banking Products*

Introduction

Human beings are depends on the environment for their peaceful life. In recent days, in order to fulfil the greed of the human being environment is completely destructed by them. It leads to lot of changes in the ecosystem like climate change, ozone layer problems, and carbon emission and so on make the environment is not suitable for the living status of the human beings in the world. In order to improve the quality of the environment and make the sustainability living of human beings in future, it is mandatory for everyone to follow the eco-friendly or green activities in their daily lives. Financial sectors function also important to initiate the green activities through their financial products. Bank is also plays a portion of role to save our environment. In the modern world, it is a mandatory for everyone to use the banking products through the financial inclusion activities carried out by the bank.

Banks are offering lot of financial products to their customers as per their needs and wants. The usage of the banking services by the huge number of customers bring the economic development simultaneously environmental deterioration was also happened in the form of paper usage, carbon emission and the like. In order to sustain the environment, green banking activities initiated by the popularised banks in India. This paper deals with the concept of green banking, green banking practices of the banks.

Green Banking Activities of the Bank

Go online

Online banking is the thriving concept in young and corporate India. Online banking helps in additional conservation of energy and natural resources. Online banking includes:

- Paying bills online,
- Remote deposit,
- Online fund transfers

Use Green Checking Accounts

Customers can check their account details through ATM machines provided in bank kiosks or special touch screens in the branches of different banks. This can be called green checking of account. Often usage of online banking services like online bill payment, using debit cards for payments against payments, and online statements help the environment against detritions. Banks should promote green checking by giving some incentives to customers by giving higher rate of interests, waiver or discount in fees and so on.

Mobile Banking

Mobile banking saves time and energy of the customers. It also helps in reducing use of energy and paper of the bank. Most of the Indian banks have introduced this paper-less facility in order to be eco-friendly.

Review of Literature

K. Sudhalakshmi et.al., (2014) wrote a research article entitled that "Green Banking Practices in Indian Banks. Green banking is offering financial products and services with the benefit of environmental sustainability. It will bring the win-win benefits to the banking industry in India. They pointed out that green banking offered the benefits to the bankers in the form of greater operational efficiencies, lower vulnerability to the manual errors and fraud and cost reduction banking activities.

Guru Prasad Rao Y (2015) wrote a research article entitled "An Empirical study on green banking in India". He has covered the bankers and customers for his study. Based on the customer perspective, he found that online plays the vital role for customers understand the green banking practices offered by the banks. Based on the bankers perspective awareness to the customers are created by the banks through the cell phone messages sent to the customers about the green banking activities.

Nilda Tri Putri et.al., (2017) discussed in their research article about the factors determine the customers awareness and knowledge level towards the green banking practices in the Indonesia. The results of the study shows that customer less interest towards the environmental concern, less reading of books is the cause for less awareness of the customers towards the green banking practices.

Satheesh Kumar (2017) wrote a research article with the objectives of to understand the awareness level of the private banks customers on green banking initiatives of the bank. He found that education plays a vital role in the awareness level of the customers towards the green banking activities. So he suggested that banking sector take an effort to educate the customers about the green banking activities to sustain the environment.

Statement of the Problem

Environmental protection is the mandatory duty for an individual and the banking industry. The need of environmental protection is emerged with the reason of the global warming and climate change and so on. Banking sector is also one of the indispensable parts in saving the environment from the evils of environment. Through the banks it is possible to introduce the sustainable practices of environment in the normal practices of the human beings. Because of all the human beings are doing the numerous transaction with the banks on every day. In order to sustain the environment the popular private and public sector banks initiated green banking activities. But the attitude of the customers plays a role in application or usage of the green banking activities initiated by the bank.

Objectives of the Study

1. To understand the concept of green banking
2. To analyse the consumer attitude towards the green banking activities.

Methodology

This paper is mainly deals with the primary data only. The primary data collected from the various customers of public and private sector banks operated in Chennai city. In order to collect the responses from the 265 respondents' convenience sampling have been used. The collected data were analysed with the statistical tools of percentage analysis and factor analysis with the help of SPSS.

Results

Demographic profile plays the significant role in the research. It explains about the impact of the research with another variable and provides the status about the respondents of the research. Table.1 explains the demographic details of the respondents.

Table 1 Demographic Profile of the Respondents

Sl. No	Variables	Attributes	Frequency	Percent
1	Gender	Male	189	71.32
		Female	76	28.68
2	Age	25 to 35 years	174	65.66
		35 to 45 years	59	22.26
		Above 45 years	32	12.08
3	Educational Qualification	Under Graduate	197	74.34
		Post Graduate	68	25.66
4	Working Sector	Private	238	89.81
		Public	27	10.19
5	Account with the Bank	Private	216	81.51
		Public	49	18.49

Source: Primary data

It could be seen from the table 1, that 71.32 percent of the respondents are male, 65.66 percent of the respondents' falls under the age category of 25 to 35 years, based on the education qualification of the respondents 74.34 percent of them having the undergraduate as their educational qualification, 89.81 percent of the respondents working with the private sector companies and 81.51 percent of the respondents having the account with the private sector banks.

Customer Attitude on the green banking practices of the bank- Factor analysis

Factor analysis is one the multivariate technique. it is used for the purpose of the reduction of the data. Kaiser Meyer Olkin (KMO) Measure of sampling adequacy and Bartlett's Test of Sphericity is applied to test whether the relationship among the variables are significant or not.

Table 2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.677
Bartlett's Test of Sphericity	Approx. Chi-Square	289.562
	Df	21
	Sig.	.001

Table 2 present the results of the KMO and Bartlett's Test of Sphericity. The KMO value is .677 which means the factor analysis for the selected variable is good for the data. Bartlett's Test of Sphericity value .001 is the significant for the further analysis. The eigen values for the three factors are above one. The total variance of the first factor is 24.292, second factor contributed by 22.154 and the third factor contributed by 20.168. The three factors are cumulative contributed the 66.614 for the customer attitude on green banking.

Table 3 Customer attitude on Green banking- Rotated Component Matrix

	Component		
	1	2	3
Online bill payment	-0.111	0.893	0.102
Electronic fund transfer	0.37	0.647	-0.107
Paperless banking	0.409	0.478	0.432
Online banking	0.895	-0.013	-0.016
Mobile banking	0.733	0.189	0.255
Solar powered ATM	-0.039	-0.147	0.826
SMS banking	0.212	0.219	0.676

The first factor contributed online banking and mobile banking it is named as fastest banking. Second factor includes online bill payment, electronic fund transfer and paperless banking it is named as green banking. Third factor includes solar powered ATM, SMS banking named as environmental banking.

Extraction Method: Principal Component Analysis

Conclusion

Green banking practices are mandatory for the development of environment with sustainability. The customers are having the good attitude towards the green banking activities initiated by the bank, but the awareness level of the customers towards the green banking practices of the banks are less. So the banks should educate the customers about the usage and

application of the green banking practices for to safeguard the environment along with the sustainability.

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GREEN CONSUMERISM AND ITS SIGNIFICANCE OF GREEN PRODUCTS CONSUMPTION

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Abstract

This paper presents the green consumerism and its necessity in various aspects. The purpose of this paper is to examine the role of green consumerism and its significance of green products consumption. When the buying habits of consumers are influenced by green products because of the eco-friendliness to the environment, the marketing concept and subsequent strategies are changing for a long term marketing perspective rather than the short term window dressing approach taken by many marketers. The study reveals the characteristics of green consumers and the benefits of green products.

Introduction

Green marketing began in Europe in the early 1980s when certain products were found to be harmful to the earth's atmosphere, consequently new types of products were created called 'green products' that would cause less damage to the environment. The movement quickly caught on in the United States and has been growing steadily ever since. The development of ecologically safer products, recyclable and biodegradable packaging energy efficient operations and better pollution controls are all aspects of green marketing. Green marketing has produced advances such as packages using recycled-paper, phosphate-free detergents, refill containers for cleaning products and bottles using less plastic.

Environmentally-responsible or green consumerism is a practice that takes into account consumer concerns about promoting preservation and conservation of the natural environment. Green marketing campaigns highlight the superior environmental protection characteristics of a company's products and services, whether those benefits take the form of reduced waste in packaging, increased energy efficiency in product use or decreased release of toxic emissions and other pollutants in production.

Green Consumerism

Green consumerism refers to recycling, purchasing and using Eco-friendly products that minimize damage to the environment. This involves decisions such as using Energy start appliances that consume less power, buying hybrid cars that emit less carbon dioxide, using solar and wind power to generate electricity and buying locally grown vegetables and fruits.

A green consumer is someone, who is very concerned about the environment and therefore only purchases products that are environmentally-friendly or eco-friendly. Products with little or no packaging, products made from natural ingredients and products that are made without

causing pollution are all examples of Eco-friendly products. The green consumers are driven to buy a hybrid vehicle, buy products made with hemp or those made from recycled materials.

Necessity of Green Consumerism in Various Aspects

The green consumerism is emphasized because of the following factors.

- **Health:** A sedentary lifestyle combined with health impacts of environmental pollution and emissions, use and abuse of pesticides, anti-biotics etc.
- **Population and Consumption:** Population increases aging populations, consumption patterns-living beyond means, etc.
- **Globalization:** Transboundary effect and free trade have both advantages (efficiency, profits, opportunities, demand) and disadvantages (unemployment, footloose companies, weaker controls, and unfair trade, small scale loses out).
- **Energy:** Every source of energy has an environmental impact. Energy efficiency is not just technology, but also cutting back. There are enough cars to create a traffic jam to the moon.
- **Water:** Water use is increasing at twice the rate of population increase. Much can be done at the individual level.
- **Chemicals:** Use of pesticides and other hazardous chemicals. Ozone depleting chemicals, hormone disrupting chemicals have long term effects on human health and well-beings.
- **Genetic Engineering:** Includes many ethical and moral issues, including misinformation. Not that genetic engineering is bad-but the consumer should be given the choice.
- **Natural World:** Considerable pressures put on the natural world due to population increase and rise in consumption. 40% of all plant growth consumed by humans.
- **Ethics:** The treatment of other peoples issues of gender, children, animal, welfare, ethics of cloning, fertility.
- **Fair Trade:** To look into working conditions (child labour, low wages, long hours, lack of safety, mass production v/s craft industries).
- **Neighbourhoods:** Development of a sense of community. Increase in financial wealth, but also of quality of life. Measure "Gross national happiness".
- **Childhood:** Loss of childhood due to societal pressures and expectations, knowledge and skills etc.

Types of Green Consumers

The green consumers are categorised into following groups

True Blue Greens

This group of consumers are characterized by businesses that are highly committed to environmental products. Buying environmental products whether it leads high cost. They avoid products that are not made on environmental concern. They are highly involved in Environmental activities and make monetary contributions to Environmental issues.

Greenback Greens

This group of consumers are similar to the True blues. However, greenback greens are willing to pay premium for environmentally sound products .Sometimes they switch to another products if the environmental products are not available or cope with the lifestyle.

Sprouts

This group of consumers doesn't usually purchase green products but capable of doing so, if they are marketed to them in an appropriate way.They rank well above companies overall on when it comes to environmental requirements and standards. This makes the group a key swing group.

Grouzers

Grouzers are not committed to environmental products and not believe that they are capable of effecting change.Tend to claim that they have many reasons for not doing more for the environment.

Basic Browns

These business consumers do not think about the environmental issues and expose that it is not necessary to do many things for the environment.They emphasize the profit only and may harm the environment.

Impact of Green Products

Businesses have looked into the green process-generating corporate environmental profiles, monitoring and evaluating green performance and improving corporate image as a result.Green products have also increase competition among businesses to generate more environmental friendly products.Ecolabelling networks that monitor and evaluate green products have been developed in many countries. These networks have done lifecycle analysis to understand the impact of products.Governments have also taken several measures that have supported and facilitated such moves by businesses.

Some Examples of Green Products

- **Energy Saving Television:** Energy saving television require less power to properly function, which helps both the environment and saving money.This is paramount because televisions are one of the most widely used electronic devices in a typical household and being able to cutdown on its energy usage is invaluable.
- **Solar Water Heaters:** Solar water heating unit can potentially decrease energy consumption by up to 70 percent and helps to make the monthly utility bill a little less intimidating.
- **Dryer Balls:** Dryer balls are basically large rubber balls with spikes covering the surface. Their purpose is to separate the clothes to facilitate quicker drying and keep them soft. The reusability of the dryer balls renders traditional dryer sheets obsolete and allows user to save money in the process.

- **Cloth or Cotton Shopping Bags:** Cloth or cotton mesh bag made a move towards stopping plastic bags.
- **Reusable Water Bottles:** Water bottles made of glass, stainless steel or aluminium.
- **Gota Dish Washer:** The gota dish washer created by yanko desings looks like a little spaceship, but it actually cleans the dirty dishes by steaming them in the pre-washing cycle and keeping the water to reuse it in later phrases.
- **Water Powered Clock:** The bedal water clock keeps perfect time without batteries or electricity. It uses cutting edge technology to generate its own energy. Electrodes within the water reservoir convert ions into a current strong enough to power the clock for 3 months or more.

Benefits of Green Products

Green products may seem to be more expensive, but long-term they are actually more cost efficient. Eco-friendly products tend to last much longer. These products are typically made from recycled materials and are sturdy, withstanding most drops, kicks, and dishwashers. Green products may have a larger sticker price, but since they last longer, it is an investment that will pay off. Along with the eco-friendly benefits, there are also personal benefits that coincide with using all-natural products. Plastics, for example, are known to have BPA, lead, and other harmful chemicals that can cause many different illnesses and diseases in both children and adults. For adults, the risks include diabetes, heart disease, autoimmune diseases, and reproductive system abnormalities. For children, it can cause premature puberty, diabetes, stunted growth, and autoimmune disorders. Eco-friendly, all natural products ensure safety from all dangerous chemicals, and allows families to avoid risky additives that can cause any of these issues. Using green products improves quality of life in terms of mortality, age, diseases, and illnesses. They ensure the safety of families and the planet.

Overall, these products are cutting edge, modern, and will often save you money and allow you to avoid wastefulness, but they are more than just good for you. In today's world, the planet needs our help. Our abuse and misuse of resources has put the planet in a difficult predicament, and we are the only ones that can stop the detriment. While it can be difficult to make a huge difference as one person, conserving resources and using eco-friendly products is a great way for each person to participate in the preservation of our planet and ecosystem. By using eco-friendly products, each person is contributing to the safety and preservation of the resources provided from the planet, such as metals, plastics, and even water. If more people use green products, the cost of other products will go down, and it would benefit all inhabitants, human and animal. In order to conserve the beauty, resources, and inhabitability of the planet, it is important that our everyday decisions positively affect the planet. That is where eco-friendly products come in. They are both good for families and for the planet, and eco-friendly products provide consumers with the option to choose responsibility over frivolity. Green products are both good for the environment and safer for consumers! They are the smart choice for families everywhere.

Conclusion

The study explains the connection between lifestyle and green environment. Lifestyle is measured by consumption styles and green commitment by certain environment-related consumption choices. The different lifestyles explain green commitment better than traditional socio-economic background variables. It is concluded that the concept of the green consumer is over-simplified and fails to capture the actual complexity of consumer values, attitudes and behaviour.

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A STUDY ON SOCIO- ECONOMIC ANALYSIS OF TEMPLE MERCHANTS OF ARULMIGU SUBRAMANIYA SWAMY THIRUKOVIL TIRUTTANI

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Abstract

The study finds the socio economic background of Temple merchants of Arulmigu Subraminiya Swamy Thirukovil, Tiruttani. The merchants having shops surrounding temple at many years and rendering effective business and offer quickly service to meet the needs of pilgrims The present study was commenced with the purpose of knowing Temple merchants demographic profile, factor influencing on annual income of temple merchants. This study was conducted with 100 samples. This study employed simple percentage analysis to test data collected through questionnaire. The study is concluded the income of Temple merchants are satisfactorily.

Keywords: Socio economic, Merchants, Satisfactorily, Pilgrims

Introduction

The preceding deity of sri subramaniya swamy Thirukovil, Tiruttani is Lord Murugan also called Kartikeyan, Skanda and Subramaniyan, is a popular Hindu deity especially among Tamil Hindus, worshipped primarily in areas with Tamil influences, especially South India, Singapore, Sri Lanka, Malaysia, Mauritius and Reunion Island. His six most important shrines in India are the Arupadaiveedu temples, located in Tamil Nadu. In Sri Lanka, Hindus as well as Buddhists revere the sacred historical Nallur Kandaswamy temple in Jaffna and the sacred Buddhist and Hindu shrine or Katirkamam Temple (also in Sinhala "Katharagama Devalaya") dedicated to him, situated deep south in the country. Ethnic Chinese in Penang, Kuala Lumpur, of Malaysia also pray to Lord Murugan during Thaipusam.



Lord Murugan is more popular in South India especially among Tamil people famously referred as Thamizh Kadavul (God of Tamils) compared to other parts of India. He is the patron deity of the Tamil land (Tamil Nadu). In Karnataka he is popular as "Subrahmanya" and is often associated with snakes, famous shrine Kukke Subrahmanya is well known for Sarpa shanti rites. In Andhra Pradesh and Bengal too he is popular by the names "Subrahmanya" and "Karthikeya" respectively. Like most Hindu deities, Murugan is known by many other names,

including Senthil (Smart), Saravana, Kartikeya (meaning 'son of Krittika'), Arumugam, Sanmuga (from Sanskrit sanmukha), Shadanana (meaning 'one with six faces'), Kumara (meaning 'child or Skanda (meaning 'that which is spilled or oozed, namely seed' in Sanskrit), Subrahmanya, Velan and Swaminatha son'), Dhandapany (meaning God with a Club), Guhan or Guruhuha (meaning 'cave-dweller'),

Literary Importance

Apart from the puranic greatness of Tirutanikai, Saint Arunagirinathar, the illustrious devotee of Lord Muruga who lived 600 years ago, praised this hill as the chosen place for worship by devas and the favorite abode of saints performing prolonged tapas (austerities). He also compared this hill to Sivaloka (Bhuloka) and as the very soul of the world.

Saint Ramalinga Swamigal (Arutprakasa Vallalar), who lived 150 years ago, was invited to come here by our Lord of Tanikai (seated on this hill) Who appeared before our saint in the mirror of his puja room at Madras after which the sour-stirring arutpa songs flowed from his lips in chaste Tamil like a torrential stream.

Śri Muttuswami Deekshitar, who lived 200 years ago (one of the trinity of Karnatic music) had his inspiration in Tiruttani when our Lord (in the guise of an old man) met him on the steps and sweetened his tongue with the prasadam of this temple, which impelled him to sing his first song -- of course -- on Lord Murugan of Thanikai. Many a miraculous event takes place at this shrine from time to time by the grace of our Lord. Oh, how grand and glorious is our Lord Thanikesan on this sacred hill of ancient fame and name!

Tiruttani is one of the 5 abodes of Lord Subramaniya, and is situated in Tiruvallur district. Tiruttani is the 5th padai veedu of Lord Muruga. It is 84 km away from northwest Chennai. The temple is situated on a hillock. 365 steps lead to the shrine, each step representing a day of the year. A Tiruttani regimes blessing to his devotees with his consorts Valli & Devasenai. Vali is his Itcha sakthi & Devasenai is his Kriya sakthi.

Tirutanni is one of the most important Prarthana Sthalas in Tamil Nadu. Lord Muruga married his Itcha sakthi (will power valli at Tirutanni). Large number of visiting devotees actually experienced their fulfillment of prayers/ prathanas & hence from all over India & from Malaysia, Singapore devotees daily come to Tiruttani to Milk Kavadi and Flower Kavadi for worshiping the Lord Muruga. An important thirtha called Kumara thirtha is under this hill this place is also called as Saravana Poigai.

Temple Merchants

- Temple Merchants are sellers who are selling the flowers, pooja items, prasathams, and portraits, pictures of the lord MURUGA to the devotees.
- They are selling establishments are located from the footsteps of the straine.
- Devotees who are visiting the temple can procure there offering and pooja items from them. Temple merchants here in researcher study refer to the sellers whose Trading establishments commenced from the foot hills of the Temple

Objectives of the study

- To study the socio economic background of the Temple merchants.
- To offer suggestions for economic improvement of the Temple merchants

Data Analysis and Interpretation

The opinion of the Respondents Regarding the Age Group

Age Group	No of Respondent	%
18 to 30	12	12
31 to 50	70	70
51 to 70	18	18
Total	100	100

Inference

From the above table, we can infer that majority of the respondents (70%) are in the age group between 31 to 50. on the other majority of the respondents (18%) are in the age group between 51 to 70. on the other hands the remaining of (12%) of the respondents are in the group from 18 to 30.

The Opinion of the Respondents regarding the Gender

Gender	No.of Respondents	%
Male	63	63
Female	37	37
Total	100	100

Inference

The above tables 63% of respondents are male. Remaining 37% is female merchants. It observed 63% of the respondents are male merchants as per study.

The opinion of the Respondents Regarding the Material Status

Maritial Status	No.of Respondents	%
Married	100	100
Unmrried	0	0
Total	100	100

Inference

It is observed from the above table 100% respondents are married. 0% of respondents are unmarried. It is found 100% of respondents are married as per study.

The opinion of the Respondents Regarding their Annual Income

Particulars	No.of Respondents	%
RS.50000 to RS.100000	39	39
RS.100001 to RS.200000	34	34
RS.200001 to RS 300000	24	24
RS.300000 Above	3	3
Total	100	100

Inference

It is observed from the above table 39% respondents annual income is RS.50001 TO RS.100000. 34% respondent's annual income is RS.100001 TO RS.200000. 24% respondent's annual income is RS.200001 TO RS 300000. 3% respondent's annual income is RS.300000 above. It is found most of the respondents (39) annual income is Rs.50001 TO RS.100000 as per the study

The opinion of the Respondents regarding Shop having

Particulars	No.of Respondents	%
Yes	100	100
No	0	0
Total	100	100

Inference

It is observed from above table 100% of respondents are having the shop. It is found the 100% respondents are having the shop as per study.

The opinion of the Respondents Regarding their Shop Type

Particulars	No.of Respondents	%
Toy Shop	27	27
Prasaham Shop	26	26
Bangles Shop	17	17
Flower Shop	18	18
Pooja Shop	12	12
Total	100	100

Inference

From the above table 27 respondents are having toy shop and 26 respondents are having prasatham shop. 17 respondents are having bangles shop, 18 respondents are having flowers shop remaining 12 respondents are having pooja shop. It is found 27 respondents are having the toy shop as per study.

Opinion regarding on their Family Members are doing Same Business

Particulars	No.of Respondents	%
Yes	30	30
No	70	70
Total	100	100

Inference

From the above table 30% Of respondents family members are doing same type of business. 70% of respondents family members are not doing same type of business. 70% of the respondent's family members are not doing the same type of business as per study.

The opinion of the Respondents Regarding on the Generation Seller

Particulars	No.of Respondent	%
Yes	36	36
No	64	64
Total	100	100

Inference

From the above table 36% of respondents are generation seller. 64% of respondents are not generation seller. It is found from above table 36% of respondents are generation seller as per study.

The opinion of the Respondent regarding the New Seller

Particulars	No.of Respondents	%
Yes	66	66
No	34	34
Total	100	100

Inference

From the above table 66% of respondents are new seller .34% of respondents are not new seller. It is found the 66% of respondents are new seller as per study

Opinion of the Respondent regarding to Owning the Shop in this are

Particulars	No.of Respondent	%
0-5 Years	20	20
6-10 Years	23	23
11-15 Years	27	27
16-20 Years	30	30
Total	100	100

Inference

From the above table 20% respondents shop owning periods is 0-5 years, 23% respondents shop owing period is 6-10 years, 27% respondents shop owning period is 11-15 years and 30% respondents shop owning period is 16-20 years. It is found from that most of the respondents (30%) shop owning period is 16-20 years as per study.

Opinion of the Respondents regarding the maintaining Shop

Particulars	No.of Respondent	%
Yes	65	65
No	35	35
Total	100	100

Inference

From the above table 65% respondents are maintaining the shop lonely and 35% respondents are not maintaining the shop lonely. It is found that most of the respondents (65%) are maintaining the shop lonely as per study

Opinion of the Respondent regarding the Partnership

Particulars	No.of Respondents	%
Yes	35	35
No	65	65
Total	100	100

Inference

From the above table 35% respondents are maintaining the shop in partnership and 65% respondents are not maintaining the shop in partnership. It is found that 35% respondents are maintaining the shop in partnerships per study

Table shows the how many days shop open in every year

Particulars	No.of Respondent	%
50-100 Days	0	0
101-200 Days	0	0
201-300 Days	0	0
300 Days Above	100	100
Total	100	100

Inference

From the above table 100% respondents are shop open in every years is 300 days above. It is found that 100% respondents are shop open in every year is above 300 says as per study.

Table shows Temple Administration Provided

Particulars	No. of Respondents	%
Yes	100	100
No	0	0
Total	100	100

Inference

From the above table 100% respondents are says yes the temple administration provided facility.

Table shows the Providing Facilities of Temple Administration

Particulars	No.of Respondent	%
Water Facility	100	100
Electricity Facility	0	0
Transport Facility	0	0
Security Facility	0	0
Total	100	100

Inference

It is found from above table, we can infer the majority of the respondents are 100% are says temple administration providing the water facilities.

The opinion of the Respondents regarding the Shop Lease Rent

Particulars	No.of Respondent	%
RS.50000 to RS.100000	50	50
RS.100001 to RS.200000	38	38
RS.200001 to RS.300000	8	8
RS.300000 above	4	4
Total	100	100

Inference

From the above table 50% respondents shop lease amount is RS.50000 to RS.100000, 38% respondents shop lease amount is RS.100001 to RS.200000, 8% respondents shop lease amount is RS.200001 to RS.300000 and 4% respondents shop lease amount is RS.300000 above. It observed 50% respondents shop lease

amount is RS.50000 to RS.100000.

The opinion of the Respondents regarding the Investment

Particulars	No.of Respondent	%
RS.50000 TO RS.100000	43	43
RS.100001 TO RS.200000	35	35
RS.200001 TO RS.300000	17	17
RS.300000 Above	5	5
Total	100	100

Inference

From the above table 43% respondents shop investment amount is RS.5000 to RS.100000, 35% respondents shop investment amount is RS.100001 to RS.200000. 17% respondents shop lease amount is RS.200001 to RS.300000 and 5% respondents shop lease amount is RS.300000 above. It observed 43%

respondents shop investment amount is RS.50000 to RS.10000 as per study

The opinion of the Respondents regarding Investment Funds

Particulars	No.of Respondents	%
Own Funds	44	44
Borrowed Funds	56	56
Total	100	100

Inference

From the above table 44% respondents investment is own funds and 56% respondents investments is borrowed funds. It is found that most of the respondents (56%) investment is borrowed funds as per study.

The opinion of the Respondents regarding the Borrowed Funds

Particulars	No.of Respondents	%
Banks	20	36
Creditors	36	64
Total	56	100

Inference

From the above table 36% respondents are borrowed from bank, 64% respondents are borrowed creditors. It is found that most of the respondents (64%) are borrowed from creditors as per study.

The opinion of the Respondents regarding the Borrowed loan from Banks

Particulars	No.of Respondent	%
SBI	8	40
IOB	0	0
Indian Bank	12	60
Syndicate Bank	0	0
Total	20	100

Inference

From the above table 40% respondents are loan borrowed from SBI, 60% respondents are loan borrowed from Indian bank. It is found 60% respondents are loan borrowed from Indian bank as per study.

The opinion of the Respondents regarding the Borrowed amount form Banks

Particulars	No. of Respondent	%
Below RS.50000	13	65
RS.500001 to RS.100000	7	35
RS.100000 above	0	0
Total	20	100

Inference

From the above table 65% respondents are borrowed below RS.50000, 35% respondents are borrowed RS.500001 to Rs.100000. It is found that 65% respondents are borrowed below RS.50000.

The opinion of the Respondents regarding Loan Interest Rate

Particulars	No.of Respondent	%
8.25%	8	40
14.25%	12	60
Total	20	100

Inference

From the above table 40% respondents loan interest rate is 8.25%, 60% respondents loan interest rate is 14.25%. It is found most of the respondents (60%) loan interest rate is 14.25% as per study.

The opinion of the Respondents regarding the Repay the Loan

Particulars	No.of Respondent	%
Yes	46	82
No	10	18
Total	56	100

Inference

From the above table 82% respondents are repay the loan amount correct time,18% respondents are not repay the loan amount. It found most of the respondents (82%) are repay the loan amount is correct time as per study.

The opinion of the Respondents regarding their Per day Income

Particulars	No.of Respondent	%
RS.501 to RS.1000	9	9
RS.1001 to RS.2000	55	55
RS.2001 to RS.3000	30	30
RS.3000 above	6	6
Total	100	100

Inference

From the above above 9% respondents earn per day income RS.501 to RS.1000,55% respondents earn per day income RS.1001 to RS.2000,30% respondents earn per day income RS.2001 to 3000 and 6% respondents earn per day income RS.3000 above. It found most of the respondents (55%) earn per day income RS.1001 to RS.2000 as per study.

The opinion of the Respondents regarding their Per month Income

Particulars	No.of Respondent	%
RS.5000 to RS.10000	5	5
RS.10001 to RS.20000	46	46
RS.20001 to RS.30000	45	45
RS.30000 above	4	4
Total	100	100

Inference

From the above table 5% respondents per month income RS.5000 to 10000, 46% respondents per month RS.10001 to RS.20000,45% respondents per month income RS20001 to RS.30000 and 4% respondents per month income RS.30000 above. It observed 46% respondents per month Rs.10001 to 20000 as per study.

The opinion of the Respondents regarding their Annual Profit

Particulars	No.of Respondent	%
RS.10001 to RS.20000	5	5
RS.20001 to RS.30000	47	47
RS.30001 to RS.40000	39	39
RS.40000 above	9	9
Total	100	100

Inference

From the above table 5% respondent's annual profit RS.10001 to RS.20000, 47% respondents annual profit RS.20001 to 30000, 39% respondents annual RS.30001 to RS.40000 and 9% respondents annual profit RS.40000 above. It observed (47%) respondents annual profit RS.20001 to RS.30000 as per study.

Findings Summary

The chapter deals with major findings of the study are described below,

- It was observed during the from that majority of the respondents age belongs to the age group of 31 to 50.
- 63% of the respondents are male, 37% of the respondents are female.
- 100% of the respondents are married.
- As per study most of the respondents income group between Rs.50001 to Rs. 100000.
- 100% of the respondents are owning the shop.
- As per study 27% respondents are having pooja shop.
- As per study 30% of respondents family members are doing same business.
- As per study 36% respondents are generation seller.
- As per study 64% respondents are new seller.
- As per study 27% respondents own the shop in this area between 11 to 15 years.
- As per study 65% respondents are maintaining the shop lonely.
- As per study 35% respondents are maintaining the shop in partnership.
- It is observed from analysis the shops are open in a every year was 300 days above.
- As per study the temple administration provided the water facilities.
- 50% respondents shop lease amount was Rs.50000 to Rs.100000.
- As per study 43% respondents investment amount was Rs.50000 to Rs.100000.
- As per study 44% respondents investment money was own funds.
- As per study 56% respondents investments fund was borrowed funds
- As per study 36% respondents are borrowed loan from banks
- As per study 40% respondents are borrowed loan from SBI.
- As per study 60% respondents are borrowed loan from INDIAN BANK.
- As per study 65% respondents borrowed funds below Rs. 50000
- As per study 82% respondents are repay the loan in stipulated time frame.
- As per study 55% respondents per day income was Rs.1001 to Rs.2000.
- As per study 46% respondents per month income was Rs.10001 to Rs.20000.
- As per study 47% respondents annual income was Rs.20001 to Rs.30000.

Summary of Suggestions

- The researcher suggested to the temple merchants are maintain the shop lonely, they get more profit. The temple merchants avoid the partnership in shop.
- It is suggested that the temple merchants increasing the investment and refurbishing the shops. They get more profits.
- The temple merchants has borrowed funds from creditors, in high interest rate, so the researcher suggested that the temple merchants. The merchant are borrowed funds from bank in low interest rate.
- The researcher suggested to temple merchants, the merchants are keep the clean in front of shop place the increase the sales.

- The researcher suggested to temple merchants, they temple merchants keep the all product in his shop, they increase more sales. They get good goodwill in the area.
- The researcher suggested to temple merchants. The temple merchants sold the goods in higher price. They sale in M.R.P of the goods, they increase the sales and get the profit.

Conclusion

- In short, the survey carried out on the temple merchants of ARULMIGU SUBRAMANIYA SWAMY THIRUKOVIL, TIRUTTANI.
- The temple merchants are running the shop in profit. The lease rent of the shop has feasible to the temple merchants. 64% of temple merchant's new seller, 36% of temple merchants are generation sellers.
- It is concluded that 44% temple merchants investment has own funds, 56% temple merchants investment has borrowed funds.
- It is concluded that 63% temple merchants are male, 37% temple merchants are females.
- It is concluded that 64% temple merchants are borrowed funds from creditors, 36% temple merchants are borrowed funds from banks.
- It is concluded that 40% temple merchants are borrowed loan from SBI, 60% temple merchants are borrowed loan from Indian bank.
- It is concluded that the annual profit of temple merchant (47%) are Rs.20001 to Rs.30000.

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The secondary data was collected from the various sources; Journals and the HR & CE department temple magazines related to the temple administration are the information collected form websites of the temple administration.

ROLE OF GOVERNMENT IN PROMOTING WOMEN ENTREPRENEURSHIP

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Abstract

Entrepreneurship is the process through which entrepreneurship create and grow enterprises. Entrepreneurship plays an important role in the economic nation. The term entrepreneurship is closely connected with an entrepreneur. The entrepreneurship is related to the purposeful activity of an individual or group of activities. Entrepreneurship can be defined as an ability to discover, create or invent opportunities and exploit them to the benefit of the society, which in turn bring prosperity to the innovator and his organization.

Keywords: Nation, Entrepreneurship, Opportunities, Organization.

Introduction

Women should be free to choose, whether it is about their education, marriage, family or career. In the field of research activities or teaching profession, women are doing very well. Even in the field of agriculture, women have an important role. We need to introduce technology, which will help us harness the potential of women in agriculture. Women's entrepreneurship can particularly make a strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. With a view that women entrepreneurship should come forward in industrial field and become self-sufficient; Central Government, State Government and other financial institutions are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

Women Entrepreneurs

An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women. Government of India A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life. Kamal Singh Cocoon, Waxhaw & Mitchell, (2010), present a detailed exploration of men & women entrepreneurs motivations, background and experiences. The study is based on the data collected from successful women entrepreneurs. Out of them 59% had founded two or more companies. The study identifies top five financial & psychological factors motivating women to become entrepreneurs. These are desire to build the wealth, the wish to capitalize

own business ideas they had, the appeal of startup culture, a long standing desire to own their own company and working with someone else did not appeal them. The challenges are more related with entrepreneurship rather than gender. However, the study concluded with the requirement of further investigation like why women are so much concerned about protecting intellectual capital than their counterpart. Mentoring is very important to women, which provides encouragement & financial support of business partners, experiences & well developed professional network. (Ms. Yogita Sharma) . Women are doing a wonderful job striking a balance between their house and career. Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development. In recent years, even among the developed countries like USA and Canada, Women's role in terms of their share in small business has been increasing.

Women Entrepreneurs in India

In the 70s and 90s, the women in India were hardly engaged in any type of self employment. During this period the women were attracted towards various opportunities of employment in different banks, LIC, teaching jobs, etc. They were also found in the low productive sectors like agriculture and house hold activities. A woman engaging in entrepreneurial activities like medium and small scale enterprise was a remote idea. They were perceived as a homemaker and an idea that a woman can take up entrepreneurial activity was a joke. It was predominantly a male dominated field till the rise of 90s. After the introduction of the policy of privatization, liberalization and globalization the women started responding to the changes in the environment and their entry in the entrepreneurial activities was noticed. The process of computerization also was an aid for women in their way. The beginning period marked the existence of women in the businesses related to home made products like pickles and papads. But later the focus was shifted towards the entrepreneurial activities related to the small and medium enterprises related to the manufacturing, trading and service sector. The planning commission and also the Indian Government has recognized the need for women to participate in the mainstream of economic growth. Women entrepreneurship is understood as an effective strategy to solve both the rural and urban poverty. The government of India through different policies and programmer is encouraging the Indian women to come forward and involve in different entrepreneurial activities. The Integrated Rural Development Programme (IRDP), Training of Rural Youth for Self Employment (TRYSEM), Development of Women and Children in Rural Areas (DWRCA), Entrepreneurship Development Programs (EDPs), Prime Minister Rojgar Yojna (PMRY) are a very few examples of the different programs undertaken by the Government of India and Planning Commission. The government has also extended subsidies, tax waiver schemes and concessions for the women entrepreneurs.

Polices and Programmes

Government of india formulated various policies and introduced special schemes to bring women out of household chores into main stream of development. Many Government and Non- Government Organizations were encouraged to organize special training programme

known as Entrepreneurship Awareness Programmes covering various aspects of entrepreneurial activities, modern management techniques, project planning and implementation.

Trade Related Entrepreneurship

- Government of India grant up to 30% of the total project cost to the Non-Government Organization (NEOs) for promoting entrepreneurship among women. The remaining 70% of the project cost is financed by the lending agency as loan for undertaking activities as envisaged in the project.
- Government of India grants up to Rs.1 lakh per programme to training institution/ NEOs for imparting training to the women entrepreneurs.
- Need-based Government of India grants up to Rs.5 lakh of National Entrepreneurship Development Institutions and may other institutions of repute for undertaking field surveys, research studies, evaluation studies, designing of training modules etc.,

Micro-Small Enterprises

As a key strategy for enhancing the productivity and competitiveness of MSMEs and promote entrepreneurship, GoI has announced scheme for development of potential cluster in March 2006 to facilitate development of available resources for effective implementation and more sustainable result in medium to long term. Maharashtra has clusters for paithani saree, Ratnagiri for Mango processing, Kolhapur for Kolhapur Chappal and Solapur for Textile, etc.,

Challenges Faced by Women Entrepreneurship

Women have to face various problems in both the cases--while entering into any entrepreneurial activity and also while they are continuing with their business. No doubt even men entrepreneurs also have to face challenges but 'being a woman' or the womanhood has created certain challenges which the women have to face exclusively

Contributions of Women Entrepreneurs

The role of women in the economic development of the nation cannot be neglected. In fact they have to be encouraged and motivated to take active part in any business activity. Women occupy a larger share of the informal economy and also in the micro and small enterprise sector in India. The acceleration of economic growth requires an increased supply of women entrepreneurs (Shah, 2012). Women entrepreneurs play the role of change makers both in the family and also in the society and inspire other members of the society to take up such activities. Women entrepreneurs are assets of the nation as they are engaged in certain productive activity and also create job opportunities for others. This leads to poverty reduction and minimizing the problem of unemployment.

Training for Women Entrepreneurs

The Indian small Industry development bank has undertaken training programme for women entrepreneurs with an object of getting more opportunities for starting self-

employment industries / business for women. This scheme is implemented in the state of Maharashtra District Centre, Aurangabad and other centers.

Conclusion

In today's the modern world, every women has entrepreneurial qualities and values. Women will become stakeholders in decision-making if they are financially independent. Women entrepreneurs are the most important factor of development. Women should be link with technology up gradation from Groh Udyogas to advanced enterprises; women have proved mettle in delivering performance in various areas including entrepreneurship. The transition from homemaker to women entrepreneur is not so easy and in the same way it is also difficult for a woman to succeed and sustain in her business. She has to learn from her experiences, adapt herself and overcome the challenges in her field. She has to creatively utilize her strengths to overcome the threats and grab all the opportunities to minimize her weaknesses. This will be certainly be a mantra for her to develop and grow her business successfully.

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THE IMPACT OF RISE IN DEBIT CARD POS TRANSACTIONS POST DEMONETISATION IN THE DEVELOPMENT OF MSME START-UPS

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Abstract

The demonetisation announced by the Indian government has positive effect on the digitalization and cashless economy process. Both the digitalization and cashless economy will influence the eradication of Black money and corruption from our system. In India with more Gen Y population there will no difficulty in implementing the above said process. The Gen Y or the millennials hold the key in the success of the implementation of Digitalization and cashless economy. The millennials with their ability to quickly adapt to any situation and their readiness in accepting the technological change will significantly help in building the cashless economy.

Keywords: Millennials, Debit Card, POS, Cashless Economy.

Introduction

Debit cards issued by the commercial banks are on the rise once the government has introduced the RUPAY debit card. The usage of the card transaction is also maximum after the Demonetisation introduced during 2016 by the union government. The debit cards used in the POS transactions has seen a gradual increase till 2016 – 2017 financial year and has seen a significant increase in 2017-2018 fiscal years due to the emergence of cashless economy. This significant variation may also be due to the vast Gen - Y population and their quick adaptation to digital environment. The Gen Y is the persons who have born after 1980. They are also called as millennials. The significant trait of the millennials are they are tech savvy, adapt to any technological change and willingness to take risk for the development of the company.

Overview of Point of Sale Transactions using Debit Cards

The debit card transactions of three Indian banks has been analysed in this paper. HDFC, ICICI, SBI has been chosen for this analysis because these three Indian banks are categorized as Too Big to Fail by the Reserve Bank of India. The debit card POS transactions of these banks are chosen from the year 2013 and from the analysis it is inferred that the debit card POS transactions show gradual growth from year 2013 to 2016 and exponential growth in the year 2017 mainly due to Demonetisation. However, the exponential growth doesn't decay once the cash inflow has been stabilized by the government this can be inferred from the table 1 and figure 1.

From the analysis of the three banks POS transactions, the ROC of SBI POS transactions shows significant change when compared to other two banks. The 2017 POS transaction data is collected up to August month when the cash inflow has been stabilized, and yet the POS transactions show significant growth.

Table 1 Rate of Change in Debit card POS Transactions

Bank Year	HDFC Pos in millions	Roc HDFC	SBI pos in millions	Roc SBI	ICICI pos in millions	Roc icici
2013	12880.01		15911.3		14053.73	
2014	16270.41	26.32296093	23302.49	46.45245832	18132.02	29.01927104
2015	21588.79	32.68743689	30333.32	30.17201166	22509.57	24.1426493
2016	26415.75	22.35864076	38590.96	27.22300098	26804.14	19.0788629
2017	45458.47	72.0885078	105828.6	174.2315817	43113.89	60.84787648

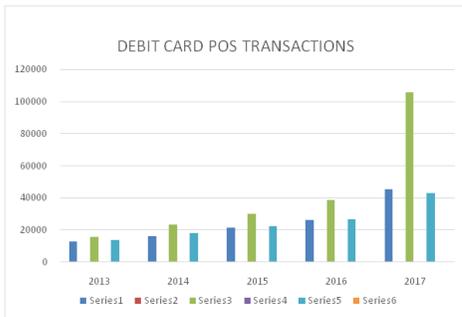


Figure 1 Debit card POS Transactions of HDFC, SBI, ICICI

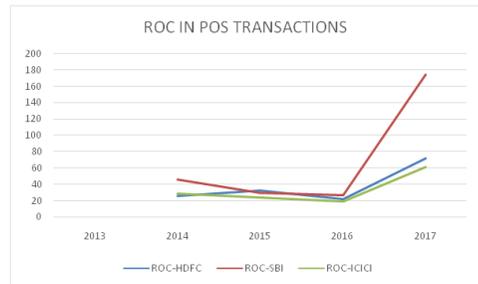


Figure 2 Rate of Change in POS Transactions after Demonetisation

Significance of Digital Transactions in the Development of Start-Ups

The rapid growth of technology and the rate at which the innovation is taking place, growth of any industry is possible only if it adapts to changing digital environment.

- Technology advancements have made it possible to effectively analyse and interpret vast, complex sets of data
- Effective data management allows Start-ups to create more effective, client-centric solutions that are more aligned to client behaviour and needs
- Mobile digital transactions are on the rise and usage of the same will boost the customer base of an organisation
- After the implementation of GST technology invocation is the only way to compete with the other organisations
- Since there is a constant rise in the population of GEN Y the need for the Start-Ups to adapt technology innovation is high
- Using Digital transactions over cash transactions will attract GEN Y customers and in turn it will boost the customer base.

Impact of Rise in Pos Transactions on the Development of Start-Ups

The growth of the Start-Ups lies mainly in the way in which technology advances are being adopted. In the globalised world where emerging markets have the ability to overcome their more developed counterparts, and where the transfer of new information is both instantaneous

and global the adoption and impact of new tools and solutions is more rapid and widespread than ever before. The growth in the POS transactions can be utilized by the fintech Start-Ups and E Market Start-Ups for their growth. The GEN Y consumer population will be a major boost to the development of all Start-Ups provided they adapt to the digital transformation rapidly. In this paper, the analysis of the POS transaction over the past five years clearly shows majority of the consumer population slides towards the digital transactions even though the cash inflow has been stabilized after the Demonetisation.

Conclusion

In India, the growth of the Start-Ups lies mainly in the advancement of its steps towards the invocation of the Information technology and innovation. From the analysis of the debit card Transactions of the Too Big to Fail banks like HDFC, ICICI and SBI it is very clear that the country is stepping towards the cashless Economy and the Organisations that understands it will develop fast.

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IMPACT OF E- LEARNING IN HIGHER EDUCATION

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Abstract

E-Learning has become an important way of gaining education/knowledge with the help of electronic media, typically on the Internet. The Internet is a technological development that has the possibility to change not only the way society sustain and accesses knowledge but also to transform and restructure traditional models of higher education, particularly the delivery and interaction in and with course materials and related resources. E-Learning is being introduced as a fundamental part of the student learning experience in higher education. It also identifies existing solutions to address the impacts. but this study only focused on the impact of E-Learning in higher Education and also study the issues surrounding the execution of E-Learning into higher education. E-Learning is advised as the main way of learning ,it will generally have negative and positive influences. Negative effects will be a degradation in the growth of young generation whereas the positive effects help in stipulation of growth on a gradual scale.

Keywords: E-Learning, Higher Education, Positive and Negative impact

Introduction

E-Learning is defined as all forms of electronic supported learning and teaching, which are proceeding in character and aim to effect the building of knowledge with reference to several experience, practice and knowledge of the learner. E-learning is basically the computer and network enabled transfer of skills and knowledge. E-learning refers to using electronic applications and processes to learn.

E-Learning

E-learning is defined as a system based on technology, organization, and management which give upon the students the knowledge to learn via internet and assist their learning. E-learning makes use of telecommunications technology to get information to achieve the teaching and learning objectives. e-learning refers to the use of systems of electronic education such as computer, internet, multimedia disks, electronic magazines, virtual newscasts, and etc. whose purposes are to reduce time and expenses and achieve better, faster, and easier learning . Employment of information and communication technologies in education has created a new mode of learning which does not require physical attendance; In this context, some study is reviewed concluded that e-learning has a positive impact on academic achievements of students in their study at the e-learning. Found that the use of e-learning in physiology teaching-learning process improves students learning and creativity.

E-Learning can have a significant and positive impact on learners' involvement, positive attitudes of teachers, personalized learning, and learners' creativity suggest that there are six different types of e-learning.

Face-to-Face

- Self-learning
- Asynchronous & synchronous
- Blended/hybrid-asynchronous & blended/hybrid-synchronous

There are Different types of e-learning methods have been projected, but the present study focuses on the second type i.e. self-directed learning method of e-learning.

Online Education in India

The development of technology, India has observed an enhanced adoption of online education over a period of few years. Many students and working professionals have joined different e-learning platforms in the past few years in order to enhance their skills. And, looking at trends, the number of people adopting online education platforms is expected to increase importantly in the near future.

Emerging Trends in Indian Online Higher Education System

India has one of the largest higher education systems in the world. It mainly consists of three parts - university, college, and course. Online higher education in India is at an early stage of development and has witnessed emergence of different private universities offering UG and PG e-learning courses to students. However, as compared to graduation and diploma courses, the demand for online higher education is dominated by post-graduation courses such as MBA and MCA. Online education helps candidates prepare efficiently for different competitive exams as follows:

Webinar: A seminar conducted in the online mode is referred to as a webinar. These days many online players conduct webinars that help candidates in conceptual clarity.

Mock Tests: Mock tests are emerging as a popular course component for students wherein they participate in a series of tests and get a comparative assessment of their performance. With mock tests, candidates also get to know their areas of improvement as well as test pattern of the competitive exam they are planning to appear for.

Videos: Videos are helpful for candidates in solving exam papers and other problem areas.

Counselling: As a differentiate, players in online test prep market have also started offering course and career counselling services to students.

Online Education: Why it is Gaining Popularity

There are many reasons why students and working professionals are moving towards e-learning/ online education.

Internet Penetration: India has an internet penetration of about 31% today, which means 409 million internet users. It is predicted that by 2021, there will be nearly 735 million internet users in India, which will lead to increase in traffic for online education players.

Smartphone Penetration: Currently, there are 290 million Smartphone users in India and the user base is expected to grow with the addition of another 180 million new users by 2021.

Flexibility of Time: This is specifically true for working professionals who have time constraints in pursuing an offline course. Pursuing a course in online mode allows a person to multi-task with other work and family commitments.

Quality Education: There are areas in India where there is lack of quality offline education. For instance, states such Bihar, Kerala as well as Jammu and Kashmir account for about four lakh distance education enrolments, states the report.

Immediate Results: Online education allows candidates to get immediate results for any test that they appear for. This further helps them in preparing for exams more efficiently.

Government Initiatives: Government's recent initiative such as SWAYAM, e-Basta, and Digital India is expected to strengthen the infrastructure needed by students to pursue education in online mode.

Study Material: A variety of online study material in the form of videos and texts are encouraging students to adopt online education platforms.

Affordability: Online courses joined at UG or PG level are much more affordable than traditional announcement as depicted in the image below.

Positive Effects of E-Learning

No Barrier: The traditional education system, e-learning does not limit students inside a class room, but provide knowledge through an e-learning tool, that can operate under an open sky or wherever an individual feels comfortable. Location or geographical gap isn't a problem, as one can support a classroom environment at home with e-learning tool.

High Learning Ability: As per scientific discipline, a human brain can easily learn videos or audios. e-learning shares all the format kinds including videos, slide shows, word documents, and PDFs. It offers various other options to the users such as seminars i.e. live online classes and interaction with the professors through chat forum. The student can clear their doubts concerning the topics taught in the real time, as in physical classroom.

Infinite Courses: Now a day every course is available online. One can undertake any desired course, while working or the like. The software apart from training the individuals on various platform it also helps the learners to gain knowledge and provide them with an additional qualification and upgrade their skills. The course has certain user interface inbuilt program like online test on various topics that helps the user in mending their knowledge and the acquired skills.

On-the-Job Training: Due to fast technology promotion, the businesses require up-to-dated workers. This demands regular training through an effective means. E-learning is a reliable and cost-effective tool and it needs a minutes of updates and can train hundreds of workers.

Advanced Knowledge: The change in policy or technology, books can't change itself at the same time. An institution communicates their students to read new books, as that would mean and require complete renewal of the syllabus. For example, In India, the new indirect tax policy of GST hasn't led to the upgraded syllabus in business and management courses. Internet stays updated every second and keeps e-learning courses provider aware of any cause.

Welfare Activities: Many NGOs (Non Governmental Organization) employ e-learning courses in the remote areas, which lack educational institutions and infrastructure. In India, this activities help in devising strategy, such as Digital India and Skill India, it make as a success.

Negative Effects of E-Learning

Isolation: That e-learning provides best knowledge and makes a learner fabulous competitor. But it can't provide a social environment like a traditional institution. The education is not regarding a brain, it includes overall individuality which comes through psychological processing and physical response in a social interaction.

Health Issues: While taking e-learning courses, an individual spend hours on a computer, laptop, tablet, which increases eye strain and affects health. Constant sitting can harmful impact the well-being of a person.

Lacks Practicality: E-learning provides benefits to limited sectors. The physical education fields require a practical classroom. The students learn the application of components and instruments in a practical environment. This restriction proves disadvantage for persons whose career choice demand physical strength and work. All the resources that are used in e-learning are available online, but the online resources available are tactical to be selected among the vast available resources. Among the vast available resources majority of them are theoretical and not practical. Though available in practical form they are hard to be picked from the virtual resources.

Less Direct Contact: E learning classes don't offer the same immediate and regular access to educator and classmates as traditional face-to-face classes. The communication typically takes place through e-mail and in virtual discussion facility. this can help in learning technology, it negatively impacts a student's ability to interact with professors and request questions and acquire immediate help.

Conclusion

E-learning supports the widespread use of educational training. E-learning has various advantages over the traditional techniques of learning and is superior. E learning is the most convenient way to pursue a degree in higher education. A lot of students are attracted to a flexible, self-paced method of education to attain their degree. Overall traditional learning is expensive, takes a long time and the results can vary. The importance of e learning is now a given fact and it can offer an alternatively that is much faster, low-cost and possibly better. Many higher education institutions using e-learning to improve the education of students and enhance their technology skills Online Learning has a large effect on the users especially students these effects are positive and help in the development of the technological content among the users.

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FACTORS INFLUENCING CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS – AN EXPLORATION WITH SPECIAL REFERENCE TO THOOTHUKUDI CITY, TAMILNADU

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Abstract

In recent days organic food products are highly preferred by people around the globe as they are considered to be purely healthy. The consumers are focusing to alter their habit of using conventional products by organic food products since they are proved to be safe for health. The conventional retail stores are highly fragmented and each one of them is specialized in some mean. However, the product portfolio in these conventional stores is considered to be stagnant to satisfy the growing needs of the consumers because the need for organic food products is slowly spreading their roots deep inside the minds of the consumers. The Indian organic food products market is slowly growing as there is a raising demand among the consumers. There is a promising growth for exclusive organic food products stores because there is a prevailing admired notion that organic food products are always good for a better living. This study attempts to find out the factors influencing the purchase decision and preference of consumers towards organic food products. This study may help the marketers to develop suitable marketing strategies to promote organic food products.

Keywords: *Organic food products, Consumer preference, Organic stores*

Introduction

Due to rapid change in life style and adoption of easy to consume practice the people are highly suffering from unknown diseases among which most of them are unable to cure. Organic food products are considered to be the redeemer of healthy life by consumers in the fast moving busy life. The demand for organic food products has considerably increased due to the necessity of maintaining good health and to lead a better life. India is a population rich country with rich cultural heritage and beliefs. While focusing on the value conception of people there is no doubt that the country is a favarouble destination for innovative business. Increasing demand factor and the acceptance to spend for healthy living paved way for businesses promote organic food products. However there are some factors which are acting as hurdles in promoting organic businesses across India.

Organic stores in India

The organic food market is growing continuously over the past years but with lower share when compared with the total food market in population rich country like India. However India is projected to be the biggest destination for marketers of organic food products. Specialized stores or supply to conventional stores may increase the reach of organic food products to every consumer opting for organic food products. It is estimated that Indian organic market may grow at a CAGR of 25% by 2020. And this is a positive sign that shows a clear picture that Indian organic product stores will have a great future while compared to the current status. The popularity for organic food products is increasing in a faster phase while compared to the past decades.

Consumers' Preference towards Organic Food Products

Indian consumers are becoming more conscious about their health and started thinking about substitutes which are healthy to lead a happy life. Since the time organic food products are projected and proved to be the best alternative for a healthy life the consumers are ready to accept but the depth and width of acceptance is still a parable for marketers. There are various unidentified reasons which are to be traced out so that the hindering factors towards preference of organic food products may be found and eradicated. The preference of organic food products by consumers are influenced by many reasons which are to be traced in this study.

Objectives of the Study

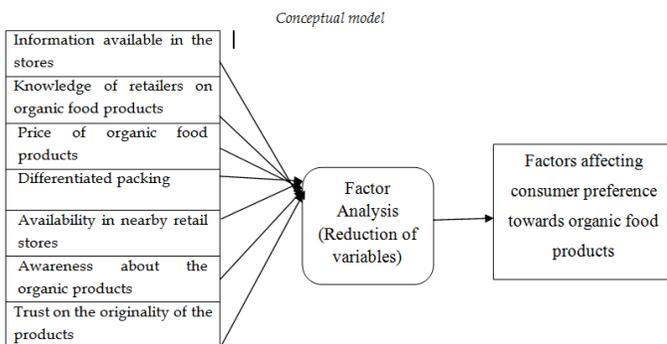
This study aims to find out the factors influencing the preference of organic food products of consumers in Thoothukudi District in Tamilnadu. The major objectives are

1. To understand the preference of consumers towards organic food products.
2. To trace out (identify) the factors influencing the consumers towards selection of organic food products from retail stores.

Research Methodology

Conceptual Framework

There may be many factors which influences the preference of consumers towards organic food products. But the present study focuses on some selective factors examined from the open opinion collected from consumers directly. These factors (Variables) are further grouped and designed into a structured questionnaire and given back for proper response and collected in the form of data for further analysis. The conceptual model is given in the form of a figure for a better understanding.



Sampling and Data Collection

The sample consists of 300 respondents residing in Thoothukudi city. The respondents are regular purchasers of food products from the nearby retail outlets. Primary and secondary data collection method was adopted to fulfill the major objective of this study. A structured

questionnaire was developed with likert's five point scale to collect primary data through simple random sampling method. Previous studies from journals and proceedings, published books, reports, news papers and online articles supported to collect secondary data.

Data Analysis and Interpretation

KMO and Bartlett's Test was applied to measure the sampling adequacy and find out whether factor analysis can be applied. Factor analysis is applied to group and reduce variables and choose appropriate variables for further analysis. Finally the study is concluded by considering the result obtained through multiple linear regression estimates.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.611
Bartlett's Test of Sphericity	Approx. Chi-Square	2663.330
	Df	45
	Sig.	.000

KMO exceeding 0.5 indicates factor analysis is appropriate. In this study the KMO measure of sampling adequacy given value is 0.611, which means that factor analysis can be applied.

Variables	Factors		
	F1	F2	Comm.
Price of organic food products	.721		0.742
Differentiated packing	.682		0.821
Trust on the originality of the products	.662		0.744
Availability in nearby retail stores	.621		0.611
Awareness about the organic products		0.794	0.812
Information available in the stores		0.691	0.524
Knowledge of retailers on organic food products		0.621	0.533
E.V	3.11	2.12	5.31

Principal Component Analysis.

As per the output of factor analysis the variables such as 1 Price of organic food products, 2. Differentiated packing 3 Trust on the originality of the products, 4 Availability in nearby retail stores are considered for further analysis.

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.502	5	4.900	28.547	.000 ^a
	Residual	50.468	294	.172		
	Total	74.970	299			

a. Predictors: (Constant), Price of organic products, Differentiated packing, Trust on the originality of the products, Availability in nearby retail stores

b. Dependent Variable: Factors affecting consumer preference towards organic food products

There is a linear relationship between the variables which are considered, because the significance level is high which can be inferred from the above table.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.929	.183		16.002	.000
	Price of organic food products	-.140	.018	-.451	-7.645	.000
	Differentiated packing	-.123	.031	-.211	-3.954	.000
	Trust on the originality of the products	-.002	.023	-.006	-.090	.928
	Availability in nearby retail stores	-.058	.020	-.162	-2.833	.005

a. Dependent Variable: Factors affecting consumer preference towards organic food products

The above table shows the multiple linear regression estimates along with the significance levels. The independent variable drawn out from factor analysis is considered for linear regression estimates. Among the entire independent variables, price, differentiated packing and the availability of the organic food products in nearby retail stores are highly significant. Hence they can be considered as the factor determinants.

Discussion and Implication

From the interpretation of data it can be inferred that the price of organic products is one of the factors which influences the preference towards organic product. This means that the consumers consider the price before buying, so adequate measures can be taken to provide organic food products at affordable prices to attract more customers. The customers who visit a retail store may not be able to differentiate the organic from inorganic products because the

packing may not be different from inorganic products. Some identification marks or totally different packing methods can be followed to enhance the reach of the organic products at a glance. Organic food products are not familiar with people or they do not prefer because its availability in nearby retail stores is inadequate. Proper distribution and even supply of organic products to majority of the retail store in particular vicinity will enhance the reachability.

Conclusion

This study is limited only to Thoothukudi city and the inferences are derived from the data collected only from the people of Thoothukudi city. The marketers who are focusing to promote organic food products can consider the factors which influence the preference of the people and develop strategies to overcome the hindrances. Organic food products retailers can consider the identified factors drawn out from this study and incorporate sales strategies to attract more customers.

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A STUDY ON GREEN MARKETING PRACTICES IN THOOTHUKUDI

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Abstract

In recent years, concern about the environment has been highlighted in many areas of life. Our limited resources are damaged, the future of human life disturbs this planet, thus leaders and thinkers have to create a solution. Green marketing is a phenomenon which has developed particular importance in the modern market. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co brand their products into separate line. This study identifies the media suitable for advertising green products and explores the products that need advertisement. The results show that green marketing practices and educational qualification had the most significant effect and age and green marketing practices had the least effect. Consumers are learning about climatic change and environmental issues through the mass media and advertisements. This presents an opportunity for new and existing businesses to invest in green products.

Keywords: Marketing, recycle, globalisation, survival, sustainable.

Introduction

Environmentalism has fast emerged as a worldwide phenomenon. Marketing organizations too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. The awareness of Green marketing has increased among the Indian consumers. Many of the manufacturers are following Green marketing practices in India. So, the Green marketing concept is not a new survival mantra of the business organizations. Green marketing includes the concept of planning, development and promotion of environment – friendly products or services to satisfy the needs of ultimate customers for quality, quantity, optimum price and service, without having a negative effect on the usage or its users. As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment." Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need to switch over to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices.

Statement of the Problem

Green marketing has gained momentum in the context of global warming and climate change, this, in turn has forced manufacturers to incorporate the principle of green marketing. Green Marketing is a part and parcel of overall corporate strategy; along with manipulating the traditional marketing mix (product, price, promotion and place), it requires an understanding of public policy process. On the other hand, there is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. In order to know the green marketing practices of consumers in Thoothukudi, this study is carried out.

Objectives of the Study

The present work on green marketing has been carried out with the following objectives:

1. To understand the concept of green marketing.
2. To analyze the green marketing practices of consumers in Thoothukudi.
3. To suggest the measures to enhance the practice of green marketing in the study area.

Hypotheses

The following are the null hypotheses analysed in this study

1. There is no significant relationship between the preference of green marketing and educational qualification.
2. There is no significant relationship between monthly income and green practices.

Review of Literature

Today, many companies have accepted their responsibility not to harm the environment. So, products and production processes become cleaner and more companies „go green“, because they realize that they can reduce pollution and increase profits at the same time (Hart, 1997, p. 67).

As business activities caused many of the environmental problems in the past and still do, there is increasing recognition that business is vital in the process of a more ecological sustainable society. Companies, especially multinationals, play an essential role in the world economy, and they have also the resources and capacity to put ecological solutions into practice (Tjärnemo, 2001, p. 29). Usama Awan Muhammad Aamer Raza (2010) in their joint research, “The role of green marketing in development of consumer behavior towards green energy”, analysed that the choice of Energy company, whether it is green or conventional, Price is the most important factor. The results show that consumers are conscious about environment and are willing to pay extra for green energy.

R. Shrikanth and D.Surya Narayana Raju (2012) in their study,“ Contemporary green marketing - Brief reference to Indian scenario”, analysed that Green marketing should not be considered as just one more approach to marketing, instead should be pursued with greater

vigor as it has societal and environmental dimensions. Marketers also have the responsibility to make the stakeholders aware about the need and the advantages of green products.

Alsmadi (2007) while investigating the environmental behaviour of Jordanian consumers reveals a high level of environmental conscience. Unfortunately however this positive tendency and preference in the "green" products did not appear to have any effect on the final decision, obviously because these consumers had a stronger faith in the traditional products and a small confidence in the green statements. The above obstacles were further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility.

Brahma, M. & Dande, R. (2008), *The Economic Times*, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

Scope of the Study

In the present state of growing green marketing corporate entities in India with importing new technology, a comprehensive analysis of consumer's mindset related outcomes like personal characteristics, advertisement value, consumer choice and perceptions are considered to understand their implications on consumer perceptions with special reference to green marketing in thoothukudi city.

Design of the Study

Sampling Procedure

A sample of 50 respondents was selected for the study. The researcher has adopted simple random sampling technique for the collection of data from the respondents.

Source of Data

The present study is based on both primary data and secondary data. Primary data were collected through interview schedules from the respondents. Secondary data consists of different literatures like websites, published articles, books, journals, etc.

Pilot Study

The researcher used interview schedules for the collection of primary data from the respondents. A preliminary study was made to pre-test the interview schedule with few individuals and on that basis the interview schedule was edited. Further interviews were conducted using the structured interview schedule. The completed schedules were checked and corrected. The omissions and errors were rectified by revisits to the fields.

Framework of Analysis

After the completion of the data collection, the filled up schedules were edited properly. Codification was done to the responses collected. For further processing a master table was

prepared to sum up all the information collected. With the help of master table, frequency tables were prepared for further analysis by using chi-square, Likert’s scale and ranking.

Limitations of the Study

Every research suffers from errors and limitation. Some of these are inherent in the research design while some other become parts of the study during various stages of operations. The following are the limitations of the study:

- The convenience sampling method is followed in selecting the respondents. So the results of the study may be biased.
- As the study was conducted for a short duration of 3 months, it was difficult to study in depth about the various aspects.
- Time, cost and other resources were constraints for a fully comprehensive study.

Results and Discussion

Table 1 Relationship between educational qualification and green marketing practices

Practices Education	Using recyclable bags	Avoiding plastic bags	Prefer eco- friendly products	Avoiding package goods	Total
Upto SSLC	1(0.44)	0(0.96)	0(0.4)	1(0.24)	2
HSC	7(6.6)	15(14.4)	5(6)	3(3.6)	30
Graduate	0(0.22)	1(0.48)	0(0.2)	0(0.12)	1
Post Graduate	0(1.54)	4(3.36)	3(1.4)	0(0.84)	7
Professional	2(1.76)	2(3.84)	2(1.6)	2(0.96)	8
Others	1(0.44)	1(1.56)	0(0.96)	0(1.6)	2
Total	11	24	10	6	50(33.54)

Figures in brackets are Expected Frequencies

Source: Primary Data

Table 1 indicates the relationship between the Educational qualification and green marketing practices. The table value of χ^2 for 15 degrees of freedom at 5% level of significance is 25.0 and the calculated value of χ^2 is 33.54. Since the calculated value is more than the table value, the null hypothesis is accepted. Hence, it can be concluded that there is no relationship between Educational qualification and green marketing practices followed.

Table 2 Relationship between Monthly Income and Green Products

Figures in brackets are Expected Frequencies

Source: Primary Data

Price Monthly income	Low	Moderate	High	Total
Below `10000	2(3.76)	2(0.6)	2(0.32)	6
`10000-`20000	2(0.16)	2(0.16)	2(0.32)	16
`20000-`30000	5(0.32)	7(0.4)	3(1.6)	15
`30001-`40000	7(-1.2)	5(1.6)	3(1.6)	15
`40000 and above	2(1.2)	2(0.8)	4(1.6)	8
Total	18	18	14	50(27.96)

Table 2 indicates relationship between monthly income and price of green products. The table value of χ^2 for 16 degrees of freedom at 5% level of significance is 26.3 and the calculated value of χ^2 is 27.96. Since the calculated value is more than the table value, the null hypothesis is accepted. Hence, it

can be concluded that there is no relationship between the monthly income and price of green products.

Table 3 Green Practices While Shopping

Source: Primary Data

Green practices	No. of Respondents	(%)
Using recyclable bags	4	8
Prefer eco friendly products	2	4
Avoiding plastic bags	21	42
Avoiding packaged goods	13	26
Total	50	100

majority of the respondents avoid plastic bags while shopping.

Table 3 reveals that 8% of the respondents use recyclable bags while shopping, 4% of the respondents prefer eco friendly products while shopping, 42% of the respondents avoid plastic bags while shopping and 26% of the respondents avoid packaged goods. Thus it is inferred that

Table 4 Purchase of Green Products

Source: Primary data

Reasons	No. of Respondents	(%)
To support green practices	12	24
Quality of the product	31	62
Less Hazardous to Human	4	8
Status Symbol	3	6
Total	50	100

the quality of the product. Thus it is inferred that majority of customers purchase green products even at a high price for the quality of the product.

Table 4 shows that 24% of customers purchase green products even at a high price to support green practices, 8% of customers purchase green products even at a high price as it is less hazardous to human and 62% of customers purchase green products even at a high price for

Table 5 Worth for Green Products

Source: Primary data

Opinion	No. of Respondents	(%)
Yes	43	86
No	7	14
Total	50	100

feel that the price of green products is worth for its price.

It is observed from table 5 that, 14% of the respondents feel that the price of green products is not worth for its price and 86% of the respondents feel that the price of green products is worth for its price. Thus it is inferred that majority of the respondents

Table 6 Purchase of Green Products

Source: Primary data

Reasons	No. of Respondents	(%)
To support green practices	12	24
Quality of the product	31	62
Less Hazardous to Human	4	8
Status Symbol	3	6
Total	50	100

the quality of the product. Thus it is inferred that majority of customers purchase green products even at a high price for the quality of the product.

Table 6 shows that 24% of customers purchase green products even at a high price to support green practices, 8% of customers purchase green products even at a high price as it is less hazardous to human and 62% of customers purchase green products even at a high price for

Table 7 Price of Green Products

Source: Primary data

Price	No. of Respondents	(%)
Low	22	44
High	2	4
Moderate	26	52
Total	50	100

Table 7 shows that 44% of the respondents feel that the price of green products is low, 4% of the respondents feel that the price of green products is high and 52% of the respondents feel that the price of green products is moderate. Thus it is inferred that majority of the respondents feel that the price of green

products is moderate.

Table 8 Media Suitable for Green Advertisement

Particulars	Ranking by Respondents						Total Score	Average Score	Rank
	1	2	3	4	5	6			
TV	20	9	7	3	7	4	220	4.4	I
Radio	3	2	7	9	8	21	120	2.4	VI
Window	4	5	4	12	15	10	141	2.82	V
News paper	5	14	16	1	8	6	189	3.78	III
Internet	14	8	9	6	7	6	198	3.96	II
Neon light	4	12	7	19	5	3	182	3.64	IV

Source: Primary Data

Table 8 shows the ranking of the factors of media suitable for green advertisement. TV is the most suitable media for green advertisement and it got the first rank, followed by internet, newspaper, neon light, window and radio.

Observations

Green marketing has commanded tremendous attention in the context of global warming and climate change and as a result has forced both the customers on one side and the companies on the other to incorporate the principles of green marketing. Recently, it has drawn the attention of government too in this regard and paved the way for introducing many environment friendly policies. Due to this majority of the respondents have opted to avoid plastic bags while shopping and they feel that the price of green products is moderate Even if the price of the green products is high the customers prefer to buy them for its quality.

Suggestions

Many of the people are not even aware of green products and their uses. Therefore the marketers can spread awareness and advantages of eco-friendly products and convince customers about long term cost effectiveness of eco-friendly products. The consumers must take a lead and make others understand the benefits of organic food, minimize the use of scarce natural resources, recycle the recyclable waste material. It is also suggested to use social networking sites to influence on sustainable consumer behavior.

Conclusion

Companies all over the world are striving to reduce the impact of products and services on the climate and other environmental parameters. So in this scenario of global concern, corporate house have taken green marketing as a part of their strategy to promote products by employing environmental claims either about their attributes or about the system, policies and processes of the firms that manufacture or sell them. Even the self declared green consumers were not equipped or motivated enough to make decisions regarding the most significant issue for each purchase, and sectors to ensure that there is an intention for green marketing from all relevant stakeholders. This will enable improved communication on the environmental performance of industries. Further, it is strongly recommended to further enrich the environmental education syllabus for school students. Besides, establishing plastic bag collection centers at various locations at convenient distance from residents which can collect all types of plastic bags for safe disposal and recycling is also essential. This study can conclude that Green marketing is going to make the world a cleaner and greener environment.

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A STUDY ON PROCESS INNOVATION ENDEAVOURS OF KASHMIRI HOTELS

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Abstract

The term "Innovation" refers to a novel idea, mechanism, process or technique. It also engulfs applying novel strategies for catering to emerging needs and tacit wants of the market. Innovation includes product innovation, service innovation, process innovation, market innovation and organisational innovation and this descriptive research has attempted to explore the process innovation endeavours of selected 307 Kashmiri hotels using survey method. Results of the survey has revealed that Kashmiri hotels have executed good degree of process innovation. Hotels located at Srinagar and house boats have executed better process innovation than their counterparts. Finally, the study has revealed that hotels with good volume of investment have executed good degree of process innovation.

Keywords: *Process Innovation, Kashmiri hotels, Cluster Analysis, Demographic Profile.*

Introduction

The term "Innovation" refers to a novel idea, mechanism, process or technique (1). It engulfs applying novel strategies for catering to emerging needs and tacit wants of the market (2).

The concept of innovation may be described as anything novel and original, enabling the innovator to penetrate into the market efficiently and successfully (3). Innovation may be closely linked with invention though the two terms are not synonymous (4).

Innovation is the practical application of invention whereby a novel development is utilised to exert a significant influence on the market (5). Invention is more scientific in scope and nature and innovation can take the application part of invention to enable business organisations gain comparative advantage over their competitors as well as to cater to the ever-rising and ever-changing customer needs (6).

Types of Innovation

OECD defines innovation as the process of adopting, assimilating and exploiting value-added novel feature which might be economically or socially motivated, resulting in renewing or enlarging products, services, processes or markets through developing novel means of manufacturing and establishing novel managing mechanism. Hence, innovation includes product innovation, service innovation, process innovation, market innovation and organisational innovation. This study takes a look at process innovation endeavors of selected Kashmiri hotels.

Process Innovation

Process innovation is said to be ventured to when an entity works out a new solution to a difficult or crisis-like situation or endeavours to discharge current processes in drastically distinct manner, resulting in generation of immensely favorable position for those entrusted

with performing such process or those relying on it or to both the parties. For instance, introducing a novel activity or sequence of activities in prevalent manufacturing process resulting in speeding up of the manufacturing process by almost 100 percent resulting in minimisation of cost for the business entity constitutes process innovation. Novel technologies or giving new shape to an existing technology is resorted to by business organisations to give effect to process innovation. Process innovation results in tremendous value addition for the organisation by introducing a drastically novel technique or strategy which generally warrants long-term planning and hearty support from top management. Since it warrants reasonably high level of modification in culture and structure of the organisation, it is much risky.

Process innovation may create value addition to all stake-holders of an organisation, may be the employees, customers, partners, consumers and the business entity as a whole. Process innovation may result in reduction of manufacturing time and cost of manufacturing, enhancement in quantum of products manufactured during a spelt-out period and significant raising of quality of products. Hence, process innovation leads to enhancement of its KPIs (Key Performance Indicators).

Despite the immense utility offered by process innovation to business organisations, the issue has been least researched and process innovation endeavours of service industry has not been unearthed at all. This article tries to fill this research gap by studying the nature of process innovation endeavours of selected Kashmiri hotels.

Objectives of the Study

1. To measure the level of process innovation endeavours of Kashmiri hotels;
2. To classify the hotels surveyed based on their process innovation endeavours.

Methodology

The proposed study is descriptive in nature, based purely on primary data, collected by administering a structured non-disguised questionnaire to managerial personnel of 307 hotels in Kashmir, selected using Convenience Sampling technique. Data collected have been represented in tables and figures and analysed using SPSS 20, employing the statistical tools of Frequency Distribution, Mean, Cluster Analysis, Cross tabs and Correspondence Analysis.

Data analysis and representation

Demographic profile of the hotels surveyed

Of the 307 hotels surveyed, 69 are public and 238 are privately owned; 201 are located at Srinagar, 38 in Gulmarg, 21 in Sonmarg and 47 in Pahalgam; 148 operate their business as Lodge, 65 as House boats, 45 as Guest houses and 49 as Resorts; 119 of the hotels have Less than 20 rooms, 143 have 21-40 rooms, 34 have 41-80 rooms and 11 hotels have 81 & more rooms; 202 hotels have Upto 20 rooms, 85 have 21-60 rooms while 20 hotels have 61 and more rooms; 106 hotels are A graded, 121 are B graded while 80 are C graded; 7 hotels concentrate purely on Domestic customers while a solitary hotel concentrate only on international customers and 299 hotels concentrate on both domestic and foreign customers; 28 hotels are carrying on their

business for a period of upto 5 yrs, 122 are in existence for 5 to 10 yrs and 157 are in existence for 10 yrs & above; 203 hotels have invested Upto one crore in their business while 61 have invested 1 to 10 crores and 43 have invested more than 10 crores in their business; 201 hotels are managing annual turnover of Upto 10 lakhs, 74 are managing 10 to 50 lakhs and 32 manage an annual turnover of more than 50 lakhs.

Process Innovation Endeavours of Kashmiri Hotels

The process innovation endeavours of Kashmiri hotels has been assessed using statements in Likert's five point scale and the response are depicted in Table 1.

Table 1 Process Innovation Endeavours of Kashmiri Hotels

Statement	Mean
Up-dated technology is used in process system	3.8306
Pioneered in introducing new techniques of process	3.8404
Other companies respond to new processes introduced by us	3.7166
Process innovation is executed to implement new methods	3.8339
Process innovation is executed to implement new applications /equipment	3.7687
Process innovation is introduced to reduce costs, bring efficiency and better performance	3.9446

It can be observed from Table 1 that Kashmiri hotels have executed process innovation to minimise cost and maximise efficiency in performance. Execution of process innovation has led to the implementation of novel methods by utilising latest technology and techniques. Kashmiri hotels have also indicated that other hotels imitate whatever process innovation they implement in the form of new applications.

Relationship between Process Innovation Endeavours of Kashmiri Hotels and their Demographic Profile

The relationship between process innovation endeavours of kashmiri hotels and their demographic profile has been assessed using ANOVA and the results are depicted in Table 2.

Table 2 Relationship between Process Innovation Endeavours of Kashmiri Hotels and their Demographic Profile

Profile	n	Mean	F	Sig.	
Location	Srinagar	201	3.9494	9.668	0.000
	Gulmarg	38	3.3684		
	Sonmarg	21	3.5873		
	Pahalgam	47	3.7518		
Type of Organisation	Hotel	148	3.7128	8.284	0.000
	House boat	65	4.1744		
	Guest house	45	3.8296		
	Resort	49	3.6803		
No. of Rooms	Less than 20	119	3.7801	1.134	0.336

	21-40	143	3.8077		
	41-80	34	4.0196		
	81 & above	11	3.8636		
No. of Employees	Upto-20	202	3.8267	0.224	0.783
	21-60	85	3.7922		
	61 & Above	20	3.9083		
Grade	A	106	3.8648	0.530	0.589
	B	121	3.7741		
	C	80	3.8396		
Target Market	Domestic	7	3.5714	1.554	0.213
	International	1	2.8333		
	Both	299	3.8317		
Age	Upto 5 yrs	28	3.8155	0.580	0.561
	5-10 yrs	122	3.7732		
	10 yrs& above	157	3.8620		
Investment	Upto 1 Cr	203	3.7594	2.785	0.063
	1-10 Crs	61	3.9098		
	10 Crs& above	43	3.9961		
Turnover	Upto- 10 lakhs	201	3.7968	0.535	0.586
	10-50 lakhs	74	3.8491		
	50 lakhs & Above	32	3.9219		
Ownership Pattern	Public	69	3.6570	5.298	0.022
	Private	238	3.8704		
Overall Mean		307	3.8225		

Table 2 highlights that Kashmiri hotels have executed fair degree of process innovation in their business as the overall mean hover around the 3.8 mark in five-point scale, which is quite good. The table further suggests that Kashmiri hotels grouped on the basis of number of rooms, number of employees, grade, target market, age and turnover do not significantly differ in execution of process innovation efforts as the F value is insignificant.

However, the table portrays that Kashmiri hotels segmented on the basis of location, investment, pattern of ownership and organisation type significantly differ in their process innovation endeavours as the F values in respect of these profile characteristics are significant. Kashmiri hotels located at Srinagar are highly innovative on process grounds followed by those at Pahalgam, Sonmarg and finally, Gulmarg while house boats have implemented more process innovation endeavours than hotels, resorts and guest houses. Furthermore, private hotels and hotels with higher investment have executed better process innovation efforts when compared with their respective counterparts.

Grouping of Kashmiri Hotels Based on their Process Innovation Endeavours

Based on Process Innovation endeavours of Kashmiri hotels, they have been grouped into three categories using Cluster Analysis and the results are depicted in Table 3.

Table 3 Grouping of Kashmiri Hotels Based on their Process Innovation Endeavours

Factor	C1	C2	C3	F	Sig.
Process innovation	3.66	2.58	4.45	787.149	0.000
No. of Cases	140	44	123		

Table 3 depicts that three distinct clusters have been formed using Cluster Analysis using the factor of

Process Innovation as the F value is highly significant at one percent. Based on the mean values of the three clusters, they may be labelled as Process innovative hotels, Process Habitual hotels and Extremely Process Innovative hotels. The table further suggests that these three clusters engulf 140, 44 and 123 hotels respectively.

Demographic Characteristics of Clusters formed on the basis of Process Innovation

The demographic characteristics of clusters formed on the basis of process innovation endeavours of Kashmiri hotels has been assessed using Cross tabs and Correspondence Analysis and the results are displayed in Table 4 and figures 1-9.

Table 4 Ownership Pattern

Ownership Pattern	Process innovative hotels	Process Habitual hotels	Extremely innovative hotels	Total	Sig.
Public	30	16	23	69	0.051
Private	110	28	100	238	
Total	140	44	123	307	

It can be observed from Table 4 that more number of private and public hotels are innovative followed by extremely innovative hotels while habitual hotels constitute a minimum proportion of the total number of hotels surveyed. Furthermore, the Pearson Chi-Square value of 0.051 indicates the prevalence of significant association between the three clusters formed and pattern of ownership.



Fig 1: Location

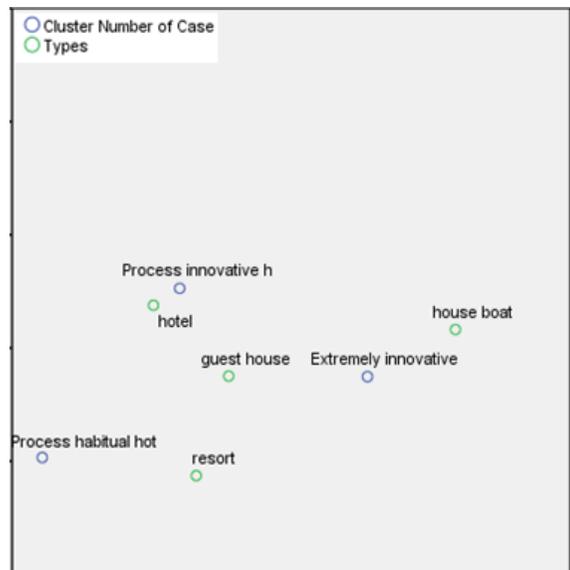


Fig 2: Type of Organisation

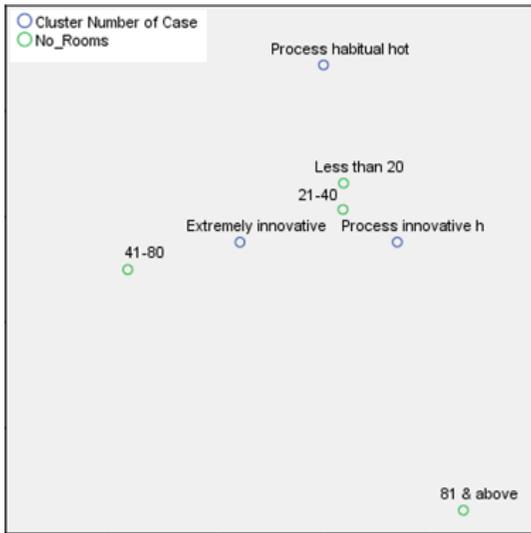


Fig 3: No. of room

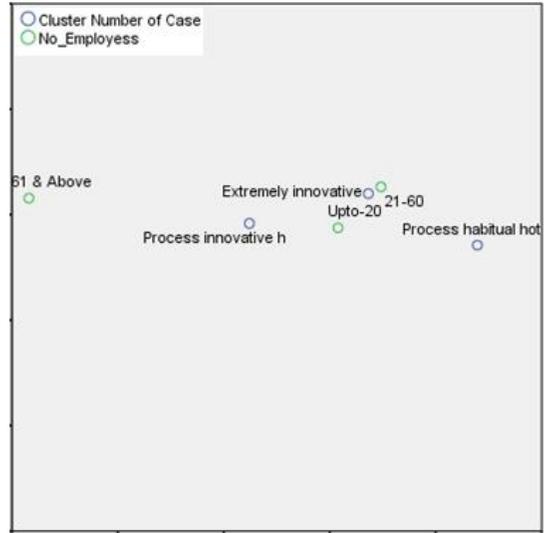


Fig 4: No. of employees

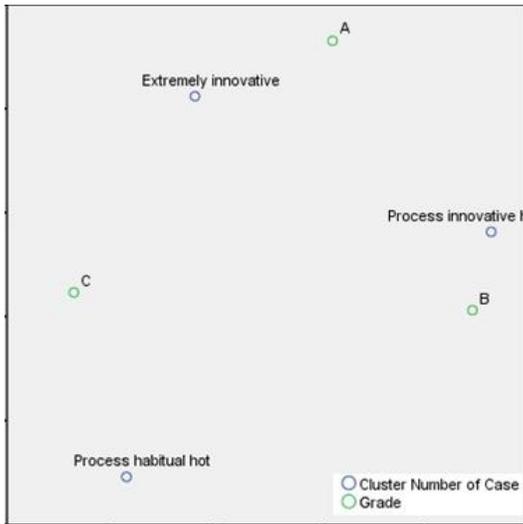


Fig 5: Grade



Fig 6: Target Customer

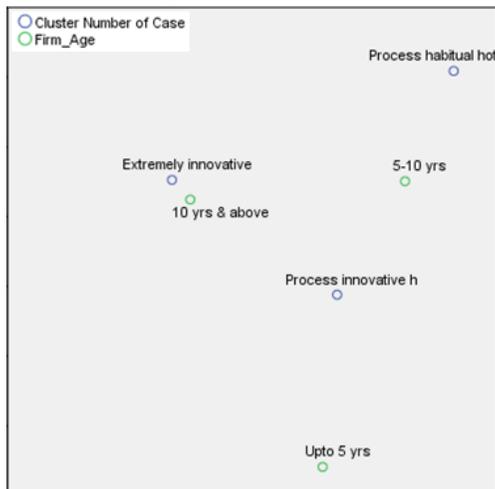


Fig 7: Age of Hotel

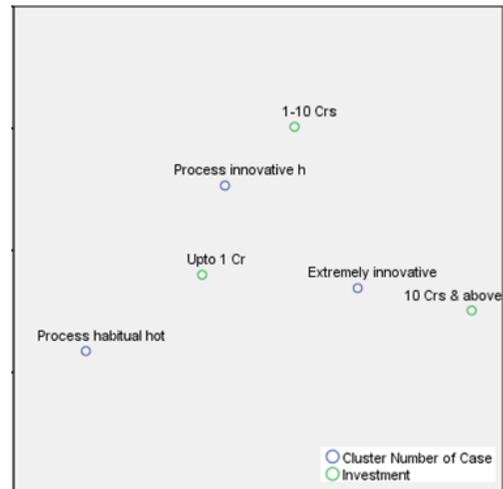


Fig 8: Investment

Fig 9: Turnover



It can be inferred from figures 1-9 that Kashmiri hotels with higher quantum of investment of rupees 10 crores and more, those with turnover of Rs. 10-50 lakhs, older hotels carrying on business for longer period of 10 years and more, A graded hotels, those concentrating on both domestic and foreign customers, large sized hotels operating with 41-80 rooms, hotels located at Srinagar, those operating with 21-60 employees and house boats are extremely process innovative while hotels with moderate investment of rupees 1-10 crores, B graded hotels, moderate sized hotels operating with 21-40 rooms, hotels located at

Sonmarg, those operating with staff strength of upto 20 and hotels are process innovative and hotels with least investment of less than one crore rupees, those hotels with turnover of upto Rs. 10 lakhs, those in business for 5-10 years, C graded hotels, those located at Gulmarg and resorts are process habitual.

Inferences from the Study

The study has revealed that Kashmiri hotels have good level of process innovation. Hotels located in the capital city of Srinagar display better level of process innovation. Lessons regarding importance of process innovation should be made to reach the hotels located at other districts as well so that they can reap its fruits. House boats have implemented more process innovation stressing the importance of other forms of the hotel industry to recognise the importance of executing process innovation in their operations. Kashmiri hotels with good level of investment are implementing better process innovation stressing the need for access of hotels to sufficient finance for implementing all business strategies including execution of process innovation. It is also heartening to note that the number of habitual hotels not interested in implementing process innovation is bare minimum, suggesting the hotels having recognised the importance of process innovation and trying to implement it.

Conclusion

The 21st century is marked by extensive competition as well as throwing open numerous opportunities. Innovation is the only way with which business entities can survive the threats posed and utilise the opportunities available. Only then can they survive and prosper in their respective fields.

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CORPORATE SOCIAL RESPONSIBILITY – CONCEPTS, CONSUMER PERSPECTIVES, ADMINISTRATION, VALUES, INITIATIVES AND BENEFITS

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Abstract

CSR is a continued commitment by a business to behave ethically and contribute to the economic development and welfare of the society while at the same time improved the quality of life of its workforce their families as well as larger society. Several responsibilities is an ethical or ideological theory that an entity whether it is a government, a corporation or an organization or individual has the responsibility to society. It is economical, legal, ethical and discretionary expectation that society has organized at a given point of time. The CSR approach is holistic and integrated with core business strategy or addressing social and environmental impacts of business. CSR is a process with the aim to embrace the responsibility for the company's actions and encourage a positive impact through its activities on the environment, customers, employees, communities, stakeholders and all other members of the public sphere who may be considered as stakeholders.

Keywords: *Consumer perspectives, values, Administration, Initiatives, Benefits*

Introduction

CSR is also known as corporate conscience, corporate citizenship or business related in nature. CSR is a concept which has become dominant in business reporting. Every corporate has a policy concerning CSR and produces a report annually detailing its activity.

It is a form of corporate self regulation integrated into a business model CSR policy functions as a self owned process whereby a trade monitors and ensures its active compliance with the spirit of the law and it should be in right way to do the things.

With some models, a firm's implementation of CSR goes beyond compliance and statutory requirements, which engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law" Corporate social responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interaction with their stakeholders. It addresses the expectations of shareholders and stakeholders. IT is important to draw distinction between CSR, charity, sponsorship and philanthropy.

Key CSR issues: Environmental management, eco efficiency, responsible sourcing, stakeholder engagement, labor standards and working conditions, employee and community relations, social equity, gender balance, human rights, good governance and anticorruption measures. A properly implemented CSR concept can bring along a verity of competitive advantages, such as enhanced access to capital and markets, increased sales and profits, operational cost savings, improved productivity and quality, efficient human resource base, improved brand image and reputation. The binary choice between 'complying' with the law and 'going beyond' the law must be qualified with some nuance. In many areas such as environmental or labor regulations, employers can choose to comply with the law, to go beyond the law, but they can also choose to not comply with the law, such as when they

deliberately ignore gender equality or the mandate to hire disabled workers. The aim is to increase long-term profits and shareholder trust through positive public relations and high ethical standards to reduce business and legal risk by taking responsibility for corporate actions. CSR strategies encourage the company to make a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others.

Proponents argue that increase long-term profits by operating with a CSR perspective, while critics argue that CSR distracts from businesses' economic role. A 2000 study compared existing economic studies of the relationship between social and financial performance, concluding that the contradictory results of previous studies reporting positive, negative, and neutral financial impact, were due to flawed empirical studies and claimed when the study is properly specified, CSR has a neutral impact on financial outcomes.

Critics questioned the "lofty" and sometimes "unrealistic expectations" in CSR or that CSR is merely window dressing or an attempt to pre-empt the role of governments as a watchdog over powerful multinational corporations. Political sociologists became interested in CSR in the context of globalization and capitalism. Some sociologists viewed CSR as a form of capitalist legitimacy and in particular point out that what began as a social movement against uninhibited corporate power was transformed by corporations into a 'business model' and a 'risk management' device, often with questionable results.

CSR is titled to aid an organization's mission as well as serve as a guide to what the company represents for its consumers. Business ethics is the part of applied ethics that examines ethical principles and moral or ethical problems that can arise in a business environment. It is widely accepted that CSR adheres to similar principles, but with no formal act.

Definitions

"The relationship between global corporation, government of countries and individual citizen" "CSR is a concept whereby companies integrate social and environmental concern in their business operations and in their interactions with their stakeholders on a voluntary basis"

Conceptual Background

Since the 1960s, corporate social responsibility has connected activities from businesses and stakeholders in regard to its benefits and what it is. Corporate social responsibility has been defined differently by different writers based on what they perceive about the concept. Having learnt from the devastating effects of corporate social irresponsibility, companies are focusing on the impacts of their operations not only on profits but the society and environment at large.

Therefore, corporate social responsibility refers to "moral ways of doing the things in the right way and the ethical principle that an organization should be responsible for how its behavior might affect society and the environment". From 1960, "corporate social responsibility" has remained a term used indiscriminately by many to cover legal and moral responsibility more narrowly construed. In response to the rising concerns on ethical issues in

businesses, Carroll 1991 extended corporate social responsibility from the traditional economic and legal responsibility to ethical and philanthropic responsibility.

Carroll demonstrates that corporate social responsibility is made up of four responsibilities that are interrelated and argues that corporate social responsibility cannot be achieved without meeting the four responsibilities sequentially namely economic, legal, ethical and philanthropic responsibilities. Similarly, *Business Dictionary* defines CSR as "A company's sense of responsibility towards the community and environment (both ecological and social) in which it operates. Companies express this citizenship

- Through their waste and pollution reduction processes,
- By contributing educational and social programs and
- By earning adequate returns on the employed resources.

CSR and Consumer Perspectives

Most consumers agree that while achieving business targets, companies should engage in CSR efforts at the same time. Most consumers believe companies doing charity work will receive a positive response. Somerville also found that consumers are loyal and willing to spend more on retailers that support charity. Consumers also believe that retailers selling local products will gain loyalty.

According to Smith (2013) he shares the belief that marketing local products will gain consumer trust. However, environmental efforts are receiving negative views given the belief that this would affect customer service. Oppevel et al (2006) found that not all CSR activities are attractive to consumers. They recommended that retailers focus on one activity. Becker-Olsen (2006) found that if the social initiative done by the company is not aligned with other company goals it will have a negative impact.

Principles of CSR

The principles of CSR are as follows:

- Sustainability
- Accountability
- Transparency

Administration with CSR

Business Ethics

Relates its value based and ethical business practices. Business ethics defines how a company integrates core values- such as honesty, trust, respect and fairness- into its policies, practices and decision making. Business ethics also involves company's compliance with legal standards and adherence to internal rules and regulations.

Corporate Governance

Within the admit of corporate governance, major issues are the accountability, transparency and conduct in conformity with the laws. Good corporate policy would enable the company to

realize its corporate its objectives, protect shareholder rights, meet legal requirements and create transparency for all stakeholders.

CSR Values

Values of Corporate Social responsibility can be classified as follows:

CSR as a value creation

- Shared value
- Promote competitiveness
- Promote a business model
- Integrates business into the community
- Develops a human capital

CSR as risk management

- Mitigates operational risks
- Supports external relationship
- Mitigates operational impact

CSR as Corporate philanthropy

- Limited funds available
- Short benefits
- Corporate competencies and other assets

CSR Initiatives

- company donations to charity, including cash, goods, and services, sometimes via a corporate foundation
- company-organized volunteer activities, sometimes while an employee receives pay for pro-bono work on behalf of a non-profit organization
- Various business practices: ethically produced products which appeal to a customer segment
- Several promotions:: company-funded advocacy campaigns
- Cause-related marketing: donations to charity based on product sales
- Corporate social marketing: company-funded behavior-change campaigns

Initiatives of CSR by Corporate

- Oil and Natural Gas Commission(ONGC) - Interested in socio economic Development projects
- NASSCOM Foundation - Offers technology assistance for non profits
- Shroff Eye Hospital - Interested in providing for free eye camps
- Lead India - CRBiz - two day workshop on CSR - New Delhi - paid
- Braun India - Interested in CSR for children
- Godrej - Course on servicing of Refrigerators and Air conditioners - free of cost

Benefits of CSR

Corporate Social Responsibility has the following benefits which are

- Attracting and retaining employees:
- Communities as suppliers:
- Enhancing corporate reputation
- Employee morale and satisfaction has been increased

Conclusions

Corporate social responsibility is an aim to embrace the responsibility for the company's actions and encourage a positive impact through its activities. It is a strategy for corporate sustainability. Responsibility is one of the strong economic performance, good social and environmental performance are not mutually exclusive. In fact may believe that good corporate citizenship improves our bottom line approach. Firms with social citizenship records and a real commitment to corporate responsibility are arguably more sustainable, better managed and therefore better long term investments. CSR is a broad subject which leads to variety of opinion and can be considered in number of different ways.

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ENABLING SMART MANUFACTURING WITH COGNITIVE COMPUTING

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Abstract

The manufacturing systems are very complex in nature and managed with combination of very advanced systems like robotics, the legacy systems, applications and number of machines. These systems are expected to work independently with less manual intervention and controlled remotely. Manufacturing industries wants to reduce their machine downtime, reduce production loss, increase quality of manufacturing, reduce the scrapped goods and increase their profitability by utilizing the Cognitive Computing and also make smarter manufacturing environment. Smart manufacturing enables industries to address their energy needs, resource allocation, effective machine management and cost optimization. The simulation of computerized model with human thought processes is called Cognitive computing. It involves self-learning systems that use data mining, pattern recognition and natural language processing to mimic the way the human brain works. Cognitive computing enable or facilitate intelligent behavior in a very complex, uncertain and continuously changing environments like customized manufacturing. These adaptive mechanisms include artificial intelligence and bioinspired intelligence paradigms that exhibit an ability to learn or adapt to every new situation without programming explicitly, to generalize, abstract, discover and associate. The paradigms of Cognitive Computing mimic nature for solving complex problems. Cognitive computing is sub field of artificial intelligence and is the way of the future computing. The important focus is to create stable manufacturing environment with predictable problems and necessary suggestive actions to resolve production problems and perform predictive maintenance. This paper presents the process of creating Cognitive computing and intelligence for implementing smart manufacturing for any type of industry.

Keywords: Cognitive Computing, Connected Industry, Industrial IoT, Smart Manufacturing

Introduction

Today almost all the manufacturing industries are implemented the automation for their production process either fully automated or semi-automated to address daily needs accordingly to their requirements. These automation or automation control helps in reducing the human intervention and uses various controls systems for operating different manufacturing equipment or machineries. Automation addresses mostly address the control systems whereas smart manufacturing is a very wide category of manufacturing and have the goal of optimizing production, product transaction and concept generation. While manufacturing can be defined as the multi-stage phases where a product is created out of raw materials, smart manufacturing is a subset that employs computer control and high levels of adaptability. Smart manufacturing also used to take the latest information and we get physical processes to address a global and dynamic market with these technologies of manufacturing. There is a huge number of workforces training for these kind of flexibility and also we use technology rather than specific tasks in traditional manufacturing in customary way. Smart manufacturing brings together machines, sensors, data, information, technology and human ingenuity to make a revolution in the development, implementation and applications of manufacturing intelligence to all aspects of business. It will completely change how products

are being invented, designed, manufactured, shipped and distributed. This paper is to explain the process of creating Cognitive computing and intelligence for implementing smart manufacturing for any type of manufacturing industry.

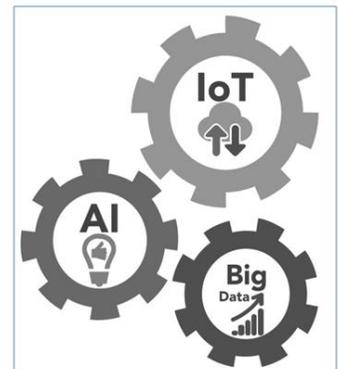
Smart Manufacturing

In the last decades, manufacturers focusing majorly on reducing waste in production process, cost reduction, having less assets by implementation of just-in-time and lastly on improving operations via “lean manufacturing” processes. Recent advancement in technologies such as Big-data processing, 3D Printing, Analytics, Artificial Intelligence, Machine Learning, Advanced robotics, Industrial connectivity, Sensors, devices, higher processing power, large storage systems, augmented reality, virtual reality and services are enablers for manufacturing process to operate in a smarter way. Manufacturing industries are making huge investments in a smart manufacturing infrastructure and this is very much essential today to securing industrial future. Smart manufacturing creates flexibility to lower the production costs of products and it also improves sustainability in the environment. It also helps us to develop and create new innovative smart products. The Smart Manufacturing creates the environment that enables all required data and information regarding the manufacturing process so that it will be available in the form that it is needed across the whole manufacturing supply chains, whole product lifecycles, a number of industries, and all types of enterprises. Also smart manufacturing provides a connectivity between manufacturing plants and their partners across global, which helps seamless communication and information sharing for the production and supply-chain.

Cognitive Computing

Cognitive computing is a computerized model with the simulation of human thought processes. Cognitive computing involves self-learning systems and it use data mining, pattern recognition and natural language processing. It also mimics the way the human brain works. The goal of cognitive computing is to create automated IT and IoT systems that solve problems without human assistance. Cognitive computing systems use machine learning algorithms. These systems continually acquire knowledge from the data fed into them by mining data for information. The systems refine the way they look for patterns and as well as the way they process data so they become capable of anticipating new problems and modeling possible solutions. Cognitive computing is used in various artificial intelligence (AI) applications, that include expert systems, natural language programming, neural networks, robotics and virtual reality.

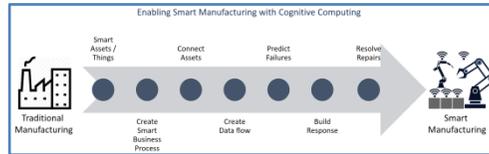
Figure 1 Cognitive IoT



Approach for Enabling Smart Manufacturing using Cognitive Computing

To enable the manufacturing environment, connect the dots by implementing cognitive computing,

Figure 2 Connecting the Dots



Create Smart Assets

The very first activity is to create smart manufacturing environment is enabling the assets as smart things. In manufacturing environment, the assets are majorly machines, energy meters, tools, etc., By making these assets smarter, we can leverage the data from the assets and data is the key for building cognitive computing. According to recent studies, it is revealed data is future oil. Every machine in manufacturing industries are built with various sensors to monitoring and function specific to requirements. Smart assets are basically which can emit this data to outside environment and also accepts the inputs to control the machine as a loop back. For example, plastic injection molding machine which can work on specific molding process and provides the data like inside temperature, condition of mold, vibration, etc., to outside systems and in case of over temperature the machine has to be shut down and alert the shop floor. Cognitive computing tools for enabling smart assets are Edge analytics using machine learning algorithms, protocols for gateway to communicate the data points and aggregation of the same.

Create Smart Business Process

Making the assets smarter and getting details from these assets alone will not improve the manufacturing environment unless the business processes around manufacturing is smarter. If the shop floor uses manual method of tracking the raw materials and monitoring the tracking machine performance manually will not help in implementing smart manufacturing. Implementations of smart business process is optimizing the existing business process with lean manufacturing and reduce waste or eliminate the unwanted processes by simulating the complete business process flow using Business Process Management tools. Smarter business processes help in automating the processes which doesn't require a human intervention. Advanced cognitive computing tools using Business process management and Business Rules management for creating completely rule based or process based systems that handles manufacturing environment smarter.

Connecting Assets

Once the assets in manufacturing environment are able to sense the data and it is enabled to communicate the acquired data points to other systems via difference communication channels. This is mandatory for enabling the communication between various IT systems and other machines. Connecting assets is the challenging with the existing or traditional manufacturing environments due to the machines which are four decades old and technology used in those eras we use machine functionality rather provision the data for other systems. With these age old machines, no direct plug-and-play communication systems available. There

is always additional hardware like new sensors, actuators and communication equipment called a Gateway which will be retrofit to the old machines. With new machines which are built in last decades is ability to communicate thru various methods including direct network or with new protocols.

Creating Data Flow from Assets to IT Systems

In the manufacturing environment, once the assets are able to sense the data and communicate to other systems, it is important to create the data flow from the assets to respective IT systems for analyzing, processing, storing and visualizing. Existing IT system landscape and eco-system to be change for handling these machine data from manufacturing environment with the existing traditional IT system landscape, we are managing only the data of Enterprise Resource Planning (ERP), Customer Relationship Management (CRM) and Human Resource Systems (HR). All these traditional IT systems holds very minimal data and it can be managed with relational databases. With the data from smart manufacturing environment, all the machines are going to communicate the continuous unstructured data with huge volume, velocity and variety. Cognitive computing tools for the massive amount of the data using Big-data technologies

Cognitive Analytics

For smart manufacturing systems and applications, we assume the availability of massive amounts of data being automatically collected from sensors, devices, and other IT systems. Generating business value out of this data is a key challenge here. Cognitive intelligence tools to do Big data mining and analytics of data that is provided by the machines.

Predict Failures based on Past Data

Once the assets in manufacturing data streaming is in implemented, using cognitive computing (artificial intelligence (AI) applications, including expert systems, natural language programming, neural networks, robotics and virtual reality) we can analyze the machine data coming from various assets and build algorithms to predict the failures based on the history data stored in the systems. This is achieved by regularly analyzing the patterns, recording the failures and creating the correlation between the data received and failure patterns. Also the analyzing on the "chain of thoughts" before the failure occurs and post failure analysis, which helps in predicting the impact in the smart manufacturing environment. These cognitive computing focused on data stored in systems, data received real-time from the machines and algorithms. Unplanned maintenance of machines and shut-down of machines will create huge loss in production and delay in meeting the customer requirements. Preventive maintenance is the key managing the manufacturing environment, whereas most of the preventive maintenance plans or based on the duration, cycle time or defined counters. But in most of the cases, these preventive maintenances may not be required and manufacturing industries are spending lot of unwanted machine maintenance just to avoid the machine failures and production downtime. Cognitive computing tools in particular AI and machine learning technologies contributes the most on building the cognitive analytics.

Invoke Response

Using cognitive computing, failures are predicted based the historical data and response to the failure to be invoked. The response process is continuous learning process, machine learning can improve the response decisions and help in automating the response / decision making based on the past results and impacts. The main focus of response to the smart manufacturing environment is decision making and automated response in faster manner. Machines from manufacturing environment are communicating the key performance indicators and parameters to Cognitive IoT systems in which it is monitored. For the instance, performance indicator values deviating from the expected range, it has to shut-down or stop production to avoid machine crash or loss of spare parts. Time to invoke this automated response is to be very faster and alerting the necessary stakeholders about the defects.

Resolve Repairs

Not all the manufacturing problems can be identified and resolved in smart manufacturing environment using predictive maintenance and automated response process. In case of other failures, systems are enabled to resolve the problems / accelerate the repair process in quicker and smarter way by implementing faster alerting mechanism and provide the necessary data and information for the maintenance process. Cognitive computing helps in accelerating the repairs and reduces the maintenance window period which impacts the business and production schedule.

Recommendations

- Every machines in the manufacturing industries to be smart and connected
- Preventive maintenance helps in reduction of unplanned downtime, whereas increase in planned downtime and lot of cost involved.
- Descriptive and Predictive Analytics helps in building the connected manufacturing. But the cognitive computing helps in building manufacturing environment smarter
- Cognitive computing is not a pure technological implementation, it requires business processes to be smarter and optimized

Conclusions

Goal of every manufacturing industry is to reduce the costs and increase quality to attain higher profitability and sustain in market according to customer needs. Cognitive computing helps in creating smart manufacturing environments by enabling artificial intelligence, machine learning based predictive maintenance algorithms, intelligent decision making, reasoning and adapt and learning systems. Cognitive computing can fuel digital transformation of entire manufacturing industries.

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CUSTOMERS SATISFACTION TOWARDS ONLINE PAYMENT SYSTEM

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Abstract

In recent years, the banking industry around the world has been undergoing a rapid transformation. The deepening of information technology has facilitated better tracking and fulfillment of commitments, multiple delivery channels for online customers and faster resolution of issues. Today, customers expect highest quality services from banks which, if fulfilled, could result in significantly improved customer satisfaction levels. This empirical research study mainly focuses on investigating the major factors that influence online customers' satisfaction with the overall service quality of their banks. Furthermore, the result of hypotheses established that even though online shopping is convenient to all consumers, online payment system and privacy or security anxieties have significant impact on online shopping.

Keywords: Online Banking, Customer Satisfaction

Introduction

Every country has a financial system of its own that serves as backbone of its entire development. A financial system is a set of institutional arrangements through which financial surplus in the economy is mobilized from surplus units and transferred to deficit spenders. The financial system of any country consists of banking and non banking financial institutes, these institutes are providing various types of financial services to the customers. In the financial services, financial clearing and fund transfer service is most important service than other services. Payment systems improve financial intelligibility, stimulating business growth and consumption. The success of the banking system has depends upon the efficient and quality of clearing system of the industry. If we overlook the worldwide this system has changing drastically with technological advancements. Last few years evident that, Information and Communication Technology (ICT) have become a mean for improvement of financial system worldwide. In India, most of banks and financial institutions are offering ICT based financial products and services to improve their business efficiency and speed of services e.g. called e-banking, internet banking, electronic fund transfer, electronic clearing, mobile banking etc.

Modern Payment System in India

The Reserve Bank of India (RBI) has played a significant role in developing the payment and settlement systems in the nation from its establishment. The emergence of e-commerce has created new financial requirements that in many cases cannot be effectively fulfilled by the traditional payment systems. To recognizing these needs the RBI has implemented bank computerization project in India and providing ICT based networking facilities to the banks and Financial institutions in India. Since 1991 the RBI has started 'BANKNET 'it is network for

banking institutes other than Bank net The 'INFINET'- Indian Financial Network is a satellite based wide area network using VSAT (Very Small Aperture Terminal) technology set up in June 1999. The Centralized Funds Management System (CFMS) facilitates centralized balance viewing of and funds transfer between own accounts of a member bank maintained with the Bank at different locations. In Indian banking system ATM also providing better alternative to traditional payment system it can be used for payment of utility bills, funds transfer between accounts, deposit of cheques and cash into accounts, balance enquiry and several other banking transactions. Apart from these facilities RBI has enhancing the payment system by introducing MICR technology, ECS, EFT, NEFT, Card Based Clearing and RTGS etc.

Vision 2005-08 is implemented to enhance payment system in India, the four broad tenets of the mission relate to the Safety, Security, Soundness and Efficiency. It is called the 'Triple-S + E' principle in short, each of the principles support to customer satisfaction and enhancement of payment system. In the Vision document 2009-2012 two more principles are added as accessibility and authorization in payment system. Through its multifaceted roles as a regulator, supervisor and harbinger of innovation, the Reserve Bank oversees the orderly development of a secure and efficient domestic payment and settlement system. As part of this function, the reserve bank has furthered its social responsibility by enabling payment system services at low costs by promoting institutions such as IDRBT and systems such as INFINET and RTGS. The total turnover under various payment and settlement system, in terms of both value as well as volume, exhibited a steady growth during the year 2011-12. In terms of volume, a growth of 9.1 percent and in value terms 7.6 percent was registered. The following are the objectives of online banking in India.

- To identify the area of quality customer service with personal attention.
- To establish strong relationship between bank and customer.
- It identifies how online payment system work.
- Understand different payment technology.
- To fulfill the economical requirements of the business.

Statement of the Problem

Online payment is very much used in recent years due to convenience, speedy transactions, saving time, attractive sales promotional offers, etc, Despite these factors, there are various transactional and non- transactional issues involved such as internet user being uncomfortable often etc. which act as deterrents. However, the future for online payment looks bright and promising. This is especially true in the context of consumers in small cities, where online payment is still new, and consumers are less familiar and often more skeptical towards it. Therefore, this study aims to examine the customer satisfaction towards online shopping.

Objectives of the Study

- To study rules, regulations and changes in online payment system.
- To identify the influencing factors for online payment system.

- To study the Customers satisfaction level on online payment system.
- To offer suggestions to improve the system of online payment system.

Methodology of the Study

The research has proposes to adopt Convenience sampling method in this study. The convenience sampling is used as it is impossible to go for a pure random sampling in the absence of complete information about the users of the specific services and the people who have viewed specific online marketing. This study collected by Customer satisfaction towards online payment in Karaikudi was visited in order to contact the prospective respondents based on their willingness to respond. The respondents were approached, based on their convenience.

This study is carried out by using both the primary and secondary data. It is based on the sample survey method. Therefore, the primary data are collected with the help of the interview schedule (or) structured questionnaire. The secondary data are the data, which have already been passed through the statistical process. Therefore the secondary data are collected from newspapers; magazines, information service and Booklets, and the data have also been collected from the internet.

Sampling Design

The researcher proposes to choose a sample of 100 respondents for the purpose of collecting data with the help of structured questionnaire method.

Review of Literature

Dr. Geeta Sharma (2016) Study of Internet Banking Scenario in India Financial sector plays an important role in the economic development of a country. A strong and healthy banking system is important requirement for economic growth. Indian banking industry, today is observing an IT revolution. A combination of regulatory and competitive reasons has led to increasing importance of total banking automation in the Indian Banking Industry. Information Technology has basically been used under two different avenues in Banking. One is Communication and Connectivity and other is Business Process Reengineering. Information technology enables sophisticated product development, better market infrastructure, implementation of reliable techniques for control of risks and helps the financial intermediaries to reach geographically distant and diversified markets. The shift towards internet banking is fuelled by the changing dynamics in India. By 2020 the average age of India will be 29 years and this young consumer base is internet savvy and wants real time online information. Indian banks therefore need to aspire high and move toward implementing a world class internet banking capability. The objective of the present paper is to examine and analyze the progress made by Internet Banking in India. The study is secondary based and analytical in nature.

Analysis and Interpretation

Usage of Bank Account of the Respondents

Table - 1 presents the bank account is one of the significant criteria used to know about the internet banking of the respondents.

Table 1 Usage of Bank Account of the Respondents

S.no	Bank account	Frequency	Percentage (%)	Mean	S.d	C.v
1	Private Bank	26	26.0	26.0	.757	.573
2	Public Bank	43	43.0			
3	Both	31	31.0			
Total		100	100.0			

Source: Primary Data

Table -1 shows that, majority (43.0 percentages) of the respondents use the public banks, 43.0 percentages of the respondents used the public banks. 26.0 percentages of the respondents used the private banks. 26.0 percentages of the respondents used the private banks.

Type of Bank Account Maintain of the Respondents

Table 2 presents the bank account is one of the significant criteria used to know about the online of the respondents.

Table 2 Type of Bank Account Maintain of the Respondents

S.No	Type of Bank Account	Frequency	Percentage (%)	Mean	S.D	C.V
1	Savings Account	31	31.0	2.51	1.049	1.101
2	Current Account	20	20.0			
3	Fixed Deposit Account	27	27.0			
4	Recurring Deposit Account	22	22.0			
Total		100	100.0			

Source: Primary Data

Table -2 shows that, 31.0 percentages of the respondents mostly preferred the savings account, 27.0 percentages of the respondents used the fixed deposit account, 22.0 percentages of the respondents used the recurring deposit account, and 20.0 percentages of the respondents used the current account. The majority (31.0 percentages) of the respondents use the Savings account.

Table 3 Purposes for using Online Payment System

S.No	Purposes	Frequency	Percentage (%)	Mean	S.D	C.V
1	Shopping	29	29.0	2.17	2.00	.965
2	Transfer of funds	35	35.0			
3	Payment of bills/fees	26	26.0			
4	Other specialties	10	10.0			
Total		100	100.0			

Source: Primary Data

Table -3 shows that 35.0 percent of the respondents use in transfer of funds, 29.0 percent of the respondents use in online payment of shopping, 26.0 percent of respondents use in Payment of bills/fees, 10.0 percent of the respondents use in online payment of Other specialties. It shows that majority of the respondents use in online payment 35.0 of transfer of funds.

Table 4 Method of Online Payment System

S.No	Method of Online Payment	Frequency	Percentage (%)	Mean	S.D	C.V
1	Credit Card	20	20.0	2.35	2.00	.947
2	Debit Card	38	38.0			
3	Internet	29	29.0			
4	Others	13	13.0			
	Total	100	100.0			

Source: Primary Data

Table - 4 shows that 38.0 percent of the respondents use in method of Debit card, 29.0 percent of the respondents use in method of internet banking, 20.0 percent of respondents use in method of Credit card, 13.0 percent of the respondents use in method of others facilities. It shows that majority of the respondents use in method of Debit card 38.0.

Table 5 Service Charge in Online Payment

S.No	Service Charge	Frequency	Percentage (%)	Mean	S.D	C.V
1	Reasonable	33	33.0	2.39	3.00	1.136
2	High cost	14	14.0			
3	Low-cost	34	34.0			
4	Moderate	19	19.0			
	Total	100	100.0			

Source: Primary Data

Table -5 shows that 34.0 percent of the respondents low cost in service charges, 33.0 percent of the respondent's reasonable cost in service charges,14.0 percent of the respondents high cost in service charges, 19.0 percent of the respondents moderate cost in service charges. It shows that majority (34.0) of the respondents low cost in service charges.

Table 6 Payment Preferred Under Online Payment

S.No	Prefer of Online Payment	Frequency	Percentage (%)	Mean	S.D	C.V
1	RTGS	52	52.0	1.48	1.00	.502
2	NEFT	48	48.0			
	Total	100	100.0			

Source: Primary Data

Table 4.21 shows that 52.0 percent of the respondents prefer in RTGs, 48.0 percent of the respondent's prefer in NEFT. It shows that majority (52.0) percent of the respondents prefer in RTGs.

Table 7 Support Services of Online Payment

S.No	Support Services	Frequency	Percent	Mean	S.D	C.V
1	E-wallet	18	18.0	2.44	2.00	.946
2	Net banking	34	34.0			
3	M-banking	34	34.0			
4	Crypto-currency payment	14	14.0			
Total		100	100.0			

Source: Primary Data

Table-7 shows that 34.0 percent of the respondents support services of online payment in Net Banking & M-banking. 18.0 percent of the respondent’s support services of online payment in E-wallet. 14.0 percent of the respondent’s support services of online payment in Crypto-currency payment. It shows that majority 34.0 percent of the respondents support services of online payment in Net Banking & M-banking.

Hentry Garret Ranking Method of Online Payment System

The following table displays the online payment system

Table 8 Hentry Garret Ranking Method of Online Payment System

Frequency of Number of Respondents of Ranking Method of 1st to 5th

S.No	1st	2 nd	3 rd	4 th	5 th
1	11	15	17	45	12
2	23	13	16	14	34
3	12	32	37	16	3
4	20	32	20	15	13
5	34	8	10	10	38

Calculate the present Position

Formula: $100(R_{ji}-0.5)/N_j$

Whereas

R_{ji} = Rank

N_j =Total number of ranks

Source: Primary Data

Multiply the number of respondents with Garret score

Rank	$100(R_{ji}-0.5)/N_j$ & Present Position	Garret Score	S.No	1st	2 nd	3 rd	4 th	5 th
1	$100(1-0.5)/5 =10$	99	1	11 x 99	15x60	17x51	45x40	12x24
2	$100(2-0.5)/5 =30$	60	2	23x99	13x60	16x51	14x40	34x24
3	$100(3-0.5)/5 =50$	51	3	12 x99	32x60	37x51	16x40	3x24
4	$100(4-0.5)/5 =70$	40	4	20x99	32x60	20x51	15x40	13x24
5	$100(5-0.5)/5 =90$	24	5	34x99	8x60	10x51	10x40	38x24

S.No	1st	2 nd	3 rd	4 th	5 th	Total
1	1089	900	867	1800	288	4944
2	2277	780	816	560	816	5249
3	1188	1920	1887	640	72	5707
4	1980	1920	1020	600	312	5832
5	3366	480	510	400	912	5668

Calculate the Average Score

Garret Ranking

Average Score = Total Value/No. of Respondents

Factor	Total	Average Score	Rank
Poor availability of internet services	4944	49.44	5
Lack of awareness on such services	5249	52.49	4
Lack of consistency on the service available	5707	57.07	2
Unwillingness to adopt technology	5832	58.32	1
Follower of traditional banking method	5668	56.68	3

Source: Primary data

From the above table shows that 1st rank is unwillingness to adopt the technology, 2nd ranking is lack of consistency on the service available, 3rd rank is follower of traditional banking methodology, 4th rank is Lack of awareness on such services, and finally the 5th rank is Poor availability of internet services.

Findings

- The majority (44.0 percentages) of the respondents use the public banks.
- The majority (31.0 percentages) of the respondents use the savings account.
- It is inferred that majority (51.0 percent) of the respondents use the payment system.
- The majority of the respondents get the information from their relatives.
- The majority of the respondents use in online payment 35.0 of transfer of funds.
- The majority of the respondents use in method of Debit card 38.0.
- The majority (34.0) of the respondents low cost in service charges.
- The majority (52.0) percent of the respondents prefer in RTGs.
- The majority 34.0 percent of the respondents support services of online payment in Net Banking & M-banking.
- From the above table 4.27 shows that 1st rank is unwillingness to adopt the technology, 2nd ranking is lack of consistency on the service available, 3rd rank is follower of traditional banking methodology, 4th rank is Lack of awareness on such services, and finally the 5th rank is Poor availability of internet services.

Suggestions

- Online payment is the new fashion in shopping products through online. Using internet may give them many opportunities to enhance their career. Mostly all respondents' awareness of online payment.
- The cost of payment of online is reasonable price. This may prevent most people and students for using the online payment. To reduce these rates, internet connection can be provided in work places.
- Proper delivery plays a vital role to improve the online payments services.

Conclusion

Technology has arguably made our lives easier. One of the technological innovations in banking, finance and commerce is the online Payments. Online payments (e-payments) refer to the technological breakthrough that enables us to perform financial transactions electronically, thus avoiding long lines and other hassles. online Payments provides greater freedom to individuals in paying their taxes, licenses, fees, fines and purchases at unconventional locations and at whichever time of the day, 365 days of the year. After analysis and comparison of various modes of electronic payment systems, it is revealed that it is quite difficult, if not impossible, to suggest that which payment system is best. Some systems are quite similar, and differ only in some minor details. Thus there are number of factors which affect the usage of e-commerce payment systems. Among all these user base is most important. Added to this, success of e-commerce payment systems also depends on consumer preferences, ease of use, cost, industry agreement, authorization, security, authentication, non-refutability, accessibility and reliability and anonymity and public policy. The Reliable and Cashless payment system offers immunity against theft of paper and e-money, and adopting e-payment solutions or systems for different reasons.

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EMERGING TRENDS AND CHALLENGES OF ONLINE MARKETING IN INDIA

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Abstract

Online marketing or Internet advertising or web advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. This paper covered only the growth of the online marketing in India, online trends & online marketing shopping in India. This study is descriptive analysis. Secondary data have been collected from reputed journal, websites and magazines.

Keywords: Online Marketing, Trends, Advertising, Social Media

Introduction

“Online marketing, which is also called internet marketing or online advertising, is any tool, strategy or method of getting the company name out to the public. The advertisements can take many different forms and some strategies focus on subtle messages rather than clear-cut advertisements”. Concerning the Internet there have been many ideas and theories. Due to the fact that the Internet is rather a new phenomenon there is yet room for evolvement. At first marketer, quite naturally, considered online media as extensions of the space and time media, TV, Radio, and print Advertisements during most of online advertising's first 10 years filled measured spaces on web pages with variously sized banners, rectangles, buttons, or leader boards. In fact, a good amount of early advertising industry work focused on defining such spaces, called Interactive Marketing Units, in order to standardize practices for the sale and delivery of paid advertising. Through the years, many experts have developed theories concerning online Marketing. Since the famous “Bubble” started collapsing in the late 90’s, speculations around the reason why it came to this point, has been many as mentioned earlier. In order to realize the potential and possibilities of the medium, it is important to understand what the Internet has brought of marketing communication. Internet Marketing has evolved from websites with company logos and contact information, through online product catalogues to a two way communication tool (questionnaires and specific correspondence), and now, with Customer Relationship Management (CRM) a variety of new options are opening up. To understand e-communication and how companies use the internet as marketing/advertising tools, it is important to understand how it is adopted into companies and organizations.

India has an internet user base of about 354 million as of June of 2015. Despite being the second largest user base in world, only behind China (650 million, 48% of population), the

penetration of e-commerce is low compared to markets like the United States (266 M, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point. In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products (including long-tail items) is growing much faster than in-country supply from authorized distributors and e-commerce offerings. Largest e-commerce companies in India are Flipkart, Snapdeal, Amazon India, Paytm.

Market Size and Growth

India's e-commerce market was worth about \$3.9 billion in 2009, it went up to \$12.6 billion in 2013. In 2013, the e-retail segment was worth US\$2.3 billion. About 70% of India's e-commerce market is travel related. According to Google India, there were 35 million online shoppers in India in 2014 Q1 and is expected to cross 100 million mark by end of year 2016.^[7] CAGR vis-à-vis a global growth rate of 8-10%. Electronics and Apparel are the biggest categories in terms of sales. India's retail market is estimated at \$470 billion in 2011 and is expected to grow to \$675 Bn by 2016 and \$850 Bn by 2020, estimated CAGR of 10%. According to Forrester, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% in 2012-16.

As per "India Goes Digital", a report by Avendus Capital, a leading Indian Investment Bank specializing in digital media and technology sector, the Indian e-commerce market is estimated at Rs 28,500 Crore (\$6.3 billion) for the year 2011. Online travel constitutes a sizable portion (87%) of this market today. Online travel market in India is expected to grow at a rate of 22% over the next 4 years and reach Rs 54,800 Crore (\$12.2 billion) in size by 2015. Indian e-tailing industry is estimated at Rs 3,600 crore (US\$800 mn) in 2011 and estimated to grow to Rs 53,000 Crore (\$11.8 billion) in 2015. Overall e-commerce market is expected to reach Rs 1, 07,800 crores (US\$24 billion) by the year 2015 with both online travel and e-tailing contributing equally. Another big segment in e-commerce is mobile/DTH recharge with nearly 1 million transactions daily by operator websites.

Objectives

1. To study the growth of the online marketing in India.
2. To study the online marketing sales in India
3. To analysis of online trends & online marketing shopping in India

Research Methodology

The study is based on secondary data taken from the annual reports of selected company and development of industries have been collected mainly from the books and magazine relating to the published paper, report, article and from the various newspapers research reports published and various websites.

Review of Literature

Dr. Geeta Sharma (2016) Study of Internet Banking Scenario in India Financial sector plays an important role in the economic development of a country. A strong and healthy banking

system is important requirement for economic growth. Indian banking industry, today is observing an IT revolution. A combination of regulatory and competitive reasons has led to increasing importance of total banking automation in the Indian Banking Industry. Information Technology has basically been used under two different avenues in Banking. One is Communication and Connectivity and other is Business Process Reengineering. Information technology enables sophisticated product development, better market infrastructure, implementation of reliable techniques for control of risks and helps the financial intermediaries to reach geographically distant and diversified markets. The shift towards internet banking is fuelled by the changing dynamics in India. By 2020 the average age of India will be 29 years and this young consumer base is internet savvy and wants real time online information. Indian banks therefore need to aspire high and move toward implementing a world class internet banking capability. The objective of the present paper is to examine and analyze the progress made by Internet Banking in India. The study is secondary based and analytical in nature.

Growth of Online Sales

Online retail now accounts for 0.8% of all retail sales in India, compared with a global average of 6.3%, and e-Marketer forecasts this would grow to 4.8% by 2019, when it is projected to be 12.8% globally. "This rapid growth in Asia-Pacific, coupled with faster Internet service and greater mobile uptake, is heating up the competitive landscape where large local players are increasingly vying for market share by improving their logistics and mobile platforms, and in some cases, moving entirely to an app-only service," said Monica Peart, eMarketer's director of forecasting. India has seen the fastest growth in the retail e-commerce section among the Asia-Pacific countries, growing 133.8% in 2014 and 129.5% in 2015. EMarketer also forecasts that this growth will stabilize to 23.9% in 2019, compared with an Asia-Pacific projected average growth of 23.5%. The following tables will explain the Growth of online sales. The percentage is exhibited in Table -1.

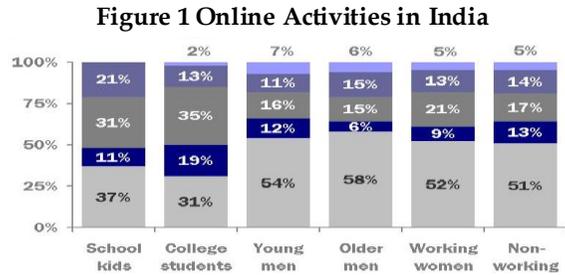
Table 1 Growth of Online Sales from 2010 to 2015

Items	Sales (%)	Items	Sales (%)
Men's Clothing	17.4	Art	10.6
Groceries	16.7	Jewellery	8.9
Shoes	13.6	Auto Parts	8.1
Health Product, Vitamins, Supplements	13.4	Pet Suppliers	7.1
Computer and Tablets	11.4	Flowers	3.0
Cosmetics	10.9	Gift, Shoap, Cards	1.8
Wine & Liquors	10.8	Eye Classes & Contact Lances	1.3
Camera And Camcorders'	0.9	-----	-----

The table-1 shows that highest sales from 2010-2015 for Men's Clothing (17.4%) and Groceries (16.7%), Shoes (13.6), Health Product (13.4), Computer Tablets (11.4) etc. online sales from 2010-2015 very low sales for Flowers(3.0%), Gift, Shop(1.8%), Eye Classes & Contact Lences(1.3%).

Online Marketing Trends

Internet retailing continued to have strong growth in 2015. The channel is extremely popular with consumers due to the convenience and low pricing online retailers can offer. Apart from the convenience and price, internet retailing has become one of the most sought-after channels due to the growth of smart phones



Source: IMRB International/ IAMA internet. India

in the country. As almost all online retailers have mobile applications, and every consumer in urban areas has a smart phone, shopping online literally has become the most common form of shopping. Consumers are shopping on the go, at the lowest prices possible.

Mobile

With widespread growth of tablet and smart phone use, access to the Internet through a mobile device will be available to about 60% of the population, or 215 million people, in 2015, according to emarketer.com. Mobile optimization will be an integral part of a website design now and in the foreseeable future. Websites will need to be mobile friendly, and mobile usability is a factor for Google search rankings. As access to the Internet through a mobile device continues to grow, businesses will need to adapt in all areas of digital marketing: responsive website, mobile ads and mobile designed content.

Social Media

Social media means that good customer service is the same as good marketing,” - Michael Hyatt, “Why Customer Service Is the New Marketing” “Social media networks also showed increase in membership and usage.

E-mail

Email marketing will continue to be a part of Internet marketing strategy and should be in sync with content and social media. According to exacttarget.com, most U.S. consumers (72%) prefer email marketing, and 40-60% of consumers are reading email on smart phones. Email needs to work across all devices. The number one priority for online marketers is to redesign an email to improve click through rates on a mobile device. In a recent survey of marketers 91% were using email marketing campaigns. Email capture via Facebook was found to be used 45% of the time, and 31% rate it as effective. General email signup on the website used by 74% of respondents Respondents rate it as 42% effective. Sign-up requests specific to different sections of the website were used by 52% of participants and are 45% as effective.

Table 2 Reach of Key Online Categories India Vs Worldwide

Reach of Key Online Categories India Vs Worldwide	India (%)	World Wide (%)	Reach of Key Online Categories India Vs Worldwide	India (%)	World Wide (%)
Search social networking and email are the top three key online categories for online communities in India, with social networking and email being significantly more popular categories in India rest of the world.					
Search/Navigation	87	85	Retail	54	63
Social Networking	85	73	Business/Finance	49	46
Email	78	61	Education	41	31
Downloads	64	58	Sports	40	32
Community	61	60	Travel	40	31
Multimedia	61	68	Games	31	50
Directories/Resource	59	69	Photos	26	27
News/Information	58	63	Internet Message	26	36
Technology	55	54	TV	21	35
Blocks	54	53	Health	17	25
Source: com score media metrix,2011					
Notes: internet audience aged15+ accessing the internet from home or work.					

Online Shopping in India

Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay, apple.com, flipkart.com., home shop 18.com. etc.,

Table 3 Online Retail Sites: India

Online Retail Sites	Total Unique Visitors (000)	% Reach	Online Retail Sites	Total Unique Visitors (000)	% Reach
Amazon sites	6805	14.7	Naaptal.com	2145	4.6
Apple.com world wide.com	3426	7.4	bookmyshow	2125	4.6
Samsung group	2759	5.9	Myntra.com	2110	4.5
Flipkart.com	2675	5.8	Priceindia.in	2047	4.4
Homshop18.com	2286	4.9	Allibaba.com corporation	1973	4.3
Source: com score media matrix (panel only),2011					

The table.3 shows that research highlight of Amazon popularly with the India with the Indian online community. Amazon site have nearly twice as many unique visitors as Apple.com. Apple.com site have nearly third and fourth as many unique visitors as Samsung group and Flipkart.com. 60.47 % visitors to online sites in India.

Conclusion

Online marketing or Internet advertising or web advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Online marketing Eco-friendly marketing online marketing provides more employment opportunities not only to the producer but also to other people. Online marketing increase the buying attitudes and purchasing power of the consumers. Buyer can take own time for effective purchasing decision through online marketing.

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A STUDY ON THE FACTORS INFLUENCING THE PRICE OF GOLD

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Abstract

Gold is a precious metal which is considered as an important monetary asset across the world and it also grabs the attraction of the investors. The gold price fluctuates very often and this is due to various reasons. This paper is aimed to identify the variables which affect the gold price and to analyze the impact of its influence. The relationship between the factors and the gold price is studied and emphasized in this paper. The variables considered are inflation rate, interest rate, bond prices, stock prices commodity prices, exchange rate, and gold production.

Keywords: Gold prices, Interest rate, Inflation rate Stock prices, Bond prices, Commodity prices, Exchange rate.

Introduction

Gold is a metallic instrument and liquid asset too. It has been used as a symbol for purity, value, royalty. It is a good hedge against inflation as well as against fall in value of other assets. It has been demanded by individual buyer, institutional buyer as well as countries too. The price of the gold is continuously fluctuating and it is based on certain factors includes inflation, exchange rate, interest rate, commodity prices, financial market indices such as bond prices and stock prices, exchange rate, gold production rate. This paper focuses on various factors that influence the gold prices and its relationships, resulting in fluctuations in gold prices. This study also investigates the impact of factors on the gold prices in India.

Objective of the Study

- To identify the variables affecting the gold prices.
- To analyze the factors influencing the gold prices.

Review of Literature

The research works on the factors influencing the gold prices are discussed below and the factors that researchers considered in their work are,

Inflation Rate

Inflation is a sustained increase in the general price level of goods and services in an economy over a period of time and gold is believed to be a good hedge against inflation. Inflation is based on the consumer price index. [Aylin Erdogdu, 2017] in his paper stated that there is a correlation between the gold prices and the inflation, it is one of the macro variable which affects the price of the gold.

[BanhiGuha and GautamBandyopadhyay, 2016] in their paper have addressed that the - price of the gold prices increases along with the inflation.

[Shahriarshafiee, Erkan Topal, 2010] stated that the inflation is one among the main macroeconomic variable that influence the gold market. There is a positive correlation between the gold prices.

[KausikGangopadhyay, AbhishekJangir, RudraSansarma, 2017] in this paper inflation is considered as one of the factor that influence the gold prices and it is expected to work in India as in other countries.

[Prerana Baber, Raturaj Baber, George Thomas, 2013] this research paper studies the various factors contributing toward the continuously escalating prices og gold in India which includes inflation. By the help of the past prices particularly stand out that higher prices of gold lead to the rate of inflation with reference to Indian country.

[Eric J. levin, Robert E.Weight, 2006] considered that the inflation is one of the long run price determinant of gold.

[Sindhu, 2013] has stated that inflation rates and the gold rates are positively correlated. The price of the gold over the medium to long period is determined by its inflation rate relative to that of the currency. The increase in inflation rate accounts for increase in investment on gold, as in an inflation hedge.

[Z.Ismail,A.yahya,A.Shabri,2007] in this paper the inflation rate is considered to be an important factor which helps in forecasting gold prices as the prices depends on the inflation rate.

Financial Market Indices

Financial market indices refer to the statistical measure of change in the securities market. Stock prices and bond prices represents the financial market indices.

[Li Lili, Diao Chengmai, 2013] staed that the effect of financial market indices in the gold market is negative

[Partap Singh, 2013] in this paper the impact of financial market performances in the gold prices are addressed. Gold is being preferred due to weak financial markets. Gold is inversely related to stocks, bonds. The stock market's volatile behavior reflects in the gold market.

[L.K.Tripathi, ArpanParashar, Rajendra Singh, 2014] this paper addressed the causal relationship between the gold prices and the financial market indices. It stated that universally there exists a reverse relationship between the gold prices and stock prices because as the price of gold increases the investors begin to investing less amount in gold and tend to park their holdings in the stock market consequently its rice falls and vice versa.

[KausikGangopadhyay, AbhishekJangir, RudraSensarma, 2015] in this paper the factors such as bond prices, stock prices are analyzed and the relationship of these factors with gold prices are discussed.

[Prerana Baber, Raturajbaber, George Thomas, 2013] this paper addressed the various factors which includes the financial market conditions. Gold is negatively correlated with the stocks and bonds. The movement of gold price is explains in terms of financial variables.

[Z.Ismail, A, yahya, A.Shabri, 2009] this paper has considered that the structure and pattern of gold prices depends on the movement of stocks and bonds prices in the financial market.

Commodity Prices

[Li lili, Diao Chengmei,2013] in this paper the price of commodities such as crude oil, silver, copper etc. are considered that they have relationship with the price of the gold. The relationship between financial market indices and the gold prices are positive.

[Shahriarshafiee, Erkantopal, 2009] in their paper they had addressed the relationship between the oil prices and other commodities with the gold prices. The oil prices and other commodity prices are one of the major macro-economic variables that influence the gold prices.

[AylinErdogdu, 2017] in this paper an analysis had been carried out on silver prices, oil prices which are thought to influence the price of the gold in the most significant way and positive correlation is found among gold prices, silver prices and oil prices and demonstrated that is a significant linear relationship and a negative correlation among oil price and silver price.

[L.K.Tripathi,ArpanParashar, Rajendra Singh,2014] in this paper the existence of causal relationship between gold prices and crude oil prices are investigated and showed a empirical relationship between gold prices and commodity prices.

[KausikGangopadhyay and AbhishekJangir,Rudra Sensarma,2015] Gold is regarded as a good hedge against inflation as well as against other assets. Some of the factors that influence gold prices are inflation, oil prices and other commodity prices. When oil prices rise, the cost of production rises which reduces the profits of investors who then switch to gold for safety yherefore crude oil price3s are expected to have positive effect on gold prices this means a negative relationship between the gold and oil prices.

[Preranababer, Raturaj, George Thomas, 2015] this [paper examined the causes resulting in increase in gold prices and its induction in commodity market with special reference to India.

[Z.Ismail, A.Yahya, and A.Shabri.2009] in this paper the factors such as commodity prices, silver prices and oil prices had been identified to have influence on the gold prices.

Exchange Rate

[AylinErdogdu, 2017] in this paper data analysis has been performed and found that the exchange rate influence the price of gold in the mostr significant way.

[Partap Singh.2013] USD prices have been fluctuating on a regular basis as it has bearing on gold price. The US has seen major disorder in its economy and seen that the Us exchange rate and the gold prices have significant relationship.

[L.K.Tripathi,ArpanParashar, Rajendra singh,2014] this paper addressed the existence of causal relationship between gold prices in India and exchange rate and the exchange rate showed a high positivecorrelationwith the gold prices.

[Kausikgangopadhyay, AbhishekJangir, Rudra Sensarma, 2015] the exchange rate has a negative relationship with gold price implying that a stronger rupee is associated with costlier gold.

[Prerana Baber, Raturaj Baber, Geoge Thomas, 2015] this research paper stated that various factors contributing towards the continuous escalating prices of gold in India. Gold has inverse relationship with the dollar.

Interest Rate

An interest rate is the measure of interest due per period as a proportion of the measure let deposited or borrowed it fluctuates on regular basis and has some impact on the gold price.

[Aylin Erdogdu,2017] in this paper an analysis has been carried out on interest rate and several other factors which statesthe relationship between the gold prices and the interest rates.

[Prerana Baber, Raturaj Baber, geoage Thomas] this paper considered the factors including interest rates that are attributing towards increase in its price with special reference to India. Whenever interest rates fall gold prices increase.

Supply of Gold

[Prerana Baber, Raturaj Baber, George Thomas, 2015] this paper addressed various factors that influence the price of the gold which includes the supply of gold. The mining of the gold and production plays an important role in thegold prices because the changes in the supply affect the prices significantly.

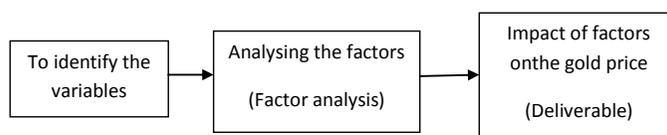
Findings from the Review

From the above review, it is noted that, in present scenario, gold is being preferred due to weak financial markets. Gold is inversely related to stocks, bonds and real estate. The stock market has been showing volatile behavior and this has again reflected in gold prices. Rising inflation rate increase the gold price while rising interest rates lead to a fall in gold price. The gold price has risen as the impact of inflation has been substantial as compared to interest rates. Gold price and Dollar value share an inverse relationship, an rise in gold price will result in decreasein the Dollar value. Gold prices and Crude oil price share a positive correlation which can be understood from the analysis. It can be inferred that an rise in the gold price will rise the crude oil prices.

Research Methodology

In the existing research papers certain variables and factors as well as their impact on the gold price were discussed. In this study, through review the variables which influence the gold price are identified. Then using factor analysis, the variables will be reduced and grouped to factors. Factor analysis is a statistical method which extracts the common variances from all the variables and groups them into factors.

Framework



Research Type: Analytical research

Type of Data: Secondary data

Tools and Techniques: Factor analysis

Conclusion

This paper studies the various variables contributing towards the continuously fluctuating prices of gold in India which includes inflation, interest rates, Stock prices, Bond prices, exchange rate and gold production rate have affected price of gold. From the study it is concluded that the variables are grouped into factors using factor analysis and those factors do have impact on the price of the gold.

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“CONSUMER BUYING BEHAVIOUR – AN ECO-FRIENDLY APPROACH ON STATIONERY PRODUCTS”

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Due to increase in global warming and climate change the public concern for environmental issues is gradually increased over the past decades. The customers are started demanding eco-friendly products and they pay more attention to the environment, wealth and health. The companies are started adopting green marketing practices in their activities as a part of social responsibility and they were trying to reach the customers with their green messages. Customers and businessmen are depending more on environment and have started to pay more attention to the protection of environment. This paper aims to find out the effect of eco friendly stationery products on consumers buying behaviour.

A research study was conducted in Tirunelveli city selecting a sample of 100 consumers. The data was collected through interview schedule. The objectives of the study are to find out the eco-literacy about green products will prefer eco-friendly stationery products and consumer willingness to pay more for eco-friendly stationery products. To achieve these objectives a research methodology was framed. The research design is both descriptive .From the interpretation results were derived. Findings were summarized and presented. Suggestions were given.

Keywords: Eco-friendly, consumer buying behaviour, Stationery products

Introduction

Consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for environmentally friendly products.

The term eco-friendly is used to describe activities which are good for the environment. It is a shortening of ecologically friendly, and you may also hear terms like environmentally friendly or green used to describe similar activities. There are a range of ways in which activities can be eco-friendly, ranging from products which are constructed in an environmentally friendly way to making lifestyle changes which are designed to benefit the environment. Strictly speaking, eco-friendly products still have an impact on the environment, but the impact is greatly reduced when compared to conventionally produced products. In some cases, eco-friendly products may even have a positive benefit, depending on how the company does business. Many such products are also aimed at lifestyle changes which benefit the environment, so even if the product itself is not totally neutral, the actions undertaken by the consumer after buying the product are beneficial.

In general, green product is designed or manufactured in a manner as to minimize the environmental impact involved in its production, distribution and consumption .This could involve the use of recyclable materials, biodegradable elements and components. In fact, there

are several characteristics that a product must have to be regarded as a "green/ eco-friendly product". Numerous criteria are presented below:

- Easily reused
- Made using natural and/or renewable resources
- Contains recycled content
- Readily recycled
- Biodegradable
- Energy efficient
- Durable with low maintenance requirements

Before purchasing anything consumer evaluates many things in product nowadays eco-friendly products are available in market and customer will evaluate the product before purchasing it. Consumer behaviour is the study of individuals, groups or organisations and processes they use to select, secure and dispose of products, services, experience or ideas to satisfy needs and the impacts that there processes have on the consumer and society.

The 4 Green P's

1. Green Product: Attributes such as energy saving, organic etc. that leads to reduction in resource consumption and pollution.
2. Green Price: Most consumers will pay additional value if there is a perception of extra product value.
3. Green Place: Aiming to reduce carbon footprint by way of managing logistics to cut down transport emanations.
4. Green Promotion: To address the relationship between a product and the environmental, to promote green life style, and to present a corporate image of environmental responsibility.

Stationery Definition

Stationery is a mass noun referring to commercially manufactured writing materials, including cut paper, envelopes, writing implements, continuous form paper, and other office supplies

Classification of Stationery

- Desk top instruments: hole punch, stapler and staples, tapes and dispenser,
- Drawing instruments: brushes, colour pencils, crayons, water colour,
- Erasers
- Ink and toner:
 - Dot matrix printer's ink ribbon
 - Inkjet Ink cartridge
 - Laser printer toner
 - Photocopier toner

- Filing and storage:
 - Expandable file
 - File folder
 - Hanging file folder
 - Index cards and files
 - Two-pocket portfolios
- Mailing and shipping supplies:
 - Envelope
- Paper and pad:
 - Notebooks, wire bound notebook, writing pads, college ruled paper, wide ruled paper,
 - Office paper: dot matrix paper, inkjet paper, laser paper, Photocopy paper.
- Writing instruments: ballpoint pen, fountain pen, pencil, porous point pen, roller ball pen, highlighter pen

Review of Literature

Environmental marketing is also known as Green Marketing, sustainable marketing and ecological marketing. The American Marketing Association (AMA) "Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising".

Kumar, P. Kishore & Anand, Byram (2013), in their study entitled, "A Study on Consumer Behaviour towards Eco-Friendly Paper", studied the variables affecting the consumer behaviour while purchasing green products. Eco-friendly paper i.e. paper which is manufactured from used paper and reduces the harm to environment compared to manufacturing of traditional paper (virgin paper). The dependent factor is purchase intention and the independent factors are environmental behaviour, attitude, knowledge and norms. From this research it is found that attitude and personal norms are positively influencing consumer purchase intention towards eco-friendly paper.

Ramanakumar K. P. V. & Manoj krishnan C.G (2012), "Consumer Attitude towards Green Products of FMCG Sector: An Empirical Study, The current rapid growth in the economy and the patterns of consumer's consumption and behaviour worldwide are the main cause of environmental deterioration. The shortage of natural resource, which seriously affects human beings existence and development, environment protection has become the world wide focus. Even though it is increased eco awareness of customers during past few decades, there are some barriers to the diffusions of more ecologically oriented consumption and production styles. Therefore companies are increasingly recognizing the importance of green marketing concepts. Green marketing is the need of the hour when we are seeing environmental degradation every single day.

Research Gap

Majority of the study previously conducted deal with green marketing mix, green products, awareness level environmental issues and consumer behaviour towards green products level. Many studies are conducted towards green products in FMCG sector. Thus the need to carry research on the topic consumer buying behaviour towards eco-friendly stationery products

Objectives of the study

- To find out the consumer willingness to pay more for eco-friendly stationery products.
- To find out the relationship between the eco-literacy and environmental concern towards buying behaviour.

Methodology

The present study is based on both primary and secondary data. Primary data has been collected with the help of schedule. The primary data was collected from 100 consumers in Tirunelveli city. Convenience sampling technique is adopted. The secondary data was collected from the research articles in journals and websites. Chi-square, correlation analysis is employed in this study.

Hypothesis of the study

In order to determine the consumers perspective towards an Eco-friendly approach on stationery products hypothesis are developed.

1. Consumers having Eco-literacy about green products will prefer eco-friendly stationery products.
2. Consumers are ready to pay extra for eco-friendly stationery products

Results and Discussion

H1: Consumers having Eco-literacy about green products will prefer eco-friendly stationery products.

Result: there is significant relationship between eco-literacy about green products and their purchase intention regarding eco-friendly stationery products. Since the calculated value is positive ($r=0.95$), hence, there exist a positive relationship between eco-literacy about green products and intention regarding eco-friendly stationery products.

H2: Consumers are ready to pay extra for eco friendly stationery products

Result: Chi-square calculated is 8.70. The hypothesis is tested at 5% level of significance. In this hypothesis chi-square calculated is 8.70 is greater than chi-square table value 7.815. Thus the hypothesis is accepted. Hence, consumers are ready to pay extra for eco-friendly stationery products.

Conclusion and Recommendations

Consumer behaviour plays a major role in the choice of green products. From the study it is concluded that, companies should start organized to enhance the awareness about green

marketing among customers. Eco friendly stationery products should be made easily available to consumer. Only limited products available in the market Research and Development work has to be done to increase the utility of the product. Awareness and education campaign should be undertaken. Today's market is very competitive hence better promotional efforts are required. All the stake holders- the customers, the organisation and the government has to put hands together in using of eco-friendly products in their organisations. The government should change the environment protection for promoting the green products.

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FACTORS AFFECTING EMPLOYEE PERFORMANCE: LITERATURE REVIEW

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Abstract

The purpose of this paper was to determine the factors that influence the employee Performance. There are many variables that affect the Performance of employee's at the workplace. Recently, most of the organizations are fully awake of importance of increasing Employee Performance or to find out the ways through which high level of employee's Performance can be achieved is becoming one of the factors for any organization success. This paper focus on employee Performance can positively impact the organization by Absenteeism, Punctuality, Discipline, and Relation with Co-workers or customers, Turnover. So we use this factors affect the Performance and it will overcome those factors.

Keywords: *Employee Performance, Workplace, Absenteeism*

Introduction

Performance of employee's is affected by different factors at workplace. Job Performance assesses whether a person performs a job well. Performance of employee's is affected by numerous It will also highlight how these variables affect the factors at workplace. It is defined as the way to perform Performance either positive or negative. Although the job tasks according to the prescribed job positive affect has been seen through the literature review description. Performance is the art to complete the task but this study will determine it again within the defined boundaries. The aim of the present study is to find out that affect the Performance of employee's. The main theme relationship among independent variables and dependent of the study revolves around those variables.

The problem statement is about factors affecting the employee's and independent variables are manager's Performance of employee's at work place in the scenario of attitude, organizational culture, personal problems and job. It is widely recognized by the researchers and academician that organization Performance in an organization leads to Organizational success (Vroom, 1964).

Objectives of the Study

- To analyze the factors that affects the employee Performance.
- To identify the variables determining Employee Performance.

Literature Review

The literature begins with factors that may affect the Performance of employee's in the working area.

- Taylor (1911) stated that the most essential motivator of employees is salary, wages when he said that "non-incentive wage system induces Minimal productivity".
- Maslow (1943) stated that humans work to survive and live through financial compensation, to create new relationship, to have work security, for achievement and to have an important place in the society, to have an individual identity ahead all ultimately to have job satisfaction. If the employee's are satisfied with their job they will become high performance.
- The modern worker's motivation methods are employee's oriented which are more effective (Gardner and Lambert 1972). He stated that if employee's get the similar wage irrespective of their individual work to the objective, they will do less work and that employee's think working at a higher rate will discourage them do to work more. (Gardner and Lambert 1972).
- Motowidlo & Van Scotter (1994) stated various assumptions towards work Performance that defines the idea that job Performance is episodic, multidimensional, behavioral, evaluative.
- Borman & Motowidlo (1997) describes in the paper that behavior based on factors evaluative, social, psychological have impact on the organizational effectiveness.
- Sinha (2001) in his paper said that worker's Performance is depending on the willingness on doing their job, it led improvement in productivity and performance.
- Franco et al (2002) describes that internal factors affect the Performance which included necessary skills, intellectual capacity and resources to do the work correctly. Workers should be provided with proper working conditions so that performance will meet the required standards.
- Stup (2003) also described that to have a required Performance, workers have to get the worker's task to be done on line as to achieve the organization objectives or target. By having the work or job done on line, employers should guide and monitor the worker's, so that it will results in improved Performance
- According to Hasan Muhammad, Imran (2009) study, when two or more parties have incompatible objectives that status is known as Conflict.
- Conflict arises because of difference in perception, ideas, behaviors, interest. Attitudes, religious differences, and political differences. Conflict is not negative always. It depends how the conflict is manage. If managed properly, it will become source of growth; otherwise it results in aggressions (Kigali, 2006). So it affects quality, performance and profit of organization.

Factors Affecting Employee Performance

Absenteeism

Absenteeism is an unexpected event due to lack of interest in the job is the cause of leaves and more specifically it will be seen as non - attendance when an worker is scheduled to work (Van Der Merwe and Miller, 1988). Nel, Dyk, Haasbroek, Schultz, Sono and Werner (2001) described absenteeism as withdrawal behavior when it is used as a path to escape from an

undesirable working situation. Nel et al. (2001) also defines the meaning and stage of motivation as: the minimum level – doing minimum than is needed; expected level – doing just what is needed; and the maximum level – doing more than is essential. When a person is functioning at the first level or the other level as denoted above, this may be a reason for absenteeism.

Supervising of absenteeism is a human resources function which is usually neglected, which also has employment relations implications if not properly handled; Allen, Jimmieson, Bordia, and Irmer, (2007) states that high turnover rates usually show poor management and conflict within relationship with labour. It is the role of the human resources department and the line managers to supervise and establish causes for high absenteeism. Scheduled time off for employee vacations is an inevitable cost of business. In addition, costs related to unscheduled absenteeism can be minimized through wellness programmes, disability management and flexible time-off options. Employers cannot escape the salary costs of time off the task, but when they plan ahead they can usually eliminate indirect costs such as hiring a temporary worker, paying someone else to work overtime or loss productivity.

Ferris and Bruckley (1996) state that the final people processing activity in personnel and human resources management is organizational exit or the way in which humans voluntarily or involuntarily move out of organizations. Two most commonly discussed problems related to exit are absenteeism, turnover. They represent huge costs to many organizations. However a basic difference in between the costs associated with absenteeism, turnover Costs and causes of absenteeism, whether determined personally or based on situation, tends to remain with the organization while costs and reasons of turnover, on the other hand, sometimes leave the organisation.

Punctuality and Discipline

Discipline and punctuality are two most essential traits necessary in a specialized to be successful. Discipline ensures individuals act in an acceptable way at the workplace and also follow to the rules and regulations of the organization. Individuals who are disciplined are not only successful jobwise but also in their personal lives. Disciplined employee's are liked and cherished by not only their managers but also other fellow workers.

Such employee's climb the success ladder quickly as related to individuals who attend workplace just for the sake of it and they often find themselves out of the system in no time. Misbehaving at the workplace plunders the entire work culture eventually leading to zero or very less productivity. Discipline is crucial at workplace as it ensures employee's behave in a covered way and also maintain the decorum of the workplace. Employee's who regularly arrive late for work or are often absent from the office are unlikely to be meeting their Performance objectives. The underlying issue needs to be addressed here – have they received acceptable training? Do they get along with their co-workers and manager? Issues with punctuality mean an employee is not doing their job to their full potential and a negative attitude may also be affecting their colleagues.

Quality of Work

The timely conclusion of projects to the preferred standard is a key indicator in measuring employee Performance. Is the work being carried out average or outstanding? Are they committing maximum effort to projects? Is their boldness affecting their ability to meet your expectations? Do they understand their personal Performance objectives? The answers to those questions will help you to understand the root causes of any problems.

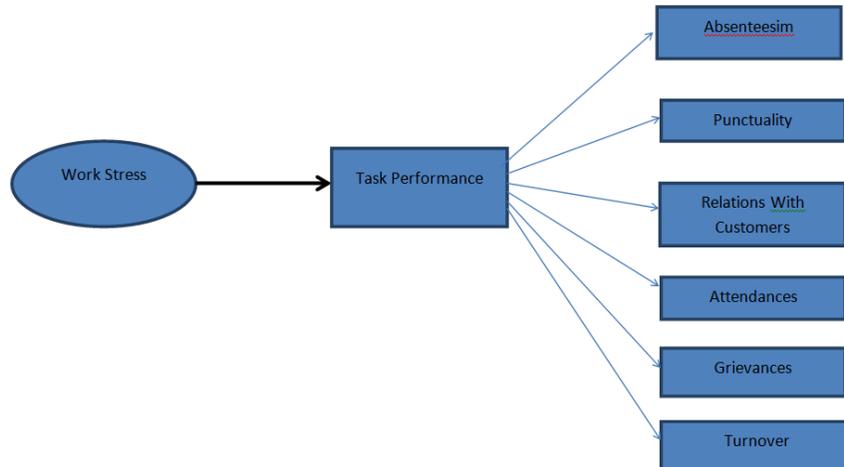
Observe Personal Habits

Perpetual bad habits can diminish from employee Performance. This may include indulging in office gossip, taking unofficial breaks, disrupting behavior and the use of computers for personal reasons (such as social media, online shopping). In order to prevent these habits from being accepted by their co-workers, you must be clear on what is suitable in your business and issue an appropriate social code.

Check their Attitude

A bad attitude will often patent itself in insubordinate behavior. Again, this is indicative of an individual who is unlikely to be meeting their Performance objectives. Typically, these employee's will not comply with company rules and are likely to display disrespect for your company and co-workers.

Framework



How to Increase Employee Performance

Give Regular, Accurate Performance Reviews

- An employee rates to know how he is doing, including the things that he excels at and the places when he's falling down. And also give Performances review at least once a year.

Focus on Employee Strengths

- Determine the strengths of each of your employee's and give each one task that fit his particular skill set. If he has to spend too much time learning how to do something, it will decrease his productivity.

Get together Socially with all Departments

- This could be something as simple as cookies or bagels in the breakroom or a special event party. As employee's can connect on a more personal level, they feel a larger sense of charge on a expert level as well. When the employee understands their place as a part of a whole, they can work more effectively

Open up the Lines of Communication with Your Employee's

- Your employee's should feel free to talk to you about concerns or what's holding them back. Hopefully, they feel relaxed enough to talk to you in person, but you may want to start a suggestion box to allow employee's to make anonymous suggestions as well.

Conclusion

This study has been conducted to find the factors that affect the employee Performance. The positively impact variables are Absenteeism, Punctuality, Discipline, Relations with co-workers need to be looked at keenly in organization that has a desire to improve on Performance. As a result employee's in the organization to improve their work Performance based on positive impact factors .To analyse the problem of employee in the organization and to overcome those factors which cause stress.

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SERVICE QUALITY OF MULTI-SPECIALTY HOSPITALS AT MADURAI DISTRICT

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Abstract

In the present worldwide condition, administrations involve a key part of each economy. All the created nations and the greater part of creating nations are Service economies. In the administration part, the most critical pattern speaking to both a risk help an open door is the undeniably aggressive nature of the commercial center. This requires the specialist co-ops to have a more expert approach in promoting their administrations, on the off chance that they are to be fruitful. The Healthcare Industry is the world's biggest Industry and is experiencing a fast change to meet the consistently expanding necessities and requests of the patient populace. The healing facilities offer medicinal administrations, line administrations, steady administrations and helper administrations. They likewise offer instructive and preparing offices and advance medicinal research. In this article is mainly focused on the service quality perception of the patients of Multi speciality hospitals at Madurai District. Through some of basic tools and Servqual model used to find out the quality of service of Multi speciality Hospitals.

Keyword: *Service Quality, Multi Speciality, Hospital, Health care*

Introduction

India's health care service industry has turned out to be a major driver of economic growth with the multi-national healthcare segments parking their funds on Indian soil due to low cost of operation. In India, terms such as health tourism, healthcare outsourcing and medical back office support are suddenly gaining currency. Liberalization, Privatization and Globalization also have brought unprecedented changes in the Indian healthcare industry. According to the Economic Times healthcare 2001-2002 report, India's healthcare services industry grow at 13 per cent per annum over the last decade and at present, it is growing at 17 per cent annually. India's hospital facilities have been rapidly growing in the last fifty years. Times have changed and specialization has become the order of the day. However, the hospital-small and big have realized that their survival hinges on patient management. Further, the degree of competition in the private healthcare industry has been increasing over the years. The areas of challenging for the Indian private hospital in the face of stiff competition are increasing customer expectations, increasing customer relationship complexities, new trends and developments, greater mobility, faster development of new services, customers in competitive environment and up graduation of technology to cope up with modern management environment for meeting perceived satisfaction of customers.

Review of Literature

Rizwan Ahmed and Hina Samreen (2011) in their study explored the dimensions of the SERVQUAL model which are the significant determinants of service quality, in terms of

patients satisfaction, in the selected hospitals of Karachi. For this purpose, data was collected from 252 outpatients visiting three selected hospitals each from public sector, private sector and semi-public sector. The technique of factor analysis is used to extract the important factors on the basis of responses obtained from patients. Factor analysis resulted in five factors. The key findings of this study are the regression models obtained for all three hospitals. These models have the predictors that are statistically significant determinants of the patients "satisfaction for each hospital. 2Shi H. Zhao and Thitnut Akkadechanunt (2011) in their study explained patients" perceptions of quality nursing care. Under the changing health care environment, more emphasis is placed on patient-centered care. To meet patients" needs and expectations, patients" perceptions of quality nursing care must be given more concern; thus, 440 patients (purposive sample) in 18 inpatient nursing units in a China hospital were selected. A questionnaire on the perception of quality nursing care scale was distributed to patients to find out the level of quality care perceived by them. Using descriptive statistics to analyze patients" data, the overall mean score and each category mean score of the quality of nursing care as perceived by patients were at a high level. Patients perceived the highest mean score in the category of progress of the nursing process, while they perceived the lowest in preconditions for care. It was also observed that quality nursing care presented a challenge for nursing administrators to develop strategies for improving nursing care in those categories where patients had lower quality nursing care than others, such as psychological support or the nurse's sense of humour. 3Rajinder Singh (2010) 38 in his paper explained that hospital marketing is a specialized field that deals with connecting patients, physicians, and hospitals. Patients nowadays are more aware and more quality conscious than before. It stands to reason that a high level of quality, which can translate into patient satisfaction, is important for a hospital. Consumer satisfaction is important to the hospital because it is generally assumed to be a significant determinant of repeated visit, positive word-of-mouth, and patients loyalty. Patients" perceptions about health services seem to have been largely ignored by health care providers in developing countries. The important reasons to visit government hospitals are fewer charges, geographical proximity, recommended by their friends or relatives. "Patients are found to be dissatisfied with the doctors" checkup Perceptions, especially about service quality, might shape confidence and subsequent behaviors of patients with regard to choice of hospitals.

Statement of the Problem

"In the last twenty years, India has made rapid strides in social political and economic fields. In the area of medical science too, commendable progress has been made during the period, however, hospital administration with managing patients have lagging behind. Healthcare industry has gone through major changes in the recent years that place new demands on payers, providers then medical product manufactures. Consumers now demand the same choice and convenience from healthcare providers that they have enjoy in other segments of life. Payers and providers are focusing on cost while maintaining quality and

integrating new medical discoveries into pathways of care. In this context of growing competition amongst private hospitals, quality of patient service and patient relationship deserve a significant attention to acquire and retain a good reputation. A quiet revolution is talking place in hospital administration in India. The changing scenario of increasing customer expectations, customer demand, a variety of quality healthcare, the entrepreneurial spirit and professionalized management has compelled the private hospitals to adopt various strategies to gain competitive edge over each other which ultimately result in the creation of satisfied customers."

Objectives of the Study

- To analyze the respondent demographic profile utilizing health care sector in Tamil Nadu with special reference to Madurai District.
- To identify the level of perception of the patients about the health care industries in the study area.
- To offer possible suggestion for the betterment of health care industry in Madurai District.

Methodology

In this Article an attempt has been made to identify the factors that influence the level of perception by the patients who are utilizing the services offered by the Health Care industry in the study area. For this purpose, a field survey method was employed to collect first hand information from 360 sample respondents. The data were analyzed by using simple statistical tools like Percentage Analysis and servqual model.

Age of the Respondents

Age is an important factor to identify about the services in multi speciality hospitals. For the purpose of this study, age has been studied into four categories viz., upto 30 years, 31-40 years, 41-50 years and above 50 years. The details are furnished in the following table.

Table No. 4.1 Age of the Respondents

S.No.	Age	No. of Respondents	%
1.	Upto 30 years	135	37.6
2.	31 - 40 years	101	28.1
3.	41 - 50 years	95	26.4
4.	Above 50 years	29	7.9
	Total	360	100.0

It can be inferred from the above table that 37.6 per cent of the respondents belonged to the age group of upto 30 years, 28.1 per cent of the respondents belonged to the age group of 31-40 years, 26.4 per cent of the respondents belonged to 41-50 years age group and 7.9 per cent of the respondents belonged to above 50 years age group. It is

found from the analysis that majority (37.6%) of the respondents belonged to the age group of upto 30 years.

10.5

Gender of the Respondents

An attempt has been made to know about the gender of the respondents and their notion about the service quality in multi speciality hospitals. For the purpose of this study, gender has been studied into two categories viz., male and female. The details are furnished in the following table.

Table No. 4.2 Gender of the Respondents

S. No.	Gender	No. of Respondents	%
1.	Male	213	59.2
2.	Female	147	40.8
	Total	360	100.0

It can be stated from the above table that 59.2 per cent of the respondents belong to male category and 40.8 per cent of the respondents belong to female class. It is found from the analysis that majority (59.2%) of the respondents belong to male category.

Educational Qualification of the Respondents

Education is very important to everyone to uphold their way of living with their own desire. For the purpose of this study, educational qualification has been studied into five categories viz., illiterates, school level, graduates, post graduates and professionals. The details are furnished in the following table.

Table No. 4.3 Educational Qualification of the Respondents

S. No.	Educational Qualification	No. of Respondents	%
1.	Illiterates	49	13.6
2.	School Level	140	39.0
3.	Graduates	86	23.8
4.	Post Graduates	51	14.3
5.	Professionals	34	9.3
	Total	360	100.0

It can be identified from the above table that 13.6 per cent of the respondents are illiterates, 39.0 per cent of the respondents are educated at school level, 23.8 per cent of the respondents are educated at graduate level, 14.3 per cent of the respondents are educated at post graduate and 9.3 per cent of the respondents are professionals. It is noted from the above analysis that (39.0%) of the respondents are educated at school level.

Occupational Status of the Respondents

An attempt has been made to know about the occupational status of the respondents. For the purpose of this study, occupational status has been studied into four categories viz., employees, business people, professionals and others. The details are furnished in the following table.

Table No. 4.4 Occupational Status of the Respondents

S. No.	Occupation	No. of Respondents	%
1.	Employees	132	36.7
2.	Business people	165	45.8
3.	Professionals	35	9.7
4.	Others	28	7.8
	Total	360	100.0

It can be observed from the above table that 36.7 per cent of the respondents are employees, 45.8 per cent of the respondents are business people, 9.7 per cent of the respondents are professionals and 7.8 per cent of the respondents are having other kind of occupations. It is stated from the analysis that majority (45.8%) of the respondents are business people.

Monthly Family Income of the Respondents

According to the monthly family income of the respondents, their way of treatment in the hospital has varied. For the purpose of this study, monthly family income has been studied into four categories viz., upto Rs.10,000 Rs.10,001-20,000, Rs.20,001-30,000 and above Rs.30,000. The details are furnished in the following table.

Table No. 4.5 Monthly Family Income of the Respondents

S. No.	Monthly Income	No. of Respondents	%
1.	Up to Rs.10,000	129	36.0
2.	Rs.10,001 - 20,000	138	38.5
3.	Rs.20,001 - 30,000	80	22.1
4.	Above Rs.30,000	13	3.5
	Total	360	100.0

It could be identified from the above table that 36.0 per cent of the respondents are earning upto Rs.10,000 as monthly family income, 38.5 per cent of the respondents are earning Rs.10,001-20,000 as monthly family income, 22.1 per cent of the respondents are earning Rs.20,001-30,000 as monthly family income and 3.5

per cent of the respondents are earning above Rs.30,000 as monthly family income. It is found from the analysis that majority (38.5%) of the respondents are earning Rs.10,001-20,000 as monthly family income.

Marital Status of the Respondents

An attempt has been made to identify about the marital status of the respondents. For the purpose of this study, marital status has been studied into two categories viz., single and married. The details are furnished in the following table.

Table No. 4.6 Marital Status of the Respondents

S.No.	Marital Status	No. of Respondents	%
1.	Single	137	38.2
2.	Married	223	61.8
	Total	360	100.0

It can be inferred from the above table that 38.2 per cent of the respondents are single and 61.8 per cent of the respondents are married. It is stated from the analysis that majority (61.8%) of the respondents are married.

Residential Area of the Respondents

An attempt has been made to know about the residential area of the respondents. For the purpose of this study, residential area has been studied into three categories viz., rural, semi-urban and urban. The details are furnished in the following table.

Table No. 4.7 Residential area of the Respondents

S.No.	Residential Area	No. of Respondents	%
1.	Rural	68	19.0
2.	Semi-Urban	120	33.3
3.	Urban	172	47.6
	Total	360	100.0

It can be understood from the above table that 19.0 per cent of the respondents' belonged to rural area, 33.3 per cent of the respondents belonged to semi-urban area and 47.6 per cent of the respondents belonged to urban area. It is noted from the analysis that majority (47.6%) of the respondents belonged to urban area.

Table No. 4.8 Service Quality Perceptions of the Patients

Dimensions of Services Quality And Features	Strongly Agree	Agree	Neutral	Dis agree	Strongly Disagree
I. Tangibility					
1. Best & Latest – Modern looking medical Equipments	49	124	144	23	20
	(13.6)	(34.6)	(39.9)	(6.5)	(5.4)
2. Visually appealing Physical facilities	38	87	96	103	36
	(10.7)	(24.0)	(26.7)	(28.6)	(10.0)
3. Usage of Modern technology in Service.	42	97	184	28	9
	(11.8)	(26.8)	(51.2)	(7.8)	(2.4)
4. The hospital staff will be neat in appearance	156	121	73	8	2
	(43.2)	(33.6)	(20.3)	(2.4)	(0.6)
II. Reliability					
5. Doctors keep their promises	168	122	56	12	2
	(46.8)	(33.9)	(15.6)	(3.2)	(0.6)
6. The hospital staff show sincere interest in solving patients’ problems	166	115	71	5	3
	(46.1)	(31.8)	(19.6)	(1.5)	(1.0)
7. The services of the hospital will be quite dependable	166	138	48	5	3
	(46.0)	(38.5)	(13.3)	(1.4)	(0.8)
8. The hospital staff provide their services as promised	117	145	78	16	4
	(32.4)	(40.3)	(21.7)	(4.6)	(1.1)
9. Hospitals keep error-free records	92	154	92	19	3
	(25.4)	(42.8)	(25.6)	(5.3)	(1.0)
Iii. Responsiveness					
10. The employees in hospital inform exactly when services will be performed	64	164	94	26	12
	(17.9)	(45.6)	(26.1)	(7.1)	(3.3)
11. The employees in hospital give prompt service to patients	31	134	146	30	19
	(8.6)	(37.2)	(40.6)	(8.5)	(5.1)

12.The employees will always willing to help patients	36	123	170		12
	(10.0)	(34.3)	(47.1)	(5.3)	(3.3)
13.The employees will never be too busy to respond to request of the patients/attendants	59	105	178	12	6
	(16.5)	(29.0)	(49.4)	(3.3)	(1.7)
Iv. Assurance					
14.Employees" behavior instill patient confidence	88	72	61	71	68
15.Patients feel safe in their treatment	108	60	50	66	76
	(30.1)	(16.5)	(14.0)	(18.2)	(21.1)
16.Employees will be consistently courteous with the patients (Showing Polite, kind and good manners)	112	68	86	69	25
	(31.1)	(19.0)	(23.9)	(19.0)	(6.9)
17.Employees will have the sufficient knowledge to answer patients" Questions	135	62	78	61	24
	(37.6)	(17.1)	(21.7)	(16.9)	(6.7)

It can be surmised from the above table that the respondents focused upon tangibility of services quality perceptions of the patients in hospital. The respondents are neutral towards best & latest -modern looking medical equipments and usage of modern technology in service is 39.9 per cent and 51.2 per cent respectively. On the other hand, the respondents strongly agreed towards the hospital staff will be neat in appearance is 33.2 per cent and 28.6 per cent of the respondents are disagreed towards visually appealing physical facilities. It is found out from the analysis that majority (51.2%) of the respondents are neutral towards the service quality of usage of modern technology towards tangibility of services quality.

It can be observed from the above table that the respondents focused upon reliability of services quality perceptions of the patients in hospital. The respondents strongly agreed towards doctors" keep, their promises, the hospital staff show sincere interest in solving patients" problems and the services of the hospital will be quite dependable as 46.8, 46.1 and 46.0 per cent respectively. On the other hand, the respondents agreed towards the hospital staff who provide their services as promised and hospital keep error-free records as 40.3 and 42.8 per cent respectively. It is noted from the analysis that majority (46.8%) of the respondents strongly agreed towards doctors" keep their promises towards reliability of services quality.

It can be obtained from the above table that the respondents focused upon responsiveness of services quality perceptions of the patients in hospital. The respondents agreed towards the employees in hospital inform exactly when services will be performed is 45.6 per cent. On the other hand, the respondents are neutral towards the employees in hospital give prompt service to patients, the employees will always willing to help patients and the employees will never be

too busy to respond to the request of the patients/attendants is 40.6, 47.1 and 49.4 per cent respectively. It is noted from the analysis that majority (49.4%) of the respondents are neutral towards the employees will never be too busy to respond to the request of the patients/attendants towards responsiveness of service quality.

It can be implied from the above table that the respondents focused upon assurance of services quality perceptions of the patients in hospital. The respondents strongly agreed towards employee's behaviour instill the patients confidence, patients feel safe in their treatment, employees will be consistently courteous with the patients (showing polite, kind and good manners) and employees will have the sufficient knowledge to answer patients' questions as 24.6, 30.1, 31.1 and 37.6 per cent respectively. It is stated from the analysis that majority (37.6%) of the respondents strongly agreed towards employees who will have the sufficient knowledge to answer patients' questions towards assurance of service quality.

It can be determined from the above table that the respondents focused upon empathy of services quality perceptions of the patients in hospital. The respondents strongly agreed towards the hospital employees will give the patients individual attention, hospital will have operating hours convenient to all patients, the hospital staff will understand/justifying the needs of their patients and the hospital employees will have the patients best interest at heart is 30.1, 28.3, 31.3 and 26.0 per cent respectively. On the other hand, 37.1 per cent of the respondents agreed towards employees who deal with patients in a caring fashion. It is stated from the analysis that majority (37.1%) of the respondents agreed towards employees who deal with patients in a caring fashion towards empathy of service quality.

Conclsion

India is second most crowded nation on the planet after that china. In spite of the fact that there have been real upgrades in general human services division in since 1950's. In the cutting edge monetary condition corporate doctor's facilities assumed on essential part in the present human condition, and most recent couple of decades corporate clinics has seen great advancement in the wellbeing and doctor's facilities awareness openly environment, in different weight of illnesses. While change of innovation and went into more multispecialty healing facilities in show aggressive worldwide condition. And also expanding the proficiency level and progression of instruction center point Since the present shopper condition looking forward best value, great framework offices, mechanical change and accessibility, best installment choices and great nature of administration and medicines. this investigation proposes innovation and foundation will be amusement changes in the way in which human services administrations will be conveyed in India. The private area will be the significant main impetus behind innovation reception in the human services framework. This insurgency can enhance the patients encounter and work all the more proficiently. This investigation proposes innovation and foundation will be diversion changes in the way in which medicinal services administrations will be conveyed in India. The private division will be the real main impetus behind innovation reception in the medicinal services framework. This unrest can enhance the patients encounter and work all the more proficiently.

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SUSTAINABLE DEVELOPMENT THROUGH CORPORATE SOCIAL RESPONSIBILITY – A REVIEW

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Abstract

In the recent decades, the discussion about sustainable development has taken a prominence among industry as well as academia. Sustainable development and Corporate social responsibility are very related business concepts that influence the business strategy and governance. Sustainable Development or SD involves the use of efficient operational practices that preserves the finite environmental resources and being socially responsible. Corporate Social Responsibility or CSR also known as corporate responsibility, involves how businesses integrate the social, environmental, and economic challenges in to their strategy, balancing the corporate citizenship and responsibility of the ecosystem, and give back to the communities they operate. This article reviews SD and CSR and outlines how SD as part of the larger CSR framework of an organisation will yield numerous benefits to the organisation, its stakeholders, and the society at large.

Keywords: Sustainability, CSR, Sustainable Development, Corporate Sustainability, SD

Introduction

The word sustainability is derived from the Latin word “sustinere” (tenere, to hold; sub, under) which essentially means maintain, support or endure. The term sustainability has been used since the 1980s and was more used to denote the aspects human sustainability on planet Earth¹. In 1987, the Brundtland Commission of the United Nations quoted on Sustainable Development (SD) as the one that meets the needs of the present without compromising the ability of our future generations to meet their needs. Ever since there has been a focus on sustainable development or sustainability. The 2005 World Summit on Social Development, identified three goals for sustainable development and they are: 1) economic development, 2) social development, and 3) environmental protection. The three goals a.k.a pillars of sustainability are not mutually exclusive, but rather mutually reinforcing. These three pillars are interdependent and have served as a common framework for the development of various sustainability standards. The concept of sustainable development evolved in the last few decades and represents the balancing of local and global efforts to meet human needs without destroying or degrading the natural ecosystem. As such, sustainable development lays the foundation to improve the lives of the present and future generations through economically, socially, and environmentally sustainable means. The Brundtland Commission dissected sustainable development in to three parts, and elaborated that it is focused on the future, without going beyond the environmental limits, and it benefits (or at least considers) the

poorest in the society. In essence, sustainable development is an approach that takes into consideration the finite resources in the planet.

The concept of Corporate Social Responsibility (CSR) is more than 50 years old. While the term SD has been in use since the 80s, the term CSR has been in existence since the 50s itself. Bowen (1953) defined CSR as an obligation to follow the policies to make decisions and to follow the actions which are compatible with the objectives and values of the society.² Though the term social responsibility was widely used in the early 50s and 60s, it was argued that it consists of four components such as economic, legal, ethical, and discretionary expectations that society has about a company and the companies need to decide which component they would focus on (Carroll, 1979)³. The World Business Council for Sustainable Development (WBCSD) considers CSR as an engine for social progress and further defines CSR as a commitment by the business to contribute to sustainable economic development, working with their employees, their families, local community, and the society (WBCSD, 2006)⁴. On the other hand, the Commission of the European Communities stated that CSR integrates the social and environmental concerns into their business operations and interactions with their stakeholders on a voluntary basis (Commission of European Communities, 2001)⁵. The article reviews the CSR approach to sustainable development.

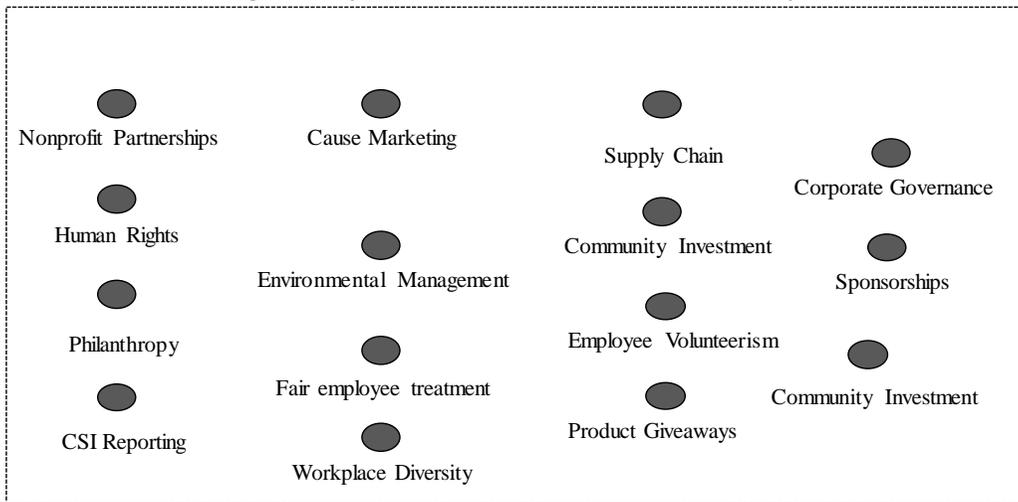
Sustainable Development and Corporate Social Responsibility

The issues around of Sustainability are far and many. It is obvious to anyone that the average lifespan of a human being is ever on the rise, and on the other hand the world population is also steadily increasing. The increase in population is one of the primary reasons that we need to look at sustainable development in a focussed way more than ever. A rising population will also make use of water, food and shelter, and continuing to provide these essentials to them needs an infrastructure that is sustainable on a long-term basis. For example, if we consider the use of finite fossil fuels for generating energy without considering sustainable options, the cost and the environmental impact of providing even these basic needs would become a mind boggling one. Agriculture needs to scale up as well. As population increases, we cannot continue using the unsustainable agricultural practices such as tilling, seeding, watering, spraying, and harvesting that does not look into the future, as these practices will become very costly as the fossil fuels run out. Another dimension is that the cities need to sustainably develop as well to accommodate the influx of more population to live in the cities. Climate change is another issue that would add more strain on the world climate, as people use more and more fossil fuels to generate energy which are not sustainable and produce more greenhouse gases. Sustainability has an impact on the businesses as well and they are huge. The Business and Sustainable Development Commission of the UN released a report in 2017 that states that achieving sustainable development goals in four sectors alone – food and agriculture, cities, energy and materials, and health and well-being would create \$ 12 Trillion new market opportunities by 2030⁶. The savings from reduced carbon emissions, use of water and other resources would turn in to an overall profit as high as \$ 17 Trillion. The prize

for integrating sustainability in to businesses operations is very attractive and sustainability is not just a buzz word anymore.

CSR is also known as corporate responsibility, corporate accountability, corporate ethics, responsible entrepreneurship, triple bottom line, and so on CSR does not have a universally accepted definition and is generally understood to be the way businesses integrate economic, environmental, and social challenges in to their strategy, vision, operations and decision making in a transparent and accountable way. The figure 1 provided above summarises the CSR landscape of any enterprise.

Figure 1 Typical CSR landscape of a company



The concept of Sustainable Development and Corporate Social responsibility progressed separately for few decades as it was not explicitly clear about the relationship between the two. A study by Elkington (1998)⁷ reviewed the relationship between CSR and SD and introduced the concept of triple bottom line, which has economics, environment, and social as the three dimensions. Elkington (1997) suggested that corporations should not only focus on economic profits, but equally on social and environmental dimensions as well. A study by Behringer and Szegedi (2016)⁸ analysed the United Nations conferences on sustainability and concluded that a critical role for the enterprises and large companies for sustainable development are earmarked as part of their CSR and accountability requirements, since the year 2000. Their study also points out that the responsibility of achieving sustainable development was shifted from the state's responsibility towards a multi-player responsibility, and that would include the government, and the public and private enterprises. The role of the businesses - large and small became a focus point of sustainable development. United Nations World Summit on Sustainable Development (WSSD 2002) held in Johannesburg in 2002 called for a greater role for the organizations and reiterated that sustainable development should be integrated in to the corporate strategies and programmes and asked the businesses not to do something different from their normal business, rather asked them to conduct their normal business differently.

The interaction between the concepts of sustainable development and CSR has strengthened in the past 2 decades and drew attention among the research scholars as well. World Business Council for Sustainable Development, 2000 stated that CSR is considered as an integral part of sustainable development and described CSR as the business contribution to sustainable development. Steurer, Langer, Konrad, and Martinuzzi, 2005⁸⁹ stated that corporate sustainability is the company's version of sustainable development and CSR is a voluntary approach to sustainable development. The relationship between SD and CSR was further studied by Ebner and Baumgartner (2006)¹⁰ to review whether CSR is a subset of SD (CSR is the SD at the corporate level) or CSR can be synonymously used with SD. The result of this study was inconclusive, though one can see researchers using SD as the basis for CSR, some use SD and CSR interchangeably, and few others indicate that CSR is the social dimension of SD. The authors view that as CSR addresses all the three dimensions of economics, social, and environment, organizations can address SD through the CSR as a strategy. In Indian context, several organizations use the terms CSR and SD together as well.

CSR as a business strategy is integral to the organization's efforts towards achieving the economic, social, and environmental dimensions of sustainable development goals. CSR allows the businesses to respond effectively to the society's needs, irrespective of whether they are economic, or environmental, or social problems or challenges. It is in the businesses' interests to address these problems effectively. Ideally, government agencies, international organizations, businesses, non-governmental bodies, and communities should come together and work towards sustainable development, and businesses can play a vital role through their CSR programs, though it needs lot of coordination between all the stakeholders. These various elements of CSR programs as outlined in Figure 1 are frequently interconnected as well as interdependent, and it applies to enterprises irrespective of where they operate in the world. Lastly, businesses can prosper only when the ecosystem and society they operate on remain healthy and sustainable.

Corporate Social Responsibility – Approach and Benefits

Thomas Friedman (2005)¹¹ in his writing on the World is Flat stated that in the flat world with complex and lengthy supply chains, the balance of power between global companies and the individual communities in which they operate is tilting more and more in favour of the companies and as such, these companies are going to command more power, not only to create value, but also to transmit values, than any other institution on the planet. Such is the importance of the role played by the companies and their CSR programs. According to the 10th PricewaterhouseCoopers Annual Global CEO Survey stated that 81 per cent of CEOs surveyed (between September and December 2006) agreed with the statement: that their companies' development programmes focus increasingly equipping their leadership to take a role in creating a sustainable business environment¹².

Organizations need to approach CSR strategically to reap all the potential benefits. The companies must do more rather than focusing on merely helping the communities. Along with

marketing, operations, research and development, innovation, talent management as well as branding, CSR should be looked upon as a component of their business strategy. In a HBR article, Michael Porter and Mark Kramer¹³ stated that the prevailing approaches to CSR are so fragmented, and indeed suggested the corporations to analyse the prospects for social responsibility using the same frameworks that guide their business choices. They reiterated that corporations would soon realise that CSR is much more than a cost, constraint or a charity – to a source of opportunity, innovation and competitive advantage. Professor McElhaney (2009)¹⁴ outlined the following approach for the companies to develop a CSR strategy:

- Senior leadership and management team of the company must make an authentic and firm commitment to CSR and engage in it.
- Determine the key objectives of the company and develop CSR strategy to achieve the objectives.
- Align CSR strategy with the company's core competencies.
- Fully integrate CSR in to the culture, governance, and strategy development of the company and in to existing management and performance systems.
- Develop performance metrics, or key performance indicators (KPIs) to measure the impact of the CSR strategies.

Some of key benefits of CSR approach to sustainable development is elaborated as follows (Hohnen & Potts, 2007)¹⁵:

- **Risk Assessment and Management:**

Companies can better anticipate the broad spectrum of risks faced by them and effectively management them well. The risks could involve social, economic, environmental and other risks and they can be managed with an effective CSR program in place. This would ensure a proper risk assessment and management program on a continual basis.

- **Brand/Reputation Management:**

Organizations can build their brand or reputation based on a well-executed CSR program(s), while those perform poorly can tarnish their brand. Even for a company that does not have a direct retail exposure, their reputation for addressing CSR issues can either position them as a reliable and responsible supply chain partner or otherwise. In 2008, Walmart launched its first ever magalogue in-store to promote not only the greenness of their products, but also of their partners including GE, Proctor & Gamble and Clorox. The magalogue aimed at informing over 200 Million Walmart customers how they can contribute to helping the planet by choosing products that not just saves money.

- **Improved Competitiveness:**

As outlined earlier, CSR is a source of opportunity, innovation and competitiveness. The company can draw feedback from a diverse of stakeholders including their consumers, to draw ideas around new products, services or markets, resulting in a competitive advantage. Companies can design, produce and market a green product that addresses the sustainability issues.

- **Enhanced operational efficiencies and cost savings:**

The enhanced operational efficiencies can be achieved through a continuous improvement process. This could involve assessing the environmental and energy aspects of an operation and this can potentially turn a waste stream in to a revenue stream. Not only that, it can provide opportunities in reducing the energy consumption, costs as well as enhance the reputation of the brand.

- **Improved ability to build and manage efficient supply chains:**

Any firm is vulnerable to a weak link in its supply chain. It is make or break situation for any organisation if its supply chain is vulnerable. Companies should focus on improving the supply chain operations; establish the supplier codes and standards. For example, the apparel retailer Gap Inc. routinely takes even their board members on factory tours to China so that they see the value of the supplier codes of conduct and audits.

- **Enhanced Ability to Address Change**

Increasingly companies are using CSR as a radar to analyse the evolving trends in the market place and can closely monitor the regulatory environmental, economic, and social changes that may occur. Companies can respond faster in such circumstances.

- **Access to Capital:**

Financial institutions are incorporating social and environmental criteria while evaluating and financing projects. The indicators of an effective CSR management would come in handy for firms to convince the financial institutions relatively easily and obtain the necessary financial support. A good CSR approach can serve as a proxy for a good management and leadership.

- **Improved Relations with Regulators**

The firms that undertake social and environmental activities beyond what is required by legislation stand to gain in terms of expedited approval process for their businesses in many countries as their governments support firms that focus on sustainability. As the country's sustainability goals at a macro level depend on how the firms operate and vouch for sustainability at the micro level, the CSR indicators of a company is of paramount importance to the respective governments.

Conclusion

The concepts of SD and CSR while existed in the 20th century, took a new meaning since the dawn of the 21st century. Due to the increasing emphasis on environmental protection and focus on sustainability, consumers pay more attention to the way companies operate. It is increasingly a necessity for the businesses to adopt business practices in such a way that it promotes the social and environmental wellbeing for now and in future, while protecting its business interests. While ignoring responsibilities across the social, economic and environmental dimensions, could be detrimental to the growth of a business and would lead to negative publicity and backlash from the communities that it operates. A larger CSR program which addresses the sustainability issues, and aligned with the company's key objectives and

core competencies, would pave a way for to operate with fairness and transparency to its suppliers and customers, actively participate in local communities and be socially and environmentally responsible, value employees and their families, while maximising the shareholder value.

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MARKETING PROSPECTS OF GREEN ENTREPRENEURSHIP IN INDIA

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Abstract

Change in consumer buying behaviour on the basis of eco-friendly or green product there is a scope creation for the green entrepreneurship. Green entrepreneurship means innovates, substitutes the traditional or conventional products into the green products and taps the green market. Formation of the green market is a kind of an opportunity for these green entrepreneurs as it is an emerging market and not penetrated enough. These green entrepreneurs are also called 'Enviropreneurs' as they build their business which is favorable to the environment and future society. This paper has dealt with marketing prospects of green entrepreneurs in India.

Introduction

Green Entrepreneurship is one of those concepts that every manager, every top executive and every entrepreneur should know by heart and apply to their daily and business life. However, there are still too many companies and new business projects that miss the importance of this subject and relegate it to a secondary level or just forget to include it at all.

Increasing awareness on the various environmental issues has led a shift in the way consumers go about improve their life. There has been a transform in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Emerging green entrepreneurs and manufacturers however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. In the modern era of globalization, it has become a challenge to keep the consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Green entrepreneurs and green marketing is a phenomenon which has developed particular importance in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world and is seen as an important strategy of facilitating sustainable development.

The concept of green entrepreneurs is not only helping consumer in getting their green products and services but also make people learn towards greening ecosystem. But green entrepreneurs also face challenges such as lack of substitution of the conventional products, cost controlling, redesigning, raw material and lack of R&D infrastructure etc. These challenges can be reduced in further development. On the other hand it is also true that successful green entrepreneurs create changes in the society in form of providing a good natural environment

Some of the Advantages of Green Entrepreneurs

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, although initial cost is more.
- It helps the companies to market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
- It promotes corporate social responsibility.

Reasons for Adopting Green Entrepreneurship

- Opportunities available and competitive advantage.
- Corporate social responsibility on the part of companies.
- Government regulations.
- Competition with other responsible companies.
- Goodwill of the company.
- Environment conscious consumers.
- For conserving scarce natural resources.

Characterize Green Products

- Products those are initially developed.
- Products those are recyclable, reusable and biodegradable.
- Products with common fixings.
- Products containing reused substance and non dangerous synthetic.
- Products substance under affirmed chemicals.
- Products that don't hurt or contaminate nature.
- Products that won't be tried on creatures.
- Products that have eco-accommodating bundling i.e. reusable, refillable holders and so forth.

Golden Rules of Green Entrepreneurs

Know Your Customer: If you want to sell a greener product to consumers, you first need to make sure that the consumer is aware of and concerned about the issues that your product attempts to address.

Empower Consumers: Make sure that consumers feel, by themselves or in connect with all the other users of your product, that they can make a difference. This is called “empowerment” and it’s the main reason why consumers buy greener products.

Be Transparent: Consumers must believe in the legitimacy of your product and the specific claims you are making. The rest of your business policies are consistent with whatever you are doing that’s environmentally friendly.

Reassure the Buyer: Consumers must be made to believe that the product performs the job it’s supposed to do- they won’t forego product quality in the name of the environment.

Consider Pricing: If entrepreneur may charging a premium for his product and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients-make sure that consumer can afford the premium and feel it’s worth it. Many consumers, of course, can’t afford premiums for any type of product these days, much less greener ones, so keep this in mind as they develop their target audience and product specifications. Social Responsibility. Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives.

Conclusion

Green businesses are gaining popularity as more opportunities arise for eco-entrepreneurs to invest in. This business is mainly driven by the demand of consumers who are interested in purchasing goods and services that incorporate eco-friendly manufacturing processes. In fact, most of the services and products being offered today have been greened. Companies that develop new and improved products, and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability and enjoy a competitive advantage over the companies that are not concerned for the environment. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment.

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ECOTOURISM IN TAMILNADU: A STUDY ON KOONDANKULAM BIRD SANCTUARY AND ITS REGIONAL DEVELOPMENT OF THE RURAL COMMUNITIES

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Abstract

Ecotourism is about combine conservation, communities, and upheld travel Ecotourism is accountable travel to likely areas that conserve the environment, sustain the well-being of the local public, and involve understanding and education. Ecotourism helps in regional development by providing the source of income to local community which is more sustainable. This sanctuary is keenly sheltered and controlled by the village people. The local community is taken a keen interest in caring this sanctuary. The faeces of birds and deposit from the tanks are used as a fertilizer to their paddy fields. Therefore, ecotourism is acknowledged as a different type of regional improvement.

Keywords: *Regional Development, Tax exemption and environmental conservation.*

Ecotourism is a voyage to attracted places that conserve the environment and well-being of the local public, and involve understanding and education.

Principles of Ecotourism

Ecotourism is about combine conservation, communities, and upheld travel. This manner that person who desired or participate or both in publicize the ecotourism should adopt the following principles. They are, Minimize substantial, social, behavioral, and emotional impacts, construct environmental and cultural awareness, offer positive experiences for guests, Provide direct monetary benefits for protection, distinguish the rights and spiritual attitude of the native people in your population and employment in partnership with them to create empowerment.

Literature Review

Kiper, Tugba. (2013) says that Ecotourism is a form of sightseeing developed in natural region, whose goal is to recognize and to be thankful for nature and local civilization. This incorporates protection measures and ensures an active association, give rise to benefits for the local population. But it differs from it by features related to local community issues, understanding for visitors to a particular destination. Tourism has a composite impact on the surroundings, but it is also creating both cost and benefits. Ecotourism contributes to increased income from tourism, but also to the positive social effects; worldwide, there are a large number of natural areas associated with a specific cultural diversity, resulting in particular through the continuation of the long background and customs.

Gurung, B. Dhan. and Seeland, Klaus. (2008) says that the tour operators and foreign tourists indicate that visitors interested in the natural beauty of the Himalayas. By attracting the tourists, ecotourism could contribute to the goals of Gross National Happiness. The study identified that the majority of travelers are in favor of ecotourism activities that might benefit local rural communities.

Basic objectives for the successful of ecotourism industry

- Build green and cultural being able to react quickly.
- Use public transportation in the ecotourism places and don't waste the local resources.
- Buy local, authentic products at least in the ecotourism spots this will be empowerment for local people.

The bottom line of green tourism should concern three basic stuffs

The welfare of the local communities, the security of the local environment, the first-class experience of the visitors

Social, environmental and economic impacts of Ecotourism

Ecotourism is a conserving an ecological balance by avoiding depletion of natural resources-based tourism. It gives priority mainly on enjoying the feeling and education about nature, its landscape, flora, fauna and their habitats, as well as cultural information on the locality. (Dowling, 1997; Fennell, 1999)

Ecotourism entails a combination of conservation and tourism to benefit local settlers, especially focusing on socially and economically (Myburgh & Saayman, 2002).

Ecotourism and regional development

Ecotourism is the rooted in the view of continual evolution of the local province (Minn. Mc, 1997; King & Stewart, 1992; Place, 1995; et. al.). (Ritchie & Crouch, 2003) Ecotourism is often perceived as a tool for promoting regional economic development in most of the developing countries. Ecotourism helps in regional development by providing the source of income to local community which is more sustainable. Many of them identified ecotourism as a best way to protect the natural environment and create social and economic development of the region. Ecotourism includes a nature-based activities that advance visitor positive reception and learning of natural and cultural heritage of the locals. Therefore, ecotourism is acknowledged as a different type of regional improvement. The ecotourism aims to conserve local resources, ecological diversity, and maintain the use of resources, which can gain mental peace to travelers (Tewodros, 2010, Godratollah et al., 2011, Bansal & Kumar, 2011.). Ecotourism is progressively working for regional development program for locality (Vogt, 1997).

Koonthankulam and its Regional Development

Koonthankulam Bird Sanctuary is a 1.2933 km² (0.4993 sq mi) protected area declared as a sanctuary in 1994. It is a very active town on the banks of the Tamirabarani River. This is the prime store for breeding water birds in South India. It is a vital Bird Area, code: IN269, criteria: A1, A4i.

This sanctuary is keenly sheltered and controlled by the village people. The local community is taken a keen interest in caring this sanctuary.

Birds coming to villagers' back garden are safe guarded properly and treated as indications of prosperity. The faeces of birds and deposit from the tanks are used as a fertilizer to their paddy fields. All villagers protect the birds, their nests and baby birds. Anyone troubling the nests is sentenced by shaving their head, or taking the person on the donkey procession. Deepavali is not practicing here because the sound of crackers, birds will not come. If birds would not come then the villagers livelihood will be affected by non inward migration of the a migratory bird present in a locality for only part of the year due to the reason the commercial organization and operation of holidays and visits to places of interest will lose the demand.

Conclusion

Most forms of ecotourism are owned by overseas investors that provide few benefits to the local people in the world wide. The bunches of proceeds are taken by usual instead of restore into regional advancement of the local economy / environmental protection. As like the Special Economic Zones policies, Government should handout tax exemption for the profits which is reinvested in regional development and environmental protection. Buy local, authentic products at least in the ecotourism spots this will be empowerment for local people. Ecotourism has fascinated attention in recent years in not only Tamil Nadu but also the world wide for alternative to mass tourism, but also as an endangered to encourage a country's economic development and environmental conservation. Ecotourism includes nature-based activities that advance visitor positive reception and learning of natural and cultural heritage of the locals. Therefore, ecotourism is acknowledged as a different type of regional improvement.

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MODERN APPROACH OF CRUDE OIL ON THE INDIA COMMODITY MARKET

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Abstract

In India have a more resource but utilization of resource is very low. If utilizing the resource in fully that time got a first place among all the field like production, trading in the world. The LPG liberalization is a one of the best treasure in the world famous traders because they are interesting to invest the money in Indian market. But some of the rules and regulation are stop or limit the foreign money to India. The liberalization is as making economics free to enter in the market and establish their venture in the Indian country. Privatization is the control of economic and sifted from public to a private hand. Globalization is described as the process by which regional economies, societies, and cultures have become integrated through a global network of communication, transportation, and trade. The period of Dr. Manmohan Singh, former finance minister opened the way (LPG liberalization of free economy in the country which lead to the great development of the country. Hereafter, the foreign money circulation is more than the previous year. These are the reason majorly influenced in the stock and commodity market like gold, silver crude oil and so on. These research paper concentrate the production of crude oil in Indian as well as deals with toper of crude oil sectors in worldwide.

Keyword: Crude Oil, Production, Performance of India and International Market.

JEL Classification: Q21, Q27, Q41, Q43

Introduction

The money what is saved out of earning is called saving which are to meet future expenses. Instead of keeping the saving idle, it is advisable to use it to get good return on it in the future is known investment. These investments spilt out the shares, commodities and so on but share and commodity only have more attraction compare to other sectors. Commodity market is a place where trading in commodities takes place. It is similar to an equity market, but instead of buying or selling shares one buys or sells commodities. The commodity market are covered energy, bullion, and base metals agri commodity. The energy market deals with crude oil, heating oil, natural gas, gasoline and so on. In this study discussed more relating to crude oil because the top of the news in everyday and crude also top of the commodities to trade in regular base compare with other commodity in India.

Objectives

1. To understand the theoretical background of the crude oil in India.
2. To measure the short run relationship through descriptive studies of crude oil productions.

Performance of Crude Oil Production in India

Crude oil is a yellowish black mineral oil. It is extracted from under the surface of the earth. This oil consists of a number of hydrocarbon compounds. This mixture of hydrocarbons

remains in the liquid form under the normal atmospheric temperature and when distilled, a number of by-products can also be extracted. Crude oil can be different types depending upon its origin and its relative weight. Brent crude oil is one of the most important types of crude oil and is also considered as a benchmark in the context of the price fixation of the other types. The world's richest nations as at their current positions just because of the oil factors. The major crude oil producing countries of the world include Saudi Arabia, Russia, USA, Iran, Mexico, China, Norway, Canada, Venezuela, USA, Kuwait and Iraq.

The major crude oil exporting countries with their exporting figures are Saudi Arabia, Russia, Norway, Iran, Venezuela, UAE, Kuwait, Nigeria, Mexico, Iraq, Kazakhstan and Qatar. The major importers of crude oil in the world include USA, Japan, China, Germany, South Korea, France, Italy, Spain, India and Taiwan.

India is not among the major producers of crude oil, as it doesn't have much oil reserves. That is why it generally depends on imports of crude oil from other countries. The major oil reserves in India are situated at Mumbai high, Upper Assam (Assam), Cambay (Gujarat), Krishna-Godavari basin (Andhra Pradesh), Cauvery basin (Tamil Nadu), Nagaland and Arunachal Pradesh. India is one of the non-OPEC countries much dependent on its imports to fulfill the domestic consumption demand as it has a much lower level of production. In India, the imports of crude oil are from different places like Venezuela, Nigeria, Sudan, Iran and Kuwait. The crude oil market and production affected/influenced by some important factors such as Production of the major oil producing countries, various climates or political supply fluctuations, world oil demand, fluctuations in the value of the dollar, imports from world oil organizations like API, DOE and refinery fire.

The major trading centers based on the production of crude oil in the world like New York Mercantile Exchange (NYMEX), International Petroleum Exchange of London (IPE) and Tokyo Commodity Exchange (TOCOM). In India, crude oil is traded on various commodity exchanges namely MCX and NCDEX.

**Table 1 Month-Wise Crude Oil Production in India
(April 1999 to March 2017) (In ' 000 Tonne)**

Sl. No	Year	Apr.	May	Jun.	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
1	2000-01	2695	2837	2665	2754	2762	2674	2663	2578	2667	2613	2435	2606
2	2001-02	2555	2710	2682	2782	2764	2689	2769	2707	2812	2820	2435	2703
3	2002-03	2553	2582	2483	2623	2763	2707	2801	2723	2780	2781	2427	2809
4	2003-04	2622	2816	2728	2849	2815	2710	2811	2808	2807	2790	2548	2831
5	2004-05	2572	2667	2754	2858	2735	2710	2886	2777	2893	2907	2731	2885
6	2005-06	2814	2886	2783	2864	2874	2777	2881	2801	2876	2913	2596	2917
7	2006-07	2802	2830	2792	2751	2411	2572	2679	2563	2642	2770	2542	2844
8	2007-08	2752	2863	2826	2863	2701	2814	2928	2814	2924	2901	2666	2934
9	2008-09	2791	2818	2774	2888	2876	2795	2924	2822	2882	2895	2728	2925
10	2009-10	2818	2908	2645	2801	2847	2784	2917	2837	2874	2660	2559	2857
11	2010-11	2730	2783	2752	2790	2775	2770	2855	2793	2905	2920	2660	2958
12	2011-12	3186	3229	3166	3277	3248	3118	3218	3084	3173	3173	2997	3218
13	2012-13	3143	3249	3142	3256	3228	3065	3204	3107	3206	3165	2876	3225
14	2013-14	3106	3171	3123	3179	3180	3081	3179	3141	3256	3260	2931	3174

15	2014-15	3104	3160	3125	3147	3024	3045	3218	3143	3210	3188	2875	3227
16	2015-16	3020	3184	3101	3134	3193	3042	3151	3039	3080	3038	2897	3062
17	2016-17	2957	3078	2967	3077	3068	2917	3051	2876	3055	3075	2797	3090

Source: <https://www.indiastat.com/>

Table 2 Nature of Monthly Series for the Crude Oil Production in India

Statistics	Mean	Maximum	Minimum	Std. Dev.	Skewness	Kurtosis	Jarque-Bera	Probability	Sum
2000-01	2662.417	2837	2435	102.0147	-0.496395	3.516676	0.626294	0.731143	31949
2001-02	2702.333	2820	2435	110.5	-1.289924	3.984362	3.812294	0.148652	32428
2002-03	2669.333	2809	2427	131.9038	-0.589832	1.957158	1.239562	0.538062	32032
2003-04	2761.25	2849	2548	92.75101	-1.295896	3.441787	3.456282	0.177614	33135
2004-05	2781.25	2907	2572	105.8594	-0.412932	2.212665	0.650974	0.722176	33375
2005-06	2831.833	2917	2596	88.54052	-1.615304	5.208315	7.656738	0.021745	33982
2006-07	2683.167	2844	2411	137.5261	-0.543646	2.162466	0.941834	0.624429	32198
2007-08	2832.167	2934	2666	88.71182	-0.581673	2.221264	0.979901	0.612657	33986
2008-09	2843.167	2925	2728	63.73501	-0.270665	1.889752	0.762844	0.682889	34118
2009-10	2792.25	2917	2559	112.5014	-0.907911	2.62091	1.72046	0.423065	33507
2010-11	2807.583	2958	2660	86.07128	0.281544	2.332011	0.381639	0.826282	33691
2011-12	3173.917	3277	2997	77.31689	-0.944497	3.370858	1.852915	0.395954	38087
2012-13	3155.5	3256	2876	105.711	-1.599644	5.096119	7.314577	0.025802	37866
2013-14	3148.417	3260	2931	86.53581	-1.16127	4.511849	3.83994	0.146611	37781
2014-15	3122.167	3227	2875	100.7813	-1.246466	3.986308	3.593759	0.165815	37466
2015-16	3078.417	3193	2897	82.1611	-0.53124	3.125196	0.572269	0.751162	36941
2016-17	3000.667	3090	2797	96.48112	-0.895342	2.535922	1.71096	0.425079	36008

Source: Author Calculations (EViews 7) Table 2 reveals that the nature of the monthly series for the crude oil production in India. The mean value is found out that the crude oil commodity have the positive values during the 2000-2001. It indicates that the price of crude oil is constant in trend during the period of study. The maximum value is 3277 in the year of 2011-12 followed by 3260 during 2013-14. The minimum crude oil values from the year of 2006-07 (2411tonne).

The standard value is to find the deviation from the standard value. The highest value of standard deviation is 131.9038 in 2002-2003. Followed by aluminium (0.382682) the lowest value of standard deviation is crude oil.

The skewness represents that the commodity of crude oil is negative values during 2001-2017 except the 2010-11 (0.281544) other year of crude production are negatively skewed were as all other six commodities are positively skewed.

From Karl Pearson’s skewness measure that the distribution of curve during 2001 to 2017. The eight years of crude production are platykurtic distributed because it indicates that the value is less than the three. The other selected crude oil are leptokurtic distributions because these values are more than three. As per the JarqueBera test, the production of the crude oil is not normally distributed because the P value is less than 0.05 except the 2012-13.

Conclusion

The commodity is basically three types such as bullion, basemetals, and energy and agri commodity. The crude oil is one of a good commodity under the energy on the Indian commodity market. This research paper fully covered the productions of crude oil in India, which is highly impact on the commodity market as well as import & export of the crude oil.

The crude oil is the best commodity to invest the money in the online commodity market. The descriptive statistic is displaying the short run relationship towards the crude oil. Hence, the volatility is low compared with other commodity which means strongly invest the money in this respective sector of crude oil.

Acknowledgement

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IMPLEMENTATION OF 5S MODEL IN EDUCATIONAL INSTITUTION

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Abstract

5S is an approach for workplace organizations it drives workplace effectiveness and productivity enhancement it not only helps to spot unwanted things in the workplace but also creates an environment wherein teams get involved in improvements. Work place organization is a key to increase the effectiveness of teams and there by the organization. Hence there is a need to have a well organized work place organization methodology in every part of the organization.

Keywords: Productivity, Workplace Efficiency, Resource Utilization, Environment

Introduction

This paper explains the importance of a well organized work place in an educational institute and benefits of 5s that is implemented. It will be a roadmap for creating a clean and systematic work process in the institute. One of the most significant developments in recent times is giving more importance to the Work place organization and information management. Proper planning and management of Information, ranging from personal data to organizations details and small information to business prospects is necessary in the present world.

Overview of 5s Model

5S is a process of creating and maintaining a safe, well organized and clean environment. Promoting 5S doesn't mean just picking up the waste and throwing it though identifying the wastes is one of its major aspects but the major emphasis is on being organized, and maintaining a designated place for each thing and also implementing the thing that when the things are taken from their respective places they are kept back in the same place from where it was been picked

5'S helps in removing the problems like

1. Defects are less obvious in stuffed cupboards.
2. Cabinets do not receive sufficient checkup maintenance and tend to Damage easily.
3. Filthy work environments can lower morale and also doesn't give a good environment for studies.
4. Ineffective cleanliness leads to some kind of diseases.

Initial stages in implementation of 5s

Seiri-sorting

SEIRI is concerned with sorting the items and finding out the necessary and unnecessary items. This phase is mainly to identify the wastes in each zone's and their subzones and to

eliminate them. This would reduce the space utilization in the college and also will create more clean and neat environment.

The implementing of this phase has to undergo the following steps:

1. Look at all the parts of the college at each and every subzone and identify the items which are not needed and are not necessary.
2. Develop a criteria and a particular way of disposing the products.
3. Take photographs wherever it is necessary for checking purpose.
4. The items are kept by tagging them with different colors.
5. This visual display gives the advantage of finding out the unnecessary items easily

Seiton- Set In Order

SEITON is concerned with keeping the necessary items in correct place so that they can be easily accessed. In this phase every necessary items are kept in a good order and focus on more effective and efficient way of using the storage space. For implementing this phase college needs to undergo the following steps:

1. To make sure that all unnecessary things are eliminated from the college.
2. As per the requirement the items are kept according to their frequency of usage.
3. Each drawers, lockers, cabinets should be labeled properly with the name of the thing kept in it.
4. Use labels, color codes to identify the location of the items and use index for indicating the place for files, records and drawings.
5. Take photographs "after" to have an analysis of the improvement.
6. Complete evaluation can be made by appointing a person in the college who has knowledge regarding this field

SEISO-SHINE

SEISO is concerned with keeping everything clean and cleaning everything in the college in daily basis and using this to inspect the defects in equipments. This step deals with not only cleaning the toilets, floors, classrooms, seminar hall, libraries, basement and other places but it is also concerned with cleaning the equipments that are been daily used in the college like the

1. Computers
2. Lift
3. Fans
4. Lights
5. AC's

So that equipment can perform in the best possible way for a long time without getting breakthroughs.

Seiketsu-Standardize

Seiketsu is concerned with creating visual controls and guidelines for keeping the college in a good organized way. The first three steps of 5S are executed by giving orders to others or by assigning others, but seiketsu enhances these behaviors naturally into every one and makes those as their standard behavior. This phase is mainly implemented to see that the above 3S's are implemented in a proper way and in daily basis.

The steps Involved in Implementing this phase are

1. To decide who is responsible for which particular activity with regard to maintaining the above 3S.
2. To prevent the members from returning back to their old practices and implementing those duties into regular day to day activities.
3. Check periodically how the 3S are well maintained.

Shitsuke-Sustain

Shitsuke is concerned with giving training to develop the discipline among all the members of the institute that everyone follows the 5S standards, and it becomes as a part of their life.

Implementation

Awareness: Create awareness about the 5 pillars to every member in the institute.

Time: Provide enough time to the members to adopt and implement the 5S.

Structure: Structure for implementation of 5s activities

Support: Support the efforts of everyone in terms of Satisfaction and Excitement.

This phase to check that the implemented 5S are been followed on daily basis and becomes a part of the daily activity of every member in the institute.

Conclusion

The implementation of 5S in the college will improve its effectiveness and also give a create image in the eyes of the parents, upcoming students and also recruiters. Thus from looking at the benefits of implementing 5S in the college, the institute can look towards implementing 5S in the college for having a organized and proper place for education. This would also improve the working of each individual as the implementation will make their work easier and it will become easy for them to locate the items they require at the correct time.

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ANALYSIS OF THE INNOVATIVE WAYS FOR VALUE CREATION WITHIN THE SMARTPHONE MARKET: A CASE STUDY APPROACH EXPLOITZATION BLUE OCEAN FRAMEWORK

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Abstract

Globally, the smartphone market is blooming apace and in 2014, it's doubtless to the touch \$150.3 billion. Growing at a CAGR of eighteen.6% throughout 2009 - 2014, the smart phones market in Asia-Pacific is anticipated to the touch \$45.2 billion in a pair of 014. This progress has resulted in intense competition generating a desire for organizations to differentiate themselves and build worth for patrons. the aim of this paper, hence, is victimization Blue Ocean Strategy Framework for the analysis of the ways that during which worth innovation has been exercised by varied players of the smartphone market to form a competitive advantage (CA) for themselves and be the competitor.

Keywords: *Value Creation, Blue Ocean Strategy, Strategy Canvas, Smartphone market, Case study.*

Research Methodology and Approach

A case study approach has been used wherever in the techniques of the prime competitors within the smartphone market yet because the factors leading them to their success and failures are analysed. The Blue ocean framework and also the strategy canvas are used as a abstract framework for the study Analysis are done victimization secondary yet as primary knowledge.

Introduction

According to International information Corporation (IDC) shipments of smartphones square measure expected to grow 32.7% year-on-year to succeed in 958.8 million components in 2013 as compared to 722.5 million components within the last year. 152.2% of all mobile phones shipments across the world are going to be smartphones. Consequently, the typical commercialism costs of smartphones have born \$443 in 2011 to \$307 in 2013 that has exhibit myriad of challenges to telephone makers and OEM and element suppliers. Variety of key vendors in Indian marketplace has enhanced to 133. This market is presently facing several challenges resembling client acquisition, lower price of mobiles, and differentiation. Enhanced competition has created a necessity for organizations to differentiate themselves and make worth for purchasers. Bos (Blue Ocean Strategy) is one among the strategies by that organizations will produce worth still as differentiate themselves from competition. Thus the target of this paper is to implement the Blue Ocean Strategy Framework to analyse the ways that within which numerous players within the smartphone market have broached worth innovation for making a competitive advantage and realizing the leadership position.

GAP Identification

There are a component several studies tired mammal genus in fields nonetheless smartphones. let's say, the case study on growth of IKEA in urban center, China, done by lutecium Chaoren and Apinya Thawattharee, Karlstad graduate school, comes however IKEA used worth innovation to realize competitive advantage (CA) and become the leader within the market (online article of furniture retailing) with qualitative analysis study of the increase of the corporate in urban center. China. Another study on rising ICT Business done by faculty of Management, Boston University develops strategies that area unit helpful for the rising ICT business and it records the foremost made techniques for network convergence technologies comparable to RFID. A study has been done by Andrejs Čirjevskis, Genadijs Homenko, Valērija Lačinoва on implementation of Blue Ocean Strategy in B2B Sector which proves that Blue Ocean Strategy is viable in B2B. except for these, there area unit varied different studies done, on similar lines and objectives, in rising markets, implications on policy, in strategic management. However there are a unit solely many studies tired space of smartphones. A research done by Hee-Chan Song depicts the analysis of world smartphone market and it additionally studies the methods of its main players. Another specific study has been done by Ian Brook on Apple's Blue Ocean Strategy. As expressed within the literature review not several studies are conducted within the smartphone market with relevancy the mammal genus, therefore during this study authors area unit exploitation the mammal genus Framework so as to analyse however varied players within the smartphone market have adopted the construct useful innovation to square call at the marketplace.

Research Objective

The objective of this analysis is to use the Bos Framework so as to analyse the advantages of mistreatment price innovation by completely different players within the smartphone market that helped them produce competitive advantage and be a fore-runner. supported the literature review, secondary knowledge, and first analysis done at SITM with 70 respondents, 9 parameters were chosen for making the strategy canvas, as shown below for every of the businesses.

Research Questions and Hypothesis Formulation

- **Analysis question:** however did Apple and Samsung gain competitive advantage within the smartphone market?
 - **Research hypothesis:** Apple, Samsung targeted on innovation and used the Blue Ocean strategy that helped them to realize competitive advantage within the smartphone market.
- **Analysis question:** What strategy did Nokia, Huawei, Lenovo and Micromax apply to revive the brand?
 - **Research hypothesis:** Nokia, Huawei, Lenovo and Micromax applied the Blue Ocean strategy to revive the complete.
- **Analysis question:** Why did Blackberry fail to form a mark within the smartphone segment?
 - **Research hypothesis:** Blackberry did not use Blue Ocean strategy that LED to its decline.

Conceptual Framework

The Blue Ocean framework has been used for analysing the following companies.

Strategy Canvas and Value Curve

It is associate action framework that fabricates a compelling mammal genus. It encapsulates the present condition of the known-market (or Red Ocean) serving to the organisation perceive the competitive trends and state of affairs. Plotting the factors of the trade on the coordinate axis and therefore the its level-offered on the coordinate axis, the organisation will produce a price curve of various corporations within the trade or perhaps a price curve for the trade as a full. the gathering of all price curves, aforethought on constant x-y axes is termed a technique Canvas. Supported this, the organisation will produce its mammal genus. The nine parameters chosen for making the strategy canvas, as shown below for every of the businesses, are chosen supported primary analysis done at SITM with seventy students. The respondents had been asked the parameters they might take into account or like whereas selecting or rating a smartphone. They were conjointly asked to rate the providing of those parameters by the subsequent corporations, on a scale of 1-5 (1=Low level of offering; 5=high level of offering). Supported this, the strategy canvas for every of those corporations has been mapped.

ERRC Grid

This grid helps in breaking the standard differentiation and low value trade-off and it conjointly helps produce a mammal genus. The organisation ought to eliminate the factors that are Long competed and thence have lost value; cut back factors that are over-designed or that over-serve the customer; raise factors that area unit incumbent, give price and area unit desired by the customer; produce factors that area unit new and that the necessity continues to be unknown to customers. the appliance of this four action framework helps produce a brand new price curve.

Eliminate	Raise
Which factors that the industry has long competed on should be eliminated ?	Which factors should be raised well above the industry's standard?
Reduce	Create
Which factors should be reduced well below the industry's standard?	Which factors should be created that the industry has never offered?

Fig 1 - ERRC Grid in BOS

Case Study: Apple

Brief about the Company

Tasting a grand success with its iPod line, Apple set to march in to the swelling good phone business that looked as if it would promise nice potential. Smartphones appeared unattractive, initially, with keyboard facility, they were large and troublesome to use. Steve Jobs saw this associate degreed set to craft an tempting device that gave users all they expected from a phone, cherish 'Favourites' caller list, easy-to-scroll contacts and games, for starters. within the succeeding year, they free a platform for developing apps for the iPhone. this concept paid off stunningly well. It helped them produce an entire new business for mobile app developers. It

took over 2 years for the competitors to match the iPhone; even these days the utilization of the latter is thus wide that it'll be difficult for the competitors to convert the iPhone customers. The iPhone four secure to capture a better market share as several of its options were miles previous the competition. tho' they will not have adopted a genus Bos, in terms of good phones, they did thus after they launched one amongst the first-ever easy smartphones. And this stratagem was an ideal price innovation in the past.

Map the Strategy Canvas

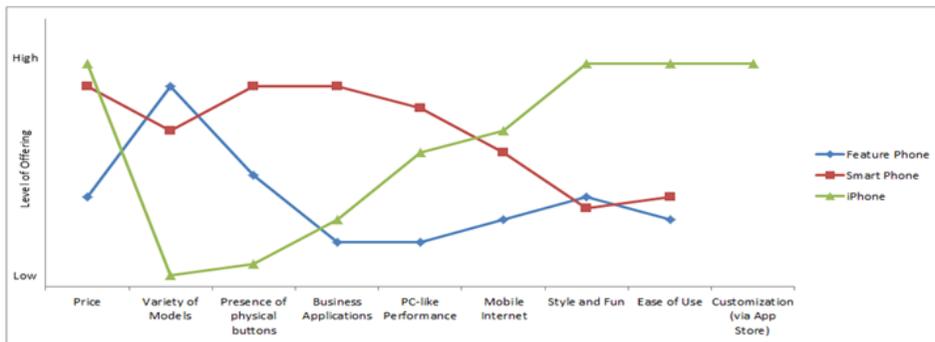


Figure 1: Strategy Canvas for Apple iPhone

The above parameters of value have been plotted in the ERRC grid as shown below.

Hypotheses testing

From the strategy canvas expressed higher than and also the by plotting constant within the ERRC grid, we will see that some parameters like type of models were graded lowest in worth has been eliminated by Apple as they provide just one whole iphone. Parameters like physical buttons, embedded business applications and computer like performance were graded on lower facet has been reduced in Iphone. Parameters like Mobile web, vogue and amusement options, easy use and ease area unit the factors that are raised by the Apple smartphone. And Apple has created freedom to customise through the App store. Thence we tend to attest to the hypothesis that Apple’s target innovation and its constant use of the Blue Ocean strategy has diode to extend its presence and client loyalty.

ERRC Grid

<p>ELIMINATE</p> <ul style="list-style-type: none"> > Variety of models 	<p>RAISE</p> <ul style="list-style-type: none"> > Mobile internet > Style & Entertainment > Ease of use > Simplicity
<p>REDUCE</p> <ul style="list-style-type: none"> > Physical buttons > Embedded business applications > PC-like performance 	<p>CREATE</p> <ul style="list-style-type: none"> > Freedom to customize through App Store

Table 1: ERRC grid for Apple iPhone

Case study: Nokia

Brief about the company

Nokia was one among the primary French telephone firms to enter the Asian nation market within the early Nineties and also the complete nearly became generic to cell-phones. Its hold on the Indian market was so much stronger than within the international market. Adding to the current is that the undeniable fact that the Asian nationn portable market grew at a hot pace within the early 1990s; Nokia even started one among its largest producing facilities in India. However, alongside the remainder of the globe, Nokia lost its leadership position in Asian

nation, unable to capitalise on the smartphone trend. It failed to adapt to the technological changes like automaton and thus suffered a large blow with relevancy its market share, revenue, sales and complete. To cope up with the losses, Nokia came up with the Asha series (low-cost feature phones specifically designed for the typical Indian consumer) and also the Lumia series (with the assistance of that, now, it's regained its complete and sales). These phones had pre-installed in style apps and they came at a reasonable worth (segmented at completely different worth ranges for various client segments). Additionally they were higher in terms of memory, process power, battery life and also the USP of Nokia- sturdiness. Facing competition and erosion from all sides, Nokia responded by cutting the costs of its feature phones, introduced the feature-rich Asha vary and jettisoned its OS for the smartphones in favour of Windows OS in mid-2011 with the launch of Lumia vary. The high-profile launch of the Lumia and later promoting pressure has not extremely resulted in a very reversal of fortunes for Nokia. They pictured the Windows OS within the Lumia series as a lot of useful as alongside all in style apps compatible with the Lumia series, one may additionally perform Microsoft workplace tasks and different applications on the phone that one wont to perform on the laptop computer.

Map the Strategy Canvas

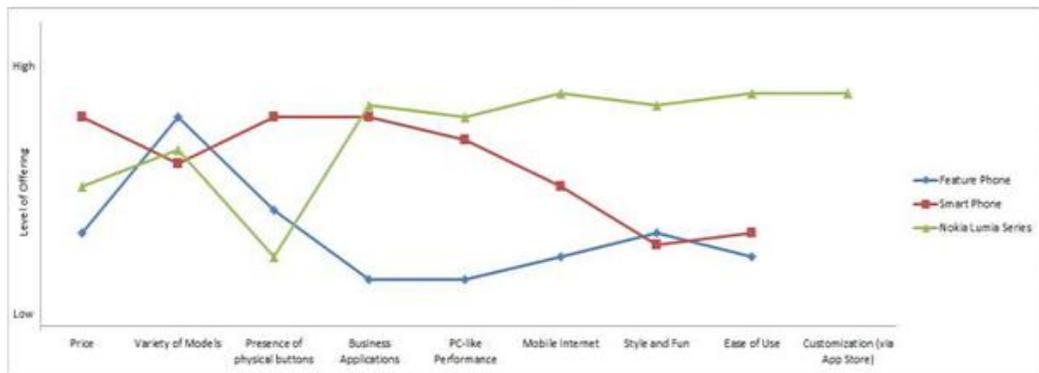


Figure 2 Strategy Canvas for Nokia

Hypotheses Testing

From the strategy canvas stated above and the by plotting the same in the ERRC grid, we can see that parameters like price, traditional style, presence of physical buttons, were ranked on lower side has been reduced by Nokia in the new smartphones.. Parameters like battery life, device reliability, variety of applications, multiple utility of smartphone are the factors which have been raised in the new Nokia smartphone. And Nokia is trying to create customization, fun and style and windows compatibility. Thus we conclude that Nokia has used the Blue Ocean strategy in order to revive the brand and regain its loyalty and market-share. Hence our second hypothesis holds valid.

ERRC Grid

<p>ELIMINATE</p> <ul style="list-style-type: none"> > Variety of OS 	<p>RAISE</p> <ul style="list-style-type: none"> > Battery life > Device reliability > Variety of Apps > Multiple utility of the smartphone
<p>REDUCE</p> <ul style="list-style-type: none"> > Price (for similar Set of features) > Traditional Style (by providing trendy variety of colors) > Presence of physical buttons 	<p>CREATE</p> <ul style="list-style-type: none"> > Customization through App store > Fun and Style > Windows Compatibility

Table 2: ERRC grid for Nokia

Case study Blackberry

Brief about the company

Research in Motion (RIM), in 2001, launched the “BlackBerry” smartphone thus created a category of devices that enabled users to send & receive e-mails quicker and a lot of dependably after they area unit far from workplace, it had been straightforward to use with a QWERTY input device, it had a higher battery life, it supported multiple mailboxes directly, it supported net browsing, it accommodated ancient PDA functions like calendar, address book, etc. and specially, it had been a wonderful example of the third principle of BOS: Reaching on the far side existing demand. BlackBerry was a special variety of wireless hand-held device for enterprises Associate in Nursingingd it created an oppose market area at intervals the company section. firms may save time and cash as staff may access their email account from anywhere, at any time. RIM reached on the far side the prevailing exigency unlocking a completely new mass of B2B customers, that were absent until then. In April 2009, RIM launched the ‘BlackBerry App World’ that was a simulated store that collected all BlackBerry applications at a central website. With this riotous providing and a novel fusion of service and hardware, the sales of Blackberry rose in sales from 2002 to 2010 however its sales fell in 2011. Blackberry had become a cult; it had been vital for all the C-level executives and high Managers any organization. In fact, to many, Blackberry became Associate in Nursinging addiction touching several of its users. It had become a standing image. Blackberry house owners enjoyed flaunting their device and thus BlackBerry created a necessity of ‘constantly keep in touch’.

Map the Strategy Canvas

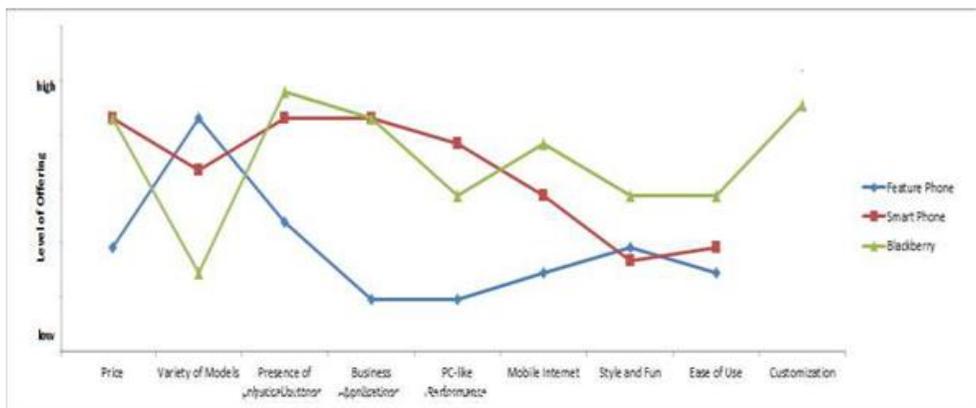


Figure 3 Strategy Canvas for BlackBerry

Hypotheses Testing

From the strategy canvas explicit on top of and therefore the by plotting constant within the ERRC grid, we are able to see that some parameters like remote shopper software system installation, visits to workplace location for checking emails were stratified lowest in worth and were eliminated by Blackberry.

ERRC Grid

ELIMINATE	RAISE
<ul style="list-style-type: none"> > Remote client software installation > Unnecessary trips to the office to check emails 	<ul style="list-style-type: none"> > Battery life > Device reliability > Speed of sending/ receiving emails > Integration of email, PDA tools and phone
REDUCE	CREATE
<ul style="list-style-type: none"> > Implementation time and complexity > Training time and cost > Support time and cost 	<ul style="list-style-type: none"> > Secure email > Multiple mailboxes > Simple, easy to use

Table 3 ERRC grid for BlackBerry

They tried to lift battery life, device reliableness, speed and integration however they did not produce security within the transactions. If we tend to compare the worth parameters of Apple, and Nokia we discover that Blackberry unsuccessful as they did not provide bound worth parameters reminiscent of fun vogue, standing image, customization. within the case of Blackberry, our hypothesis that the corporate did not use Blue Ocean strategy as a results of that the corporate moon-faced a significant decline stands true.

Case study Samsung

Brief about the company

Samsung has invested with heavily in analysis & Development that helps the corporate to initiate and build new merchandise that helped the corporate to grow into a worldwide powerhouse. Samsung Galaxy Note Series of phablets highlights the Blue Ocean Strategy of Samsung that created associate degree uncontested phablet market and dominates it with its Galaxy Note II and Galaxy Note III with Galaxy Gear good watch. Marketing research Firm IHS according that 25.6 million phablet devices were oversubscribed in 2012 and calculable that these figures would grow to 60.4 million in 2013, and 146 million by 2016. Wikipedia definition of Phablet, may be a smartphone kind issue describing tablets with a screen over 6.5 inches in size and has traditional phone occupation functions ,designed to mix or straddle the functionalities of a smartphone and pill, eliminating the requirement for 2 devices. As of Gregorian calendar month 2013, Samsung has oversubscribed over 40 million Galaxy Note devices over the past 2 years. 30 were of the Note II, whereas the Note (Original) oversubscribed around 10 million.

Map the Strategy Canvas

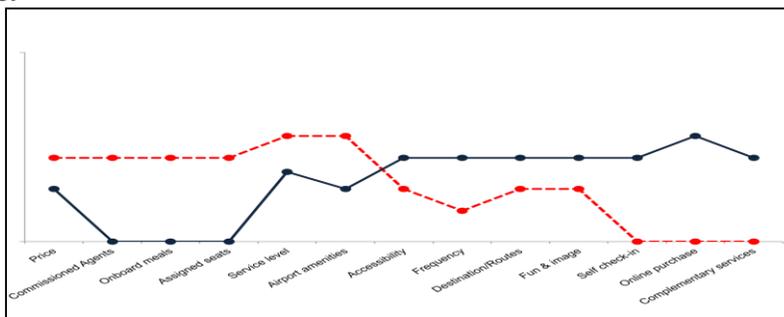


Figure 4 Strategy Canvas for Samsung

Hypotheses testing

From the strategy canvas expressed higher than and also the by plotting a similar within the ERRC grid, Samsung Galaxy Note phablet could be a classic example useful innovation wherever it eliminates the requirement for 2 devices smartphones and tablets, raises the merchandise utility through massive screen that enhances the browsing and

ERRC Grid

<p>Eliminate</p> <ul style="list-style-type: none"> Camera No 3G Bluetooth GPS 	<p>Raise</p> <ul style="list-style-type: none"> Durability Light weight Screen Clarity Video Load time Speaker Quality Content (E-Books, Music, Video, TV Shows etc)
<p>Reduce</p> <ul style="list-style-type: none"> Screen Size (7") Storage Capacity 	<p>Create</p> <ul style="list-style-type: none"> e- Pub format Streaming Video DRM free Music Flash video Silk Browser Cloud Storage

Table 4 ERRC grid for Samsung

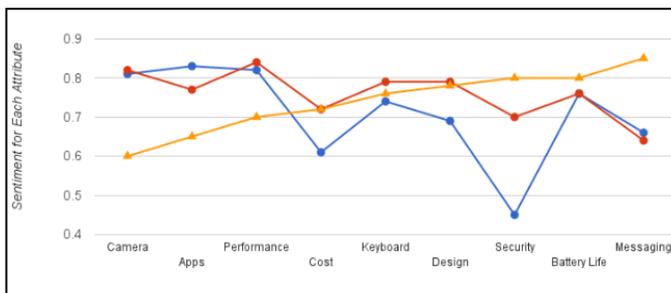
transmission expertise and Stylus that facilitates sketching, note-taking and annotation. In its latest Galaxy Note three Samsung side a sensible watch Galaxy Gear that adds even a lot of practicality. Stylus reduces the requirement for carrying the notebooks or papers for note taking throughout conferences and conferences. Galaxy Note phablets with accessories like stylus and kit good watch created a necessity for brand spanning new applications that conjointly allowed developers of apps to make innovative new apps that best suited to phablets. Samsung Galaxy Note phablet series created the phablet market that conjointly inspired its competitors like Sony, Lenovo, Nokia, Asus, Acer, etc. conjointly enter the market with their own version of phablets. Competition has picked up within the phablet market however Samsung still dominates the market. Samsung Galaxy Note phablet series is targeted on giving Apple Iraqi National Congress. a troublesome competition, as Apple dominates the smartphone market with iPhones and pill market with iPads. Samsung has been massively roaring with this strategy and is giving a troublesome competition for Apple and conjointly launching timely upgraded versions of the phablet series and phablets square measure crucial a part of Samsung international mobile strategy.

Case study Huawei

Brief about the company

Shenzhen-based Huawei Technologies shot past Alcatel-Lucent and Nokia Siemens in 2009 to become the world’s No.2 telecom-equipment supplier, battery-powered by quality and merchandise upgrades on prime of its long-standing low costs. The ad of those deals was ok to double Huawei’s international market share to 20. Despite the fact that Huawei fell from Rank 5(2010) of the foremost innovative corporations within the world to ordinal (2010), it still went previous Cisco (41th). Huawei Technologies leads the market in LTE (long-term evolution), the most recent mobile-network commonplace, and it’s engaged on “100G” technology to wirelessly transmit large amounts of information at ultra-high speeds. 46th of Huawei’s workers are engaged in R&D activities and Huawei invests a mean of 10 of annual revenues into R&D. The most recent mobile-network commonplace created a “blue ocean” marketplace for Huawei among the present competitors. Currently Huawei would love to lift its whole recognition by introducing an inexpensive smartphone that hopefully can democratize the most recent technology.

Map the Strategy Canvas



Hypotheses Testing

Huawei has printed a replacement product referred to as ‘Honer’ within the middle of this year. This new smartphone pitch is that the strategy that Huawei disbursed to counter Xiaomi’s merchandise. Huawei uses Xiaomi’s own ancient type of merchandise to fight against the corporate. Huawei match their main merchandise to their opponent via orientation, unharness time and discount value.

Miami’s main strategic advantage came from hunger marketing; the bigger the perceived problem in effort associate item, the a lot of extremely demanded it becomes. Huawei’s product technology presently exceeds Xiaomi, which suggests Huawei offers higher smartphones at an equivalent value with Xiaomi. The Huawei chief has same that: ‘our real competition is Samsung and apple, not Xiaomi.’ In 2014, Huawei oversubscribed seventy five million smartphones, being one among the 3 Chinese corporations enclosed in high five smartphone manufacturers. Huawei is directly competitive with Lenovo, Xiaomi et al. for the no. 3 position. However, from the purpose of read of Huawei chief Richard Yu, the company’s real competition is Samsung, not Xiaomi. Xiaomi’s Mi Note doesn’t provide blessings over the Huawei Ascend Mate7, and neither will the Xiaomi Mi4 over the Huawei Honor half dozen and. Huawei’s ascent Greek deity into a number of Xiaomi’s sales and will have place pressure on Apple. This LED to a gradual market share rankings within the half-moon, however the foremost recent quarterly iPhone sales yesterday were disappointing; because the bigger China market fell from being its high marketplace for iPhones. Still, Apple has been booming in China, and on the streets of national capital the iPhone is omnipresent. however Apple is facing a lot of competition, and Huawei is one among the formidable Chinese challengers.

Case study Micromax

Brief about the Company

The success of Micromax – a shopper company primarily based in Asian country primarily notable for its good phone producing Micromax started as a software package company in 2000 however started obtaining recognition solely once they started their movable producing operation in 2007, and has become the biggest native producers in 2010. Micromax tasted success as a result of they adopted ways in which unit of measurement key to a corporation adopting the Blue Ocean strategy. They did not look method on the so many facets the Red Ocean. They solely restructured the boundaries of the current Red Ocean. Micromax “created a replacement house, challenged the competition, swollen and catered to the demand and busts the barrier of value-cost trade-off”. Let American state discuss their story, and tell but they created all this gettable. India incorporates a mammoth sociology unfold across the agricultural and concrete areas. One could notice it arduous to believe, however mobile communication is that the chief issue that has redefined the means businesses area unit exhausted the last decade. Mobile communication has modified offer chains for the higher, integrated the country and increased commerce between the agricultural and concrete economy. Now, cellular phone

ERRC Grid

<p><u>Eliminate</u></p> <ul style="list-style-type: none"> Camera No 3G Bluetooth GPS 	<p><u>Raise</u></p> <ul style="list-style-type: none"> Durability Light weight Screen Clarity Video Load time Speaker Quality Content (E-Books, Music, Video, TV Shows etc)
<p><u>Reduce</u></p> <ul style="list-style-type: none"> Screen Size (7") Storage Capacity 	<p><u>Create</u></p> <ul style="list-style-type: none"> e-Pub format Streaming Video

Table 5 ERRC grid for Huawei

being a key component of business, each businessperson- in no matter scales possible- doctors to tiny vendors- desires it for the success of the business. However, the reality remains that the phone has to be charged repeatedly. Asian country has at hand power problems, and particularly in rural areas. Micromax needed to make demand by revolving their point that addresses the problem. They launched their initial model named X1i, that claimed to own battery charging that lasted 30days. This triggered their network result. In India, there's hardly any thought of fastened phones. Generally, users purchase SIM cards and do have the choice of choosing from numerous players United Nations agency management the spectrum. many shoppers use multiple SIMs at the same time to relish the simplest tariffs provided by every service supplier. Again, Mircomax differentiated with good innovation that match the native desires. They launched the primary dual-SIM phone, that may support 2 active SIMs at an equivalent time.

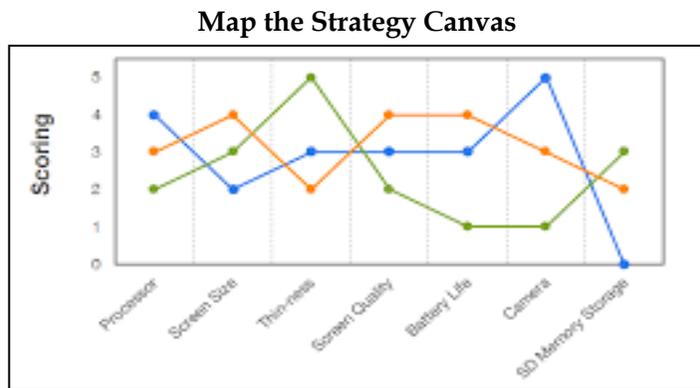


Figure 6 Strategy Canvas for Micromax

Hypotheses Testing

Post that success, wherever they created themselves visible amongst the larger players, came the age of good phones. Though solely around 200 portable users in Bharat use good phones, Indian market is third largest Smartphone market when China and therefore the US. Thanks to the design, options and capabilities, with the ever-changing trends everybody aspires to own Smartphones. However, not all might afford the worth for a high-end Samsung model or Associate in nursing iPhone that is nothing in need of a standing image in Bharat. Micromax appealed the Indian feeling, and targeted the youth by launching a series of low-cost versions of Smartphones. And yes, all Smartphone square measure supercharged by robot OS. Android was simply the most important issue for Micromax’s success. Market leaders square measure victimization robot too. Hence, it led to standardization of mobile OS, and in-turn product differentiation became tough. During this situation, the Samsungs and therefore the LGs were at an obstacle as a result of Mircomax launched a series of good phones the same as their high-end models at a worth a fifth as theirs.

ERRC Grid

<p>Eliminate Physical keyboard and stylus, different models, video</p>	<p>Raise Mobile internet, digital music player, price</p>
<p>Reduce Camera, voice quality, email integration</p>	<p>Create Stylish design, touch screen</p>

They perpetually doing that and have maintained the quick pace of innovation needed to sustain during this business. They are doing therefore by saving on their R&D prices. They use elements supercharged by up-to-date technology, however simply one-generation old- and once more, in Associate in nursing business wherever a generation lasts solely a couple of months. They are doing not build elements. They well customise it by victimization cheaper product. So far, this formula is functioning guns for them, a minimum of in Bharat. They need sold massive volumes of Smartphones. They're a billion-dollar company. Their gift target is to unseat Samsung from the highest position that holds the very best market share. Micromax is additionally increasing its market to alternative countries like Kingdom of Nepal, Bangladesh, state and Russia. Additionally, they're increasing the merchandise line by moving into Tablets, light-emitting diode TV and 3D knowledge card market.

Case study Lenovo

Brief about the company

Lenovo is that the largest personal computers (PC) maker within the world as hierarchical by IDC, however world laptop market could be a hyper-competitive market with powerful competition from competitors like H.P., dingle and magnoliopsid genus. The business additionally suffers from low gross margins too wherever Lenovo's profit margin is around 2 hundredth solely compared to Apple opposition's gross margin of 25-30%. Additionally the laptop market itself is declining as customers' square measure shopping for additional tablets and smartphones that has effects on the sales of desktop computers and laptops. of these factors have pushed Lenovo to adopt the Blue Ocean Strategy and also the strategy is termed as "PC+ Strategy", that covers terminal product like PCs, good phones, table PCs and good TVs. subgenus Chen Xudong, senior vp of Lenovo cluster and president for Lenovo China Region, said, "This pressure can push Lenovo to stretch from the red ocean of laptop and sail into the blue ocean of good TV and smartphone." Lenovo has been with success implementing this strategy as highlighted by June 2013 IDC numbers, Lenovo encompasses a seven-membered share of the worldwide "smart interconnected device market" - smartphones, tablets, and PCs and also the market is dominated by Samsung with pure gold and Apple14% market share, Lenovo has shifted its "attack markets" to mobile devices and reorganised the corporate to handle its "attack markets" head-on. In each tablets and smartphones, the market is shifting from the premium area to the thought and entry -level area and from mature markets to rising markets," Lenovo's smartphones have been among the prime three in the Chinese market and in 2012 the corporate launched forty new models of mobile phones and expands its business to overseas markets. Lenovo introduced the ambiance X, a premium phone and it uses Google's humanoid software package and perpetually upgraded elements. Company recently launched K900, a "phablet," in Asian nation that is well-liked in China and expects to launch an equivalent in U.S.A. market too. Lenovo's ThinkPad tablets use Microsoft's Windows eight software package, whereas the concept Pad uses humanoid software package. Lenovo additionally launched convertible devices just like the IdeaPad Yoga, a pill and laptop uniting in China, India, U.S.A. and different markets.

Map the Strategy Canvas

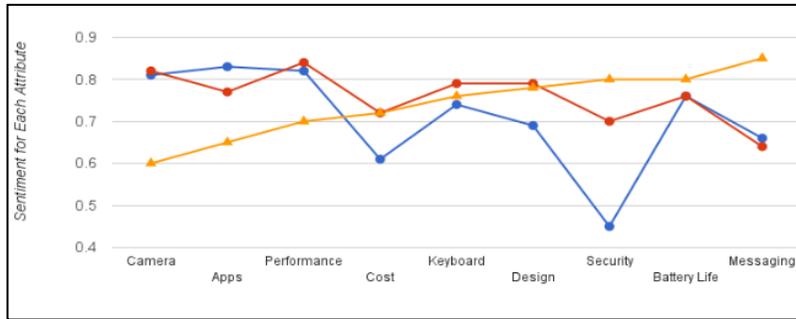


Figure 7 Strategy Canvas for Lenovo

Hypotheses testing

Despite the very fact that the corporate started specializing in smartphones and tablets since 2010 and solely exaggerated its focus in 2011, the corporate designed a capability of fifty million smartphones and 10 million tablets and its new industrial plant in Wuhan has the capability to show out 100 million smartphones and tablets a year. Lenovo Blue Ocean Strategy focus is dominating the entry level smartphone and tablets market that doesn't have a lot of competition as majority of players like Apple, HTC, and Samsung area unit specializing in the high finish premium smartphone market. Lenovo's worth innovation proposition for purchasers is that they'll get smartphones and tablets at lower costs and for company the profitableness will increase because the smartphone and tablets have higher profit margins compared to PCs. The rating strategy and entry level merchandise will certainly be a bonus for the corporate in rising markets wherever the expansion lies for the corporate. Lenovo's success in Chinese market is additionally a giant advantage for the corporate as for succeeding within the Chinese market firms ought to have deep distribution channels covering the length and breadth of the country and also the capability to launch variety of recent models of phones once a year as shoppers oft upgrade their phones that shows shorter lifecycle for merchandise. Despite the bigger profits and opportunities secure by the blue ocean, principle Yuanqing stressed that the computer can continually be the backbone of Lenovo.

ERRC Grid

<p><u>ELIMINATE</u></p> <ul style="list-style-type: none"> > Variety of OS 	<p><u>RAISE</u></p> <ul style="list-style-type: none"> > Battery life > Device reliability > Variety of Apps > Multiple utility of the smartphone
<p><u>REDUCE</u></p> <ul style="list-style-type: none"> > Price (for similar Set of features) > Traditional Style (by providing trendy variety of colors) > Presence of physical buttons 	<p><u>CREATE</u></p> <ul style="list-style-type: none"> > Customization through App store > Fun and Style > Windows Compatibility

Table 7 ERRC grid for Lenovo

Suggestion and Recommendation

Managerial Implications

The study projects a conceptual model for the smartphone business concern. As explicit within the model there are some factors which require to be eliminated, some factors ought to be reduced, and some factors ought to be raised to the next level and a few factors are often given as Associate in Nursing innovative parameter. Managers should keep these parameters in mind whereas deciding their product and style strategy. The model may also be utilized by the R&D or innovation team for developing or launching new product.

Scope for Further Research

The researcher has projected a conceptual model which can facilitate firms in worth creation. This model has been planned and supported secondary knowledge and a really less sample size as primary knowledge. The model must be valid by doing primary analysis on a bulge sample size.

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SECURITY ISSUES IN SUPPLY CHAIN MANAGEMENT WITH REFERENCE TO MANUFACTURING INDUSTRIES

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Abstract

Security has been an issue since supply chain begin, where the theft, fraud, smuggling, sabotage, hijacking, piracy, risk of damaged goods were all common security issues in supply chain management especially in manufacturing sector. In Supply Chain, we want to ensure that manufacturers have a competitive advantage in their supply chain optimization for a more secure and successful future. Therefore it is essential to investigate and find out all major security issues and relevant solutions within the material flow in supply chain (SC) in order to help companies to deal, to reduce and to prevent those security issues occurring in their supply chains. In the paper relevant supply chain security reason, security programs, security issues and possible solutions are discussed.

Keywords: *supply chain, security, material flow, security program*

Introduction

Supply Chain Management has become an unavoidable task for suppliers, manufactures, distributors, or other supply chain partners in order to meet the increasing complexity of their customer requirements in a more efficient way. Hence, some companies have made great efforts into directly managing their supply chain themselves, and others have outsourced to professional third party service providers, which leads to more complex and longer supply chain. Whether a company chooses either to manage their supply chain by their own SCM department or outsource to professional vendors, coordination and collaboration are fundamental to enabling a company to be more responsive and efficient in meeting market or customer requirements. In addition, web-based technology is increasingly being applied to SCM in order to achieve optimum efficiency. However, there are various security issues when raw materials, inventory and finished goods go through a longer and complex supply chain. In material flow, the raw materials, inventory and the finished products can be stolen or faked. In information flow, supply chain information, such as the procurement, billing, order and inventory information could be at great security risk from security attacks due to increased information sharing and information transferring caused by collaborated relationship and usage of web based technology.

Reasons for a Growing need to Ensure Security in Supply Chains

The twenty first century has brought numerous changes to the world economy, which put forth a growing need for greater security within supply chains.

One of the main factors is doubtlessly the phenomenon of an increasingly intensive globalization and liberalization of the economies which are based on the free movement of

goods, people, capital and information. Due to the globalization of supply markets and the transfer of production to places with cheaper labor force, supply chains nowadays begin in one country and ending another country on a different continent. This is one of the reasons why supply chains in global operations are exposed to a greater number of risks and threats than supply chains operating only within the local environment. The next factor promoting the need for enhanced supply chain security is the growing dependency of economies on efficient supply chain operation. Ensuring greater security of global operations is thus also in the interest of government institutions. The final key factor lies in terrorist attacks, which represent a growing threat to supply chains in global operations. The need to ensure enhanced security is further dictated by the fact that maritime traffic is increasing as a consequence of liberalization and globalization it is precisely the container ships in global operations that are most exposed to terrorist threats.

Methods of Increasing Security in Theory

One of the suggestions for increasing security is accelerated information exchange between business partners, ports, shipping companies and governments. This increases the transparency of and information available to the links in the entire chain. Enhanced control over the product flow in the supply chain consequently helps achieve greater logistics chain security. On the other hand, this can result in increased costs, longer manufacturing and delivery times and more frequent disruptions in the material flow from the source to the consumer highlights the following measures for ensuring heightened security:

- Design of contingency plans,
- Insurance policy renewal,
- Design of preventive measures or procedures,
- Data security,
- Design of an appropriate strategy.

In collaboration with other participants in global operations, the government must establish specific rules and guidelines, which shall ensure the safety of people, country and commerce. The government measures are as follows (Knight, 2003): ensuring the provision of security level information to ship owners and ports, establishing procedures to verify the validity of security certificates (International Ship Security Certificate), conducting security agreements with other countries, government institutions, ports and key trading partners, ensuring standards for enabling aviation security, organizing training courses on adopted security standards, using a common methodology to verify whether companies and other subjects in global operations comply with requirements, requiring companies to draw up action plans. Physical security, which includes the monitoring of the object's interior and exterior, can be attained with the following measures (Knight, 2003):

- Video surveillance, regular inspections of security measures implementation, appropriate locking and closing of external and internal doors, windows, fences, and installing of alarm devices, appropriate marking of dangerous cargo, ensuring separate and secured car parks

for employees and visitors, prohibited parking of passenger vehicles in the vicinity of storage facilities, restricted access to document and cargo storage areas,

- Highly restricted access to areas of key importance,
- Use of metal detectors.

Port authorities are responsible for ensuring the security of ports, infrastructure, ships, people, cargo and its transport. The measures used to achieve the desired level of security are as follows (Knight, 2003, p. 8): Drawing up security procedures and processes for areas under the control of port authorities, participating in assessing the security of ports, appropriate responding to security level information provided by the government, implementing inspections of required areas, using the Global Positioning System (GPS) to locate containers, establishing and maintaining communication with vessels, conducting training courses on processes for ensuring security, participating in the development of contingency plan.

Due to the interdependence of all supply chain links in global operations, an increasingly intensive and efficient information exchange is necessary for their coordinated operation. It is of utmost importance that the information is not lost or destroyed and that it does not fall into the wrong hands. For this purpose, the following measures are introduced (Knight, 2003):

- Limited access to logistics chain information,
- Safeguarding computer access,
- Monitoring information system access,
- Physical security of areas where the access to data is possible,
- Creating and saving backup copies of data.

There exist numerous known measures for ensuring secure operations in global logistics chains. Although most of the above-mentioned measures are already in use in many countries and companies in global business operations, the measures differ according to the intensity of use.

Supply Chain Security Programs

Several new security programmes were launched in the aftermath of the World Trade Centre terrorist attack to protect international cargo flow from being abused for criminal (primarily terrorist) intentions without compromising supply chain efficiency. The U.S. Customs Office launched several programmes such as the Customs-Trade Partnership against Terrorism (C-TPAT), Container Security Initiative (CSI), the 24-hour rule, etc. These security programmes address different aspects of supply chain security and target different parts of a transport chain. The link between these security programmes is that they involve all parties or stakeholders in supply chain security. The effects from these programmes both in order to handle security threats and their impact on different logistics processes

The governmental logistics security programmes like AEO, C-TPAT, and CSI etc. are on other hand more focusing on preventing terrorist activities.

These programmes normally also contains some kind of disadvantage for the own organization if not compliance. Therefore are the governmental logistics security programmes

involve with a higher likelihood of compliance due to that need for compliance are not based on a risk assessment about the potential causes and impacts for antagonistic threats but on a general business assessment. For legal trades, the AEO, C-TPAT, etc., are both a global supply chain trouble and a business opportunity, subject on the risk for theft and counterfeiting for that company. Irrespective of the difference in compliance reasons, the governmental logistics security programs may result in collateral benefits like lower cost for theft and better working conditions for the employees but there are still to be demonstrated that the terrorism preventing logistics security programs actually reduces the risk for noneconomic driven antagonistic threats because it's their primer reason for existing.

Security Issues Associated with Materials Flow

The security issues associated with material flow have brought increasing attention from various participants along the supply chain. The key security problems and possible resolutions associated with material flows can be summarized as (1) supplier security risks, (2) risks of damaged goods, (3) theft, (4) counterfeiting, (5) food safety and dangerous goods and (6) transportation. Due to the limitation of the paper length, the analysis and evaluation for food safety and dangerous goods will be omitted.

Supplier Security Risks and Their Solutions

Firstly, the security issue associated with suppliers is increasing as the supply chain becomes more complicated today. Suppliers whether or not can deliver required materials on time and in the correct quantity and quality can significantly influence the manufacturing and production process, and influences the flow of materials to the next stage of the supply chain. So, supplying is critical start point for a successful flow of materials. It has been found that collaborating, sharing resources, and working toward common goals can help companies not only reduce the problems caused by material flow security, but also address other critical issues such as quality. However, a more preventative approach may be needed in order to better detect any supply risk to material flow and to identify solutions in the first place. Thus, in this paper, a six step approach to assessment and prevention of supplier security risks during the material flow process is suggested as follow, which can be called supply chain risk model (SCRM): The first step is to define and identify the potential supplier security risks; the second step is to filing these risks in the company's database; the third step is to screen to detect those defined security risks; the fourth step is to treat these risks; the fifth step is to continually monitor those security risks. Then, these five step procedure will be guide, support, and monitored under the company's incident handling and contingency planning procedure to become more standardized approach to reduce any supplier relate security risks. In addition, bar code has been used to secure supply the correct freight in the past. Nowadays, RFID could broadly be used to change the bar code for secure 'supply and loading the correct freight'. As RFID have the advantages of no line of sight required, multiple parallel reads possible and individual items instead of item class identification in practice. Furthermore, operators along the supply chain may still need to set material handling standards, such as better information sharing systems between partners to ensure greater security of 'supply and loading the correct freight'.

Risks of Damaged Goods and Their Solutions

Generally, for the SCM, risks of damaged goods do exist. For instance, electronic goods in the supply chain often face various hazards, and these hazards not only damage these electronic goods, but also have a strong impact on the profitability of the business.

This view can be supported by the research of Magad and Amos's [11] who found that damaged goods represented about 12% of customer service complaints. As a result, improvement in receiving and storage activities can help to minimize damage by utilizing effective handling procedures, equipment and training of employees, various packaging solutions such as use of micro-fluted corrugated cartons The Conference on Web Based Business Management and boxes to minimize the shock hazard, compression hazards and vibration hazard causing damage during the transportation and storage process.

Theft and its Solution

Theft security problems have always been a major concern with concern to material flow. Principally, cargo theft has become the central concern for material flow security issues within the SCM. This view can be supported by the research finding that 41% of respondents believe cargo security has posed the greatest challenge to supply chain security.

In general, the theft often happens during the transportation or storage process. On the one hand, in order to prevent such theft during the transportation process, investment in technology and in training of staff has been suggested. It is strongly recommend that more attention should be paid to invest in security technology in order to minimize theft during the transportation process. Besides, driver training also needs to be addressed to combat theft security issues during the transportation process. On the other hand, advanced technologies and information systems can also play a major role in combating theft. Many firms have used satellite tracking GPS to provide in-transit visibility and thus enable operators to have a real-time visibility of the flow status of their materials. The development of Radio Frequency Identification Device (RFID) could even support fleet managers to enable them to visualize their latest status of materials and to detect any thefts.

However, to only rely on the above two solutions is not sufficiently enough to secure the material flow. Thus it is necessary to integrate above possible solutions with a well design procedure adopted in practice of supply chain management.

Counterfeiting

Counterfeiting becomes another increasing security concern for the flow of materials of the supply chain. However, these security issues may only serious affect certain types of supply chains, such as the electronic goods supply chain and high value goods supply chain. Counterfeiting has become an increasing concern along the pharmaceutical supply chain. In general, it can be noticed that both the computer technology and supply chain structure has contributed to the increase of counterfeit material flow. Auto-ID technology, such as bar coding and RFID, can be widely used to execute the track and trace function and to give more visibility in order to secure the material flow. However, to successfully prevent counterfeit material flow within some supply chains, various parties in the supply chain may still need to think about the

use of packaging technologies and compliance with government regulations. Furthermore, 3D (three-dimensional) code technology can be a good solution for counterfeiting risks. The 3D code is much more difficult to be identified and copied than 2D bar code and even RFID. The 3D code is based on designed secret geometrical information, and this information is saved and stored in a firm's database as a verifying key against counterfeiting. However, the application of the 3D code is still in its early stages, but we believe that the uses of this powerful technology for combating counterfeiting will increase rapidly in the not too distant future due to its effectiveness.

Nevertheless, overall the solution we would suggest against counterfeiting is an amalgamation of packaging technologies, auto-id technologies, government regulation and more advanced 3D code.

Conclusion

The main security issues and solution frameworks of material flow of a typical supply chain have been analyzed. It was found that most of the principal security issues lie in the material flow of SCM. This is mainly due to increasing use of standard IT security management by supply chain participants to reduce information flow security risks, and this is especially true for large companies.

However, whether it concerns large or small companies, the most important security issues associated to material flows has been found to be: 'Supplier Security Risks', 'Risks of Damaged Goods', 'Counterfeiting Risks', and 'Theft', although the seriousness of each security risk and the solutions used can be different for different companies due to the material involved, the product nature, and the industry that the company is in. Then, a number of solution frameworks are proposed through in-depth analysis and evaluation of the security issues in material flow in SC. However, apart from those common solutions, the fundamental requirement to secure the material flow has been found to make sure that the supply chain is visible or traceable.

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GREEN SUPPLY CHAIN FACTOR SELECTION USING ANALYTICAL HIERARCHY PROCESS

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Abstract

Globally companies are trying to implement green supply chain management (GSCM) practices at various levels of their supply chain. This process is triggered by multiple factors such as increasing awareness about environmental deterioration, increasing legislations and pressures from the government to comply with regulatory requirements, etc. A research study was conducted to understand to what extent greening of the supply chain is taking place and to determine the drivers for green practices in Indian manufacturing companies. Various factors in the green supply chain management influence the business houses seek competitive advantage through focusing on their supply chain. Decision-making processes in selection of various GSCM factors among multiple alternatives. The most strategic activity among supply chain's various activities starting from identifying materials, vendors, purchasing etc. Choosing the factors is the main key for gaining desirable green supply chain initiatives. The Analytical Hierarchy Process (AHP) is a multi criteria decision-making process that is especially suitable for complex decisions, which involve the comparison of decision elements, which are difficult to quantify. The AHP is the determination of the relative weights to rank the decision alternatives. How many evaluation criteria a retailer will use, what different types of criteria will be considered and how much importance will be placed on each of them depends on the retailer and the product consideration.

Keywords: Green Supply Chain Management, Analytical Hierarchy Process, Green Drivers, Sustainability,

Introduction

Becoming more and more rapid industrialisation has led to several environmental impacts such as greenhouse gas emissions, chemical spills and toxic pollution (Peng and Lin, 2008). Now, people, organisations and governments across the world are becoming increasingly concerned about the impact of pollution to the environment from different manufacturing industries. To deal with increasingly complex global supply chain networks and pressures from various stakeholders, many firms are adopting Green Supply Chain Management (GSCM) practices to manage and control their extended supply chains. GSCM practices can be implemented throughout the supply chain, starting from the design stage of the product to the end-of-life management of the product (Emmet and Sood, 2010). GSCM practices are environmentally friendly practices; they include energy efficiency, water efficiency, environment conservation, waste management, recycling and reuse, hazardous and toxic substance management, and optimisation of transportation. As per Emmet and Sood (2010), GSCM practices can be adopted at different stages of the supply chain, such as Sourcing and supplier selection, Product design, Procurement, Manufacturing and production processes, Logistics, Delivery of the final product to the customer and End-of-life management of the product. The literature indicates 14 factors affecting green supply chains in agriculture including: manager commitment, IT system, new technology, organizational culture, HR quality, energy and waste management, market and competition, political supports, knowledge and experience, actors' participation, costs, suppliers, logistics management, and consumer awareness. These factors affecting significantly and positively green supply chain, including: Management commitment, awareness, Practice, and sustainability.

Green Supply Chain Management

A supply chain is the sequence of processes involved in the production and distribution of a product, with the participation of organizations and individuals for changing materials into products and delivering to consumers through transport services (Tomohiro, 2011). Since 1990, manufacturers have had to be confronted with the pressure to solve the environmental issues in their supply chains so as to reduce to a minimum the environmental impacts of a product or service. Green supply chains were created and developed widely in most developing countries and then spread out into the surrounding areas. Green supply chain plays an important role in the world's economy currently, especially in agriculture. In addition, consumers' health has received much more attention by managing the contents of hazards substances and agricultural by-products. Green Supply Chain Management (GSCM) involves traditional supply chain management practices integrating environmental criteria or concerns into organisational purchasing decision and long term relationships with suppliers (Gilbert S., 2000). The practice of monitoring and improving environmental performance in the supply chain has been defined as GSCM (Godfrey R., 1998). The firm may significantly cut waste and cost of the final product by implementing systematic economic recovery, recycling or reusing of waste material. Proper disposal of the final manufactured product may lead to environment safeguard, which has become a critical concern for the government agencies across the globe, and for the common man. Also, logistics providers may be helpful in becoming more environmental friendly through systematic and efficient recycle and reuse (Carter, C.R. and Ellram, L.M., 1998).

Factors of Gscm

Green supply chain is the sequence of processes involved in the materials management, production and distribution of a product by applying advanced technology for minimizing environmental damage throughout the process. Also, green supply chain contributes to creating firms' sustainable value based on the balance between economic performance and environmental protection (Dashore & Sohani, 2013). In the early period of green supply chain application, there were five main factors for assessing supply chain performance, including: green design, green operations, reverse logistics, waste management, and green manufacturing (Scupola, 2003). However, the nature of green supply chain has now been changed by some factors. In general, green supply chain involves in the following four factors:

Firstly, Green Purchasing

Using the raw materials that have little negative impacts on human health and living environment; appreciating energy-saving materials and reusable products

Secondly, Green Manufacturing/ Materials Management

Firms develop a green manufacturing system by using necessary resources, cycling waste, minimizing industrial flue gases. Or firms can manufacture environmentally friendly "green" products, particularly products used in renewable energy systems.

Thirdly, Green Distribution

This factor involves in building, carrying out modes of transport to carry goods throughout the circulation process, from purchasing to manufacturing, distributing and reusing. Priority is given to selecting the modes of transport that have little impacts on the socio-ecological environment.

Fourthly, Reverse Logistics

Putting together steps in planning, carrying out and controlling the circulation process of raw materials, semi-finished products and relevant information from points of sale back to the starting point with the aim of recovering of values and taking appropriate measures to handle defective products, reused products. Effective appliance of green supply chains to the economy in general and to corporate activities in particular will yield numerous economic benefits for the participants. Firms will improve their product quality, creating sustainable values as well as reducing the economy's environmental impacts, especially during the period the global economy is being seriously affected by climate change (Sanjay, 2010). Green supply chains have widely been applied and brought into play their performance in all sectors, including agriculture. Basically, green supply chains in agriculture involve all the fundamental factors of a green supply chain and the specific features of the agricultural sector (Singh, 2012). Green supply chains in agriculture are mainly concentrated in safe agricultural product supply chains, starting from manufacturing under standard models to storing, circulating and transferring to the hands of consumers.

Review of Literature

Review of related literature helps to understand the broad area of GSCM and then to focus on the factors such as Company management, Concept and Design, Distribution, Government Involvement, Information technology and system support, Management *commitment*, Manufacturing Marketing, Material (Purchase), Packaging, Recycle/Reuse, Reverse Logistics, Transport Vendor Allocation, Warehouse and Waste Management. In order to realize the sustainable development of eco-friendly, controlled use of natural resources enhanced to minimize the negative influence on the environment. To focus on green technology applications in every industrial activity including supply is believed to affect the performance of the global environment. It includes the development and application of products, equipment, systems and natural resources that can reduce the negative effects of human activities (Sarkis, 2006). Literature proves that the organization should adopt green technology approach for being an environmentally friendly company social responsibility. Manaktola and Jauhari (2007) found that environmental sustainability efforts need to involve multiple parties, including customers and suppliers in a supply chain. Various approaches have been used to improve the efficiency of green technology. However, this study focuses on the green supply chain management (GSCM), which is an important approach in generating breakthrough green technology applications (Rao and Holt, 2007). Urged the organization to join the GSCM and increase competition in terms of product manufacturing, inventory management, suppliers, customers, and systems infrastructure in a global supply chain management.

Analytical Hierarchy Process

The Analytical Hierarchy Process (AHP) is a multi criteria decision making process that is especially suitable for complex decisions which involve the comparison of decision elements which are difficult to quantify. AHP organises the basic rationality by breaking down a problem into its smaller constituent parts. By decomposing the problem, the decision-maker can focus on a limited number of items at the same time. The AHP is carried out in two phases: the The numerical results of attributes are presented to the decision maker to assign relative importance according to a predefined scale. Now a judgment matrix prepared. It is a $(n \times n)$ matrix; normalized weights are calculated design of the hierarchy and the evaluation of the components in the hierarchy (Saaty and Vargas, 2006). AHP is based on the assumption that when faced with a complex decision the natural human reaction is to cluster the decision elements according to their common characteristics. It is a technique for decision making where there are a limited number of choices, but where each has a number of different attributes, some or all of which may be difficult to formalize. It is especially applicable when a team is making decisions. It involves building a hierarchy (Ranking) of decision elements and then making comparisons between each possible pair in each cluster (as a matrix). This gives a weighting for each element within a cluster (or level of the hierarchy) and a consistency ratio (useful for checking the consistency of the data).

The crux of AHP is the determination of the relative weights to rank the decision alternatives. Assuming that there are n criteria at a given hierarchy, the procedure establishes an $n \times n$ pair-wise comparison matrix, A , that reflects the decision maker's judgment of the relative importance of the different criteria. The pair-wise comparison is made such that the criterion in row i ($i = 1,2,3,\dots,n$) is ranked relative to each of the criteria represented by the n columns. Letting a_{ij} define the element (i,j) of A , AHP uses a discrete scale from 1 to 9 in which $a_{ij} = 1$ signifies that i and j are equally important, $a_{ij} = 5$ indicates that i is strongly more important than j and $a_{ij} = 9$ indicates that i is extremely more important than j . Other intermediate values between 1 and 9 are interpreted correspondingly. For consistency, $a_{ij} = k$ automatically implies that $a_{ji} = 1/k$. Also all the diagonal elements a_{ii} of A must equal 1 because they rank a criterion against itself. The relative weights of criterion can be determined from A by dividing the elements of each column by the sum of the elements of the same column. The resulting matrix is called normalized matrix, N . Where, i and j are the alternatives to be compared. a_{ij} is a value that represent comparison between alternatives or attributes i and j . The above judgment matrix may be consistent if $a_{ij} \cdot a_{jk} = a_{ik}$.

For all values of i, j, k , in the above judgment matrix, sum of the element in a column,

$$y_k = \sum a_{ij}$$

where, $i = 1,2, \dots, n$ and $j = 1,2, \dots, n$ Geometric mean is calculated as,

$$b_k = [(a_{k1}) \cdot (a_{k2}) \cdot \dots \cdot (a_{kn})]^{1/n}$$

where, $k = 1, 2, \dots, n$ Normalized weights are calculated as, Acceptability of alternative or attribute is measured in terms of Consistency Ratio (C.R.). *Consistency ratio = consistency index / randomly generated consistency index*

Satty's measure of consistency is done in terms of Consistency Index (C.I.)

$$C.I. = \frac{\lambda_{max} - n}{n(n-1)}$$

where,

$$\lambda_{max} = y_1x_1 + y_2x_2 + \dots + y_kx_k + \dots + y_nx_n$$

Generated Consistency Index (R.I.) values are as follows:

n	1	2	3	4	5	6	7	8	9	10
R.I	0	0	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49

If C.R. < 10%, then the level of inconsistency is acceptable. Otherwise, the alternative or attribute is rejected. The over-all consistency may also be measured to justify the validity of selection. It has been tried to find out a systematic approach of buying decision process using this AHP tool.

Research Methodology

Buyer decision processes are the decision-making processes undertaken by retailers about a potential market transaction before, during, and after the purchase of a product or service. More generally, decision-making is the cognitive processes of selecting a course of action from among multiple alternatives. How many evaluation criteria a retailers will use, what different types of criteria will be considered and how much importance will be placed on each of them depends on the consumer himself and the product consideration. The Analytical Hierarchy Process (AHP) is a multi criteria decision-making process that is especially suitable for complex decisions, which involve the comparison of decision elements, which are difficult to quantify. The crux of AHP is the determination of the relative weights to rank the decision alternatives. In this study, it has been identified that through using AHP model consumers can evaluate the product attributes differently from simple evaluation criteria. AHP process described an effective buying decision by finding out the effectual attributes of different alternatives.

Vendor Selection Process through Ahp Model

One of the factors 'Vendor Selection' process is demonstrated in this paper which involves several qualitative and quantitative criteria. The qualitative criteria are judged by expert opinions, whereas quantitative criteria are judged against the collected data and calculated quantitative criteria. For pair-wise comparison, i.e. relative importance of one option over other is done using a scale of relative importance. Judgments are required for all the criterion

comparisons, and for all the alternative comparisons for each criterion. The consumer has to develop a set of pair wise comparisons to define the relative importance of the criteria to complete the matrix. Preference weight values for different level of importance are shown in Table 1.

Figure 1 Vendor selection Matrix

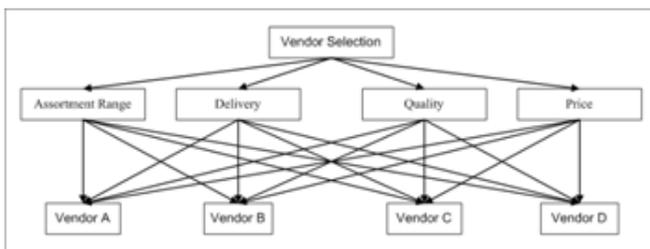


Table 1 AHP Weights

Weights	Definition	Explanation
1	Equally Preferred	Two activities contribute equally to the objective
3	Moderately	Experience and judgment slightly favour one activity over another
5	Strong importance	Experience and judgment strongly or essentially favour one activity over another
7	Noticeable dominance	An activity is strongly favoured over another and its dominance demonstrated in practice
9	Extreme importance	The evidence favouring one activity over another is of the highest degree possible of affirmation
2,4,6,8	Intermediate values	Used to represent compromise between the preferences listed above

Source: Sumi and Golam (2010)

Table 2 Evaluation at Level 1

Attributes	Assortment Range	Delivery	Quality	Price	Mean	Normalized Weight
Assortment Range	1	3	5	1	1.97	0.43017
Delivery	1/3	1	4	2	1.07	0.23488
Quality	1/7	1/5	1	1/5	0.27	0.06009
Price	1	1/2	5	1	1.26	0.27486
Sum	2.476	4.7	15	4.2	4.57	1

Source: Sumi and Golam (2010)

For the above judgment matrix,

$$n = 4,$$

$$\lambda_{\max} = 4.224798$$

$$\text{Consistency Index (C.I.)} = 0.07493$$

$$\text{Randomly Generated Consistency Index (R.I.)} = 0.9$$

$$\text{Consistency Ratio (C.R.)} = 0.083258 = 8.3258\%,$$

So, acceptable

Table 3 Evaluation at Level 2 for Assortment Range

Attributes	Vendor A	Vendor B	Vendor C	Vendor D	Mean	Normalized Weight
Vendor A	1	10/8	10/6	10/4	1.51	0.389817
Vendor B	8/10	1	8/6	8/4	0.85	0.220365
Vendor C	6/10	6/8	1	6/4	0.91	0.233879
Vendor D	4/10	4/8	4/6	1	0.60	0.155939
Sum	2.8	3.5	4.664	5.5	3.88	1

Source: Sumi and Golam (2010)

For the above judgment matrix,

$$n = 4$$

$$\lambda_{\max} = 3.811241,$$

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C.I. = 0
 R.I. = 0.9
 Consistency Ratio (C.R.) = 0 %
 So, acceptable

Table 4 Evaluation at Level 2 for Delivery

Attributes	Vendor A	Vendor B	Vendor C	Vendor D	Mean	Normalized Weight
Vendor A	1	8/9	8/8	8/3	1.24	0.285695
Vendor B	9/8	1	9/8	9/3	1.40	0.321477
Vendor C	8/8	8/9	1	8/3	1.24	0.285695
Vendor D	3/8	3/9	3/8	1	0.47	0.107132
Sum	3.5	3.109	3.5	9.334	4.34	1

Source: Sumi and Golam (2010)

For the above judgment matrix
 n= 4,
 $\lambda_{ma} = 3.999307$
 C.I. = 0
 R.I. = 0.9,
 Consistency Ratio (C.R.) = 0%
 So, acceptable

Table 5 Evaluation at Level 2 for Quality

Attributes	Vendor A	Vendor B	Vendor C	Vendor D	Mean	Normalized Weight
Vendor A	1	6/8	6/10	6/7	0.78	0.193543
Vendor B	8/6	1	8/10	8/7	1.05	0.258061
Vendor C	10/6	10/8	1	10/7	1.31	0.32257
Vendor D	7/6	7/8	7/10	1	0.92	0.225826
Sum	5.167	3.875	3.1	4.428	4.07	1

Source: Sumi and Golam (2010)

For the above judgment matrix,
 n= 4
 $\lambda_{max} = 3.999948$
 C.I. = 0
 R.I. = 0.9 Consistency Ratio (C.R.) = 0 % So, acceptable

Table 6 Evaluation at Level 2 for Price

Source: Sumi and Golam (2010)

Attributes	Vendor A	Vendor B	Vendor C	Vendor D	Mean	Normalized Weight
Vendor A	1	4/3	4/5	4/8	0.85	0.199985
Vendor B	3/4	1	3/5	3/8	0.64	0.149998
Vendor C	5/4	5/3	1	5/8	1.07	0.250009

Vendor D	8/4	8/3	8/5	1	1.71	0.400008
Sum	5	6.667	4	2.5	4.27	1

For the above judgment matrix,

$$n = 4$$

$$\lambda_{\max} = 4.000019$$

$$C.I. = 0.00000633 \text{ R.I.} = 0.9 \text{ Consistency Ratio (C.R.)} = 0.000703\%$$

So, acceptable Based on the above matrices, an overall evaluation is performed using the calculated weights of the alternatives and four measuring criteria, as follows:

Table 7 Final Evaluation for Analytic Hierarchy Process (AHP)

Alternatives	Attributes and their Weights				Composite Weight	Over-all Ranking
	Assortment Range	Delivery	Quality	Price		
	0.43017	0.234880	0.060090	0.274860		
Vendor A	0.389817	0.285695	0.193543	0.199985	0.301389	1
Vendor B	0.220365	0.321477	0.258061	0.149998	0.227038	3
Vendor C	0.233879	0.285695	0.32257	0.250009	0.255812	2
Vendor D	0.155939	0.107132	0.225826	0.400008	0.215759	4

Source: Sumi and Golam (2010)

Conclusions

Buying process starts long before the actual purchase and has consequences long afterward. Evaluation of alternatives is a vital and critical stage of an effective buying process. Analytical Hierarchy Process can be an effective tool for evaluation of alternatives for buying decision process. AHP has been engaged to improve and support individual decision making about buying process. The Multi Criteria Decision Making process described in this paper ensures that effective buying decision can be possible by finding out the effectual attributes of different alternatives by the consideration of both quantitative and qualitative performance factors.

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A HISTORICAL STUDY OF HUMAN RESOURCE POLICIES IMPACT ON EMPLOYEE JOB INVOLVEMENT

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Abstract

The main aim of this study is to analyse the current human resources management (HRM) policies and practices in IT sector lead to employee job involvement. Majority of the study findings reveal that the most of the employees were not satisfied with policies and practices followed in the organisation. It was found out those employees supported company policies that ensured that employee efforts are supported by management so the better work life policy needs to maintain the employee engagement and makes them focus to the organisation commitment. The policies which had been framed should always focus on the company's vision & support the human resource to achieve all levels benefited for the organisation and also it should not be deviated from their main objective of the organisation. This study therefore examines from literature findings that the Human resource policies which followed in the majority of IT sector may have significant relationship with the employee job involvement, because the HR policies and practices vary in the different organisation. HR policies helps the employee's to focus on the organisation commitment when they are satisfied and engaged with the job assigned to them but HR policies should make employees work with involvement for the growth of organisation.

Keywords: HR policies, job involvement, job satisfaction, organisation commitment.

Introduction

Human resources are a decisive tool for many Information technology companies to make compliance with laws, overseeing payroll and keeping the personnel staffed and productive. HR policies can help information technology companies in many ways, including getting better time management; averting lawsuits and getting better communications with employees. In the information technology sectors, HR can be a significant factor in keeping the company reasonable by executing policies that help to catch the attention of talented employees and successfully filled technological positions. There are much dissimilar type of people, and not astonishingly, they react differently to the need for policies and practices based on those variations. For example, some people prefer that there will be a written policy for everything, while other errand having no policies at all and would leave everything open to explanation as situations arise. Neither of these extremes contributes to a work environment that's favourable to high productivity levels. The answer is found in among, with the right figure and types of policies and practices that are decisive on a primary goal recuperating individual performance in the place of work. So how can you make sure your employees have clear prospect and are treated fairly as they work to help build your company? The answer is originated in the way you address four key elements related to the expansion and exploitation of your policies and practices: roles, rules, consequences and tools. Job Involvement refers to the psychosomatic and emotional extent to which someone contributes in his/her work, profession, and company.

Screening up to work on time is half the battle. Top performers are betrothed in their work and have high job contribution. There have been several studies that directly associate high job involvement with job satisfaction and how it makes a difference in the organization. For example, Lodahl and Kejner's job contribution scale has been used by corporations in order to gauge their employees' level of satisfaction.

Justification of the Study

Job satisfaction with HR policies and practices alleged by employees makes a significant part in the relationship between HR policies and employee behaviours in work atmosphere. To examine the relationship between HR policies and job contribution of individual behaviour for the organisation assurance Many information technology companies find difficulties in following the HR policies which proposed to be practiced but the actual implementation is that essential to consider employees' observation of the actual policies which to be implemented for what objective to be solved and enhancement should be considered that employees pleasure and outcomes. Employees mixed in their capability, knowledge, personality, gender, and needs. Based on the different employee's environment they observe the HR policies in various manners on their own understanding skills. For example, an inherently motivated employee is low rewarding to receive increment salary if he/she has a tiresome job. Those kind of person are in need of horizontal or vertical job change to get contribution in the own job for more interesting or fulfilling. Commitment in the job makes inherent motivation which comes from the individual employee performance in job itself make use of skills, a sense of accomplishment in work that is satisfying to do to get involved in work. In case of extrinsic motivation where the rewards outside the job i.e., pay, security, recognition and promotion possibilities In this study, it has also founded that professionals, managers and workers varied in observation of their reactions to HR policies such as Reward and appreciation policy, Career growth policy, reward Compensation policy, Welfare Policy, Work life policy, Recruitment policy and Environmental policies.

Literature Review

Human resources practices can make a straight impact on employees' characteristics such as commitment, morale, motivation and skills. If employees have these characteristics it is possible that organisational growth in terms of efficiency, quality and delivery of customer service will get better, thereby improving financial results as illustrated in Figure 1

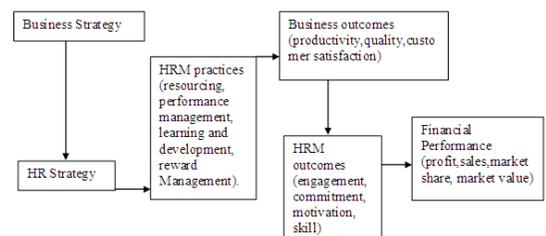


Fig 1 Impact of HRM on organisational performance, Armstrong (2009):143

Figure 1 clearly shows the undeviating relationship between human resource management outcomes and business result. Similar studies have confirmed the impact of human resources practices on business performance. Some of these studies were capable to draw correlation between the enlarged quality of human resource practices and increased business success.

For instance, in a case study by Nickson (2000) of Bridge in the World, a travel agency in the United States, attracting and retaining good staffs was a big confront. The company's profit margins were being gnarled because of a haemorrhage in staff, with 40% leaving within 15 months of opening. With the introduction of a new incentive scheme and a Bridge in the World sabbatical, the verges on sales bonuses were raised. The company's annual staff revenue rate reduced to 32%, well below the sector's average. In addition, company profits have been increased.

In addition, Fuller (1998), Armstrong (2007) and Bratton (2007) all affirmed the need to align employee needs with the organizational demands. There is need to have an effort to accommodate employee anxiety e.g. elasticity about taking time off, a better workplace design in order to make it favourable for work. Configuration of human resource needs with company objectives also facilitated candidness.

In order to facilitate candidness, organisation needs to make the pertinent information available to employees. Such a policy is valuable, since it is a critical part of attaining victorious job person fit. In addition, the employee is empowered and this enhances the morale of the employee. "Employee empowerment is an essential managerial means that can be used to obtain competitive advantages from human resources in the new millennium".

(Popescu 2012) recommended that even in the future, the trend for generosity industries will focus on talent management. Thus acknowledgment of talent from employees, harnessing and developing it could also result in service brilliance. Many organizations have now recognized that human resources play an important role in gaining an economical advantage in today's highly economical global business environment.

Managers should understand how their workers feel and observe their work conditions, in order to plan appropriate human resource policies and understand the best out of them. In service institutions, human resource management is a very decisive part in realizing organizational goals. This is because the performance of such organizations is eagerly based on people's skills, talents and levels of experience, unlike the manufacturing industry which is largely based on mechanized systems to attain performance.

Conceptual Framework

This study is based on the proposed conceptual framework (Fig. 2). The framework considers the effect of HR policies and practices followed in the organisation makes the employee job involvement on job satisfaction and organizational commitment. The framework also considers the effect of job satisfaction on organizational commitment. The intermediating effect of job involvement on organizational commitment through job satisfaction is also studied from the literature findings.



Fig 2 Conceptual Framework

Key elements of HR policies

Roles

People like to have a clear perceptiveness of their role in an organization as well as the roles of others. Every thriving team has well-defined positions for its members. Everyone knows what he or she is to do, how to do it and how their performance can blow those around them.

Rules

Managers and employees need to share a clear understanding of what is and what is not satisfactory behaviour within the company. Unluckily, in today's workplace, an employer can be held legally responsible for the bad behaviour of an employee, particularly when that bad behaviour distresses other employees, clients or individuals. Having a patent set of behavioural expectations is decisive to establishing that you're not causative to the bad behaviour as an employer. Setting clear and specific behavioural standards in the form of rules establishes a framework for blemishing and addressing infringement of those standards.

Consequences

It is significant that you clearly state the consequences for contravention of your behavioural principles so that employees know what to expect and have fair caution of those expectations. In addition, clear consequences help to make sure that you are not partial in your options for dealing with indecent behaviours. To ascertain these standards and violation consequences, sit down and think through the over-the-line behaviours that won't be officially recognized in your organization. Building a great company has a lot to do with how individuals work together. Policies and practices can advance the way your employees cooperate, while minimizing the personnel problem that often arises in today's workplaces.

Tools

Tools deal with the question of how you sustain the people in your organization who handle other employees. When facing with an explicit personnel concern, what resources are available to them? Do they have an employee handbook or a policy guide? What about normal guidance in business policies and practices, joined with simple, accessible forms to show them when dealing with particular concern? Are you giving them an obvious instruction on running with your human resources personnel or legal representatives? Are your resources available online? Tools like these are very important not just to help avoid proceedings, but also to minimize the time it takes for you to deal with productivity-draining people concern instead of core business matters. Because many small-business owners are in lack of these resources and aren't sure where to turn for help, they may use attorneys to address such issues.

Recruitment policy

Attracting talent is a considerable function of an Information technology company's HR policy, which is mostly gifted through compensation, perks and workplace civilization. Creating surroundings where your employees feel salutation and happy requires obliging the

life of your employees. For well-built companies, being open to conceding transfers can help keep talent from leaving for the competition and giving suggestions to employees who have left showing goodwill and helps to improve your company's character among job seekers. Time off, sick days and passing away policies for deaths can also be a draw, while also keeping employee morale high.

Reward and Recognition Policy

Properly satisfying positions is another key goal for IT company HR policy. Technology jobs can require dissimilar skill sets for dissimilar parts of a project. Recognizing the right person to meet the specific needs for a position can be a challenge, particularly if the HR hiring officer doesn't know enough about the project or technology details. One change that can help HR managers is to adjust hiring policies to support encouragement of current employees, instead of searching for external candidates. According to CIO Magazine, by encouraging employees to higher positions and management roles, HR managers can improve efficiency and retain valuable company knowledge.

Career growth policy

The Society for Human Resource Management (SHRM) recognized 18 conditions that must be present in the place of work for employees to practice engagement. Then, employees rated their overall fulfillment with each of these factors in their workplace. Four of the most minuscule seven conditions that must be there for employees to practice engagement was related to training, specialized development, and career development. So, the growth and development of employees are not a priority in many workplaces. Yet, when employees recognize the factors that they must have from work, career, growth and development is one of the top five. A career development plan is a triumph for employers and employees. The plan focuses on the employees' need for growth and development and the support, the organization can provide so that the employee has the prospect to grow his or her career. In addition to growing their career, employees are also concerned in developing themselves both personally and professionally.

Welfare Policy

Welfare is the stipulation of a negligible level of well-being and social support for citizens and other suitable residents without adequate current means to support basic needs. In most developed countries, welfare is mainly provided by the government from tax profits, and to a lesser extent by NGOs, charities, informal social groups, religious groups, and inter-governmental organizations. Social security expands on this concept, especially in welfare states, by providing all population with various social services such as worldwide healthcare, idleness insurance, student financial aid (in addition to free post-secondary education), and others.

Compensation Policy

Compensation is a primary section of employment and one of the most critical HR management policies. While compensation conventionally refers to employment wage, best way in today's workplace considers total compensation to include base salary, bonus or incentive plans, payback, and non-cash compensation. Organizations should ascertain and Correspond clear principles by which employees are waged. At minimum, organizations need to make sure that their compensation policy sticks to employment legislation. Additionally, many organizations adopt compensation principles that make sure fairness and equity in pay rates and salary administration, and intelligibility in compensation practices.

Work life Policy

A work-life policy is any program that enlarges an organization's capability to incorporate the needs of work and personal life Work-life policies expand beyond conventional ideas of "family friendly" that mainly imply care for children and others. Work-life policies take many forms. There are time-based practices known as different work schedules such as compressed or flexitime and reduced work schedules such as part-time. They can also take the form of telecommuting, which involves working from home or an alternate satellite location. Other practices include various types of leave whether it is federally directive Family and Medical Leave Act (FMLA) or a grouping of sick and personal leave. Still other work-life settlement may include reliant care and/or referrals, career development and educational opportunities, as well as domestic partner benefits. Working time flexibility is used in several European countries to help employees have a better work-life balance. Companies mainly use it to allow employees to take care of their children, but elasticity can also help move forwards overall company performance. The amount of liveness offered depends on the country, which in turn affects how many employees take advantage of it.

Job Involvement

Job involvement refers to how people recognize their jobs in relation to the working environment, the job itself, and how their work and life are incorporated. Also, job involvement can be viewed as a psychosomatic condition wherein an employee "is cognitively distant with, engaged in, and fretful with one's present job". One of the early definitions of job involvement was proposed by WHO as 'the level to which an employee is recognized psychologically with his job or the significance of job in his total self-image. Job involvement is more associated with identification with worker's immediate job activities while organizational commitment is more associated with worker's attachment to the organization.

Job Satisfaction

Job satisfaction refers to 'the thoughts and feelings people have about their work. Jobsatisfaction may be divided into two elements: intrinsic and extrinsic. Intrinsic job satisfaction refers to the interior state linked with characteristics inherent in a job, such as exploitation of skills, the amount of job intricacy and opportunity for control, the amount of

dependability, and challenges. Extrinsic job satisfaction refers to physical aspects such as wages, work, and benefits. The level of job satisfaction is exaggerated by a range of intrinsic and extrinsic fascinating factors, including the quality of command, public relationships with the work group, and the degree to which individuals succeed or fail in their work.

Purcell and others see job satisfaction as having a noteworthy effect on organisational performance in that the unrestricted behaviour that helps firms be triumphant is most likely to occur when employees are well-enthused and feel dedicated to the organisation, and when the job gives them a high level of fulfilment. They find that key factors distressing job satisfaction are career prospects, job authority, teamwork, and the degree to which the job is challenging. Job satisfaction is considered an important concept to study as it is pertinent both to the compassionate perspective and serviceable perspective.

Organizational Commitment

Organizational commitment has always been a concept of curiosity to researchers but its significance has risen significantly as a result of the altering employment practices. This has given employees the green light to move from one organization to another and not be inhibited by the feeling of lingering in one organization for a comprehensive period of time. Organizational commitment has also been defined as “a force that binds an individual to a course of action that is of relevance to one or more targets”. Later a multidimensional three-component model to conceptualize organizational commitment which is considered to be one of the most widely documented and time-honoured approaches in the organizational commitment were proposed in literature.

Job Involvement and Organizational Commitment

Job involvement affects different organizational behaviours such as absenteeism and turnover, organizational commitment, job satisfaction, and others. Job involvement is related to organizational commitment and low job-involved employees have been hypothesized to be more likely to leave the organization and withdraw their energy from the job and apply it outside the realm of work or invest it in undesirable on-the-job activities. Furthermore, stated that individuals with high levels of job involvement are likely to have increased affective organizational commitment as they believe they need to repay the organization for all benefits it has provided them. Jobs and behaviours of employee's and socio-cultural environment of the organization influence organizational commitment.

Job Involvement and Job Satisfaction

Job satisfaction is highly influenced by job involvement. This is due to the fact that highly involved employees are more satisfied with their jobs than low involved employees. Job involvement was positively related to job satisfaction and organizational commitment. He concluded that employees who are involved in their jobs are likely to be satisfied with their jobs and hence become committed to their organizations. Additionally, employee job involvement will positively affect work behaviours that are associated with job satisfaction such as

employees' motivation and effort. Furthermore, job involvement affects organizational citizenship behaviours which is reflected by committed employees that are willing to assist specific others in the organization, or the organization in general. Job involvement enhances social contact and social recognition, boosts a personal sense of coherence, increases confidence of better career prospects, and reduces uncertainty in the job surroundings.

Job Satisfaction and Organizational Commitment

Job satisfaction and organizational commitment are considered important factors in determining employees' contribution to the organization and their intention to stay in it. The importance of job satisfaction and organizational commitment has been demonstrated in many studies. Job satisfaction and commitment contribute to the efficiency of organizations by influencing issues such as performance, productivity, absenteeism, deviant activity, and withdrawal behaviours.

Conclusion

In modern era, all the organisations follows certain set of HRM policies and practices were not thorough (well effective) that were not makes employees to perform better and it not drag them to engage in work. In IT sector it may be perceived as from literature findings show that most employees expressed poor motivation and low morale because of the low impact from management to focus on the employee perspective such as reward policy followed needs to improve tom make them to engage in job. Most of the HRM policies and practices, especially those associated with reward and recognition also drives the employees to focus to the work for the organisation commitment. A fair rewards system and recognition of employee efforts are should make account of praising employee performance for better job involvement. In addition, employees in the organisation must be empowered to contribute their skills, knowledge for organisation welfare and also towards policy formulation and decision making. The findings of this study shows that the human resource management by HR policies and practices have link between employee job involvement and satisfaction by the reference policy like Compensation policy, Worklife policy, Recruitment policy, Welfare Policy, Reward and recognition policy, Career growth policy, Environment created by policies and employee job satisfaction. Impact of human resource policies on employee job involvement resemble that HR policies is in reality a foundation of human resource practices to improve competitive advantage. Altogether this study describes that there should be positive contribution by HR policies in employee job involvement by creating a positive work environment the HR policies and practices. The results from the literature findings show that job involvement positively and significantly affects job satisfaction and organizational commitment.

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IMPACT OF EMPLOYEE'S ATTITUDE TOWARDS BRANDING – A STUDY WITH REFERENCE TO AUTOMOBILE INDUSTRY

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Abstract

Employer branding has become popular nowadays in each and every industries. Every organisation follows certain steps and strategies to become popular among the employees who are seeking for. The employer branding strategies that have been implemented in the organisations have impact on employee's attitudes which also influences their behaviours. Every people become brand conscious in present day scenario. Employer needs to attract the candidates to apply for a job and hence they should be unique from other companies in the eyes of the employees. Employer branding in the organisation enhances the potential candidates to apply for the job and also retaining the existing employees in the same organisation. If employer branding prevails in the organisation it will end in a successful results with high productivity. This study used to analyse whether the attractiveness attributes are valued by the employees and to find out the measures to improve employer branding.

Keywords: *employer, employee, attitude, branding, organisation*

Introduction

Employer brand as a term was invented in 1990's by Simon Barrow who specialised in brand management of consumer goods and who realised that the same marketing techniques used on the products and services to attract consumers could be useful when companies are seeking to attract, retain and engage their existing and potential employees (Taylor, 2010). In every organisation human resource is the heart of the enterprise as they are person who involves in recruiting the right person for the right job which in turn increases the productivity and profit of the particular enterprise. Employer needs to analyse and set strategies according to the company as well as attracting the employees and retaining the existing employees.

Initially, branding was used to differentiate products but now a days it is used to differentiate people, as people associate themselves with different brands (like i- phone user or apple user). Brand may be any term, name, logo, sign, design or a combination of all these that differentiates a product from competitors (Kotler and Keller, 2007). Every candidate before applying for a job they will look out the reputation of the particular organisation and the attitudes of the existing employees will change according to the attractiveness attributes provided by the employer.

Retaining valuable staff has benefits as when turnover is high companies may expect leveraged costs, interruptions in service levels, but also loss in knowledge base, in the worst case to competitors. Research has proved that companies with low turnover rates have increased sales growth and improved employee morale (Allen et al., 2010). Hence the employer should concentrate on the branding which attracts and retains the employees. In this

competitive markets that has been prevailing employees will consider the reputation and the attractiveness attributes that has been provided by the employer and whether it provides more benefits(employer branding strategies) than the other companies.

Review of Literature

Andrews (2015) 46% of organisations admitted that HR and corporate team hold the main responsibility for developing the employer brand. The most popular means for measuring the effectiveness of employer brand in Irish organisations was cost and quality of hire, while UK participant companies chose internal surveys. 75% respondents of the Irish survey admitted that they do not develop their brand internally with in an existing employees.

Biswas and Suar (2013) After extensive literature review, researcher did not found any evidence of such scale being used in Ireland and found just one research which used EmpAt scale and included prospective and current employees as well, although there were no differences or similarities amongst two groups identified

Goffee and Jones (2013) Every week six full classes of employees gain credentials in maths and English and every day twenty more employees are receiving apprenticeship qualification. McDonalds not only has an extensive executive and management training programmes, they provide training restaurant, department and shift managers as well where they can develop their communication and coaching skills.

Anitha (2012)It can be measured by such organizational characteristics as pay, career advancement opportunities, although attributes can be intangible as well such as organisational image and the reputation.

Bersin (2012) Employers need to recognise the key experts in their organisations and facilitate them with tools so they can share their expertise with others and, as a result, all employees would gain those expert skills as well. Food chain company Cheese Factory created a You Tube like learning portal which allows all employees to upload videos of the work they are performing well.

Berton (2005)Results of this paper investigated employer attractiveness attributes from two different perspectives: current and potential employees and used EmpAt scale developed. Results of the survey showed a positive relationship amongst all five values as was proved by other researches who used the same EmpAt scale in their research.

Backhous and Tikoo(2004) suggests that employer brand associations, such as thoughts that brand name arouse for job seekers, brand image and attraction shape employer image which affects the attractiveness of employer to potential recruits.

Balmer and Gray(2003) stated that a strong corporate brand can act as a navigation tool which would include not just existing employees but potential recruits as well. As a result, first of all, corporate brand promise need to be understood internally and the entire organisation needs to be able to deliver on that promise which needs to be visible through all layers of organisation

Aaker (1997) did research on brand traits where she asked consumers to rate various brands by 114 traits. Findings of the research were that brand can be represented by five main factors: sincerity which holds traits such as domestic and cheerful; excitement with traits of spirituality and imagination

Allan (1996) Providing job security allows employer saving money when there is no need for hiring and training costs associated with new hires; it provides a lot less distractions at work; a public sees that employer as an attractive organisation which attracts a wider pool of potential applicants; organisation holds an image as socially responsible employer and profitability in most cases is higher than those organisations which do not provide job security to their employees

Research Methodology

Objectives

- To critically analyse the role of employer brand in the respect to the attitudes of the employee.
- To analyses whether the employer attractiveness attributes are valued the most by existing employees.
- To understand the factors influencing the employer branding.

Need for the Study

Human resource is the heart of the organisation and this study shows the impact of employer branding it has on the attitudes of the employees and how much it influences their behaviours. Every organisation should follow strategies to implement employer branding which will have unique image among the other enterprises in the market. Employer should focus on providing the right attractiveness attributes and this study reveals whether the existing employees consider those strategies for their longevity of the services.

Sampling Method

The type of research used for the study is descriptive research design. Descriptive research is a study designed to depict the participants in an accurate way. The three main ways to collect this information are: Observational, Case study and Surveys

Sample Size

The number of sampling units selected from the population for the study was 150 respondents.

Data Analysis and Interpretation

Table Showing Gender of the Respondent

Source: Primary Data

S..No	Gender	No of Respondents	%
1	Male	86	57.3
2	Female	64	42.7
	Total	150	100

From the above table it is found that 57.3 percent of the respondents are male and 42.7 percent are of the respondent are female.

Table Showing Age of the Respondent

Source: Primary Data

S.No	Age	No of respondents	%
1	Below 20	4	2.7
2	21-30	51	34
3	31-40	56	37.3
4	41-50	32	21.3
5	Above 50	7	4.7
	Total	150	100

From the above table it is found that 2.7 percent of the respondents are in the group of below 20, 34 percent of the respondents are in the age group of 21-30, 37.3 percent of the respondents are in the age group of 31-40, 21.3 percent of the respondents are in the age of 41-50 whereas 4.7 percent of the respondents are in the age group of above 50

respectively.

Table Showing the Company Providing Opportunities for Growth

Source - Primary Data

S.No	Opportunities for Growth	No of Respondents	%
1	Strongly agree	38	25.3
2	Agree	85	56.7
3	Neutral	10	6.7
4	Disagree	15	10
5	Strongly disagree	2	1.3
	Total	150	100

From the above table it is found that 25.3 percent of the respondents strongly agree, 56.7 percent of the respondents agree, 6.7 percent of the respondents are neutral, 10 percent of the respondents disagree whereas 1.3 percent of the respondents strongly disagree respectively.

Table Showing Employee's Self Confidence Gained

Source - Primary Data

S.No	Self-Confidence	No of Respondents	%
1	Strongly agree	31	20.6
2	Agree	14	9.4
3	Neutral	82	55
4	Disagree	23	15
5	Strongly disagree	0	0
	Total	150	100

From the above table it is found that 20.6 percent of the respondents Strongly agree, 9.4 percent of the respondents agree, 55 percent of the respondents are neutral, 15 percent of the respondents disagree whereas 0 percent of the respondents strongly disagree respectively.

Chi-Square Test

Aim

To test whether there is a significant relationship between the equal opportunities for growth and age

Null Hypothesis (H₀)

There is no significance association between equal opportunities for growth and age.

Alternative Hypothesis (H₁)

There is significance association between equal opportunities for growth and age.

Table Showing the Case Processing Summary of Equal Opportunities for Growth and Age

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	131.272 ^a	16	.000
Likelihood Ratio	83.982	16	.000
Linear-by-Linear Association	1.694	1	.193
N of Valid Cases	150		

As the value is lesser than 0.005, null hypothesis is rejected and alternate is accepted and hence there is a significant relationship between the equal opportunities for growth and their age.

ANOVA

Aim

To test whether there is a significant relationship between self-confidence and the respective gender.

Null Hypothesis (Ho)

There is no significance relationship between self-confidence and the respective gender.

Alternative Hypothesis (H1)

There is significance relationship between self-confidence and the respective gender

Table Showing the Correlations Relationship between Self-Confidence and Their Respective Gender

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.268	3	.089	.359	.783
Within Groups	36.425	146	.249		
Total	36.693	149			

As the value is greater than 0.005, null hypothesis is accepted and alternate is rejected and hence there is no significant relationship between the self-confidence and the gender.

Conclusion

By this study it is clear that the factors which are affecting the employer branding and hence organisation should concentrate on creating value to their contribution and takes pride in their accomplishment. The human resource is a key resource available to an organisation and as such, recruitment and selection of the right candidates to join the organisation is a key factor in the success of the organisation. Employer should implement strategies and hence it should be applied to ensure that the organisation attract, recruit and retain employees within the organisation. One strategy that employer implement is strong employer branding.

To conclude employer branding plays very important role in every organization. Good employer branding helps to success of the organization. Unless an employee has poor facilities it always a possibility of employee disharmony and also affect smooth running of the organization. In the company we can identify good relationship between employees. The communication and behaviour of the employees is good.

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HUMAN DIMENSIONS IN GREEN MARKETING AS A TOOL FOR CSR

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Abstract

Nineteenth century witnessed the firms large scale pollution as companies geared themselves to produce goods as fast as possible, with profit maximization as the driving motto, with virtual disregard to human or environmental well-being. Nations battled for industrial supremacy through mindless exploitation of natural resources and creating pollution at a staggering rate, and climate change, damage to ozone layer became economically stronger, competition also grew. More efficient production methods were employed, and very few companies bothered to evaluate the impact of their actions on the environment. With increase in water pollution from chemical industries, and air pollution from the iron and steel and allied industries, planet earth is general and towns and cities in particular began to pay the price for high industrialization. The implication was that "if consumer is not highly concerned with environmental issues, they are less likely to think and behave green". An attitude of indifference or just a feeling towards the environment is not sufficient to drive the consumers to behave in a green manner. Therefore, It is imperative to address the problem of environmental degradation and pollution through the active involvement of the human dimensions engaged in supply chain management and consumption to ensure the success in green marketing. This conceptual paper deals with the practical difficulties encountered with the human dimension and the awareness, competencies and skills required in the supply chain management while implementing the Green Marketing Campaign throughout the life cycle of the product.

Keywords: Competencies, Environmental Resources, degradation of nature, future generation.

Introduction

The growth in awareness about the environmental concerns among the communities over the last few decades, has spurred the demand for sustainable development; and green marketing has been achieving its momentum greatly (Chen & Chang,2012; Jhawar et al., 2012; Leonidou, Leonidou, Fotiadis & Zeriti,2013). The ultimate goal of sustainability is depicted as a development that includes formulating a social and economic system which must be incorporated within environmental concerns (Griffin & Prakash, 2010; Saadatian, Lim, Mat & Sopian, 2012). This has placed a high pressure on corporations to carry their social and environmental obligations, in terms of corporate social responsibility and revise their business operations and practices accordingly to develop sustainable business processes (Smerecnik & Andersen, 2011) to survive in the long run (Lundberg, Fredman & Wall-Reinius, 2012). In this manner, the concept of green marketing has emerged together and has become an important buzz-phrase in core operations of many businesses all around the world. The emergence of this term has provided comfort to many companies to use this as a mechanism to perform corporate social responsibility (CSR) (Shafaat & Sultan, 2012). Focusing on the service industry, tourism with its amazing development in recent years, has been contributing greatly to influence the nature and the ecology (Graci & Dodds, 2008; Rodriguez & Cruz, 2007). Indistinguishably associated with the tourism is the hotel industry which consumes a vast amount of energy, water and non-durable products also cause huge damage to the environment more than other categories of services of comparable size (Bohdanowicz, 2006; Hsich, 2012; Leonidou et al.,

2013; Nicholls & Kang, 2012; Robinot & Giannelloni, 2010). Being a country that is blessed with lush rainforests and splendid species of wildlife, the United Nations World Tourism Organisation (UNWTO) has ranked India as the seventh most travelled destination point in the world (Ministry of Tourism India, 2013).

Since tourism has become a significant source of income for the country, its contribution to the hotel industry is extremely huge (Leonidou et al., 2013). Accordingly to a research done by Klee (as cited in Zainordin, Abdullah & Baharum, 2012), buildings are consuming about one-third of the world's energy and the consumption of worldwide energy is estimated to increase by 45% from year 2002 to 2025. Also the same source states, 90% of the energy used in India is in the form of electricity and it is projected that buildings will consume nearly as much as industry and transport combined if this trend continues. Besides all the other types of buildings such as residential, shopping complexes and offices, hotels are also one of them. Thus, knowing how the hoteliers are contributing to the environment is very much important. According to Myung, McClaren and Li (2012), the present condition of environmentally related research is relatively young but emerging with high requirements for more academic research in the field of hospitality management. Also mentioned, the concept of green marketing in the area of manufacturing and allied industry is still in its infancy, while further literature developments and theoretical supports are required. In addition, studies on the level to which manufacturing and allied industries make available their CSR initiatives to the community are still lacking (Holcomb, Upchurch & Okumus, 2007).

The objective of this paper is to focus on the awareness, knowledge, competencies and skills that the industry and normal people can perform in the preservation of the natural environment by incorporating various green practices into their operations. A latent objective is to highlight how green marketing is seen within CSR in the industry as a way to protect the environment. This study will be beneficial mainly as the discussion provides some insights into the importance and ways to perform green practices in their daily operations which could also serve as a tool to implement their CSR initiatives. Besides that, knowing the challenges of this concept will also help them in strategizing their marketing tactics to target the green market. As this paper also discusses the challenges and various environmental protection policies enacted by the Indian government, it helps the industry people to understand their roles and duties as corporate citizens and the necessity to comply with the laws. Further, it also alerts the reader that the Indian policies have certain substantial elements which are in line with all other industrializing countries and may deliver richer and more reliable input to policy formulation.

Green marketing is based on the premise that businesses have a responsibility to satisfy human needs and desires while preserving the integrity of the natural environment. That this latter concern has been ignored throughout most of recorded human history does not mean it will be unimportant in the future. Indeed, there are significant indications that environmental issues will grow in importance over the coming years and will require imaginative and innovative redesign and engineering of existing marketing efforts on the part of many businesses. So this paper will put a lime light on creating awareness of green products among

the people who have employed and unemployed, and it is a mandatory to get knowledge and competence about the green products usage in day to day human life.

This paper first offers the definitions of CSR, the literature surrounding CSR and then discusses the Indian government's role in protecting the environment. Later, the definition and the challenges of green marketing in relation to the industry are described. Finally, the state of CSR within the industries and its contribution to the community are further explained. The final section derives the study's recommendation, conclusion and suggests future research directions. This study is based on a widespread review of related literature published online. The papers reviewed were not only from Indian sources, but include studies done in other countries around the world. The related studies were identified by using keywords such as "corporate social responsibility", "green marketing", "hospitality", "manufacturing industry", "sustainable development" and "environment". The papers were obtained from the university's subscribed free databases such as Taylor & Francis, Emerald, Science Direct, EBSCO Host, SAGE Journals Online and Blackwell Synergy. Marketing to the Green consumer often make purchase decisions based on information about the product rather than a catchy advertising campaign.

Literature Review

Corporate Social Responsibility (CSR) and Its Theories

Corporate social responsibility (CSR) is in a "pre-paradigmatic phase where there is scant agreement on definitions and terms and no consensus has been reached about what it includes and does not include in its boundaries" (Googins, Mirvis & Rochlin, 2007, p.29). in fact, the meaning of this concept has been evolving in definition and practice (Baron, 2001; Carroll & Shabana, 2010; Lee, 2008; Seechi, 2007), Dahlsrud (2008) has identified that there are 37 definitions for CSR. According to Ismail (2009), other terms that can be referred to CSR are corporate social opportunity, corporate citizenship. Given that the term CSR itself contains the feature of "society" within its own label, this provides a clear understanding that CSR relates to "social" responsibilities of businesses all along (Brammer, Jackson & Matten, 2012).

Carroll (1979, p. 500) has stated that CSR is "the social responsibility of business encompasses the economic, legal, ethical and discretionary expectations that society has of organizations at a given point in time". Later, he has designed "The Pyramid of Corporate Social Responsibility" which includes all four components in which discretionary also later referred to philanthropic in his study (Carroll, 1991, 1999). This pyramid has been used widely and it is one of the most recognized and most cited within the CSR literature. However, the order of the CSR layers proposed by Carroll (1991) actually reveals how it is manifested in developed nations. Visser (2008) has contended that the relative emphasis assigned to each component is different for developing countries such as India in which economic responsibilities still get the highest priority, followed by philanthropy, then legal and finally ethical responsibilities. The economic component explains that businesses are responsible to provide a return on investment to owners and shareholders. At the same time, they provide jobs to the society and produce goods and services and selling them for profit (Visser, 2008). It

also serves as a competitive advantage (Mahmood & Humphrey, 2013) as they find efficient ways to operate the business and innovate their offerings to increase the business's revenue (Alniacik, Alniacik & Gene, 2011; Carroll, 1991). The utilitarian theories have also defined the organizations as a part of the economic system while their main focus is generally on profit maximization (Secchi, 2007). Ismail (2009, p. 201) has also mentioned that "CSR ideas emerged after a realization that there is a need for an economic responsibility".

The second component is philanthropic which is merely discussing about promoting the welfare of humans and spreading goodwill by engaging in humanitarian or voluntary programs (Carroll, 1991). According to Cowper-Smith and de Grosbois (2011), one of the ways that organizations make their CSR initiatives known to the public is through voluntary communications. Developed nations see philanthropic responsibility as compulsory via the legal settings but it is an expected norm for developing countries (Visser, 2008). At the same time, CSR activities seemed to be very important especially for MNCs as they have greater visibility and commonly face high media exposure with greater involvement of the community (Fougere & Solitander, 2009, Sotorrio & Sanchez, 2010). Schmidheiny (2006) has also strengthened that social issues are always given high media publicity in developing countries. Based on instrumental theory, it has been reasoned that social activities are actually recognized as instruments for marketing to achieve economic objectives (Ismail, 2009). By engaging in voluntary programs, the organization will be seen as a corporate that is socially responsible which meets the expectations of the community and be the preferred ones (Jamali & Mirshak, 2007; Wood, 2010).

The legal component suggests that companies must ensure that their business practices are legal and they are performing in a manner that is consistent with the rules and regulations set by the government and other related bodies for the benefit of the society (Carroll, 1991; Ismail, 2009; Mullerat & Brennan, 2005). The government itself plays an important role in attending and sustaining the public's interests (Dctomasi, 2008; Sundaram & Inkpen, 2004) via legislation and regulation resulted from the consultation with the public (Colley, Doyle, Logan & Stettinius, 2003). According to Shum and Yam (2011), established laws could also act as tools to inform the stakeholders about the right behaviors without any compromises. Legal responsibility also comprises environmental regulations in which these regulations form a huge contribution towards the overall legislation of a country. To evade adverse legal consequences such as unnecessary fines and even imprisonment, organizations ensure that their operations are parallel to the environmental standards set by the government (Smith & Perks, 2012). Not wanting to breach such laws, this indirectly gives pressure in the managers to undertake CSR initiatives. Similarly, laws regarding sales, advertising, product safety, labeling and labour have also been officialised to safeguard both producers and consumers (Larsen & Lawson, 2012). Another benefit of established law and regulations is to ensure that all economic agents are protected while the organisation's self-interest is kept at optimum level (Shum & Yam, 2011).

The last component is ethical and moral which is known as a component beyond the stated law. A company's ethical responsibilities could include strategies to sustain the environment

for future generations, civil rights and adopting moral norms or values that are recognized by the society (Carroll, 1991). Hiseh (2009) and Tsoi (2010) have also stated that as businesses are making profits from the public, they need to act ethically and comprehend the welfare of the society. Thus, this becomes a competitive advantage (Mahmood & Humphrey, 2013) for them to further progress by creating a positive image among the society and gain more profit (Bondy, Moon & Matten, 2012).

However, it should be noted that even though the four components have been discussed as separate constructs, they are not mutually exclusive but are interrelated to one and another while they are seen as a unified system (Carroll, 1991; Carroll & Shabana, 2010; Okpara & Wynn, 2012). Managers are also found to be under constant pressure to balance these forms of responsibilities (Shum & Yam, 2011).

Human Dimensions in Green Marketing

Green marketing is a development post the awareness and realization of the dangers of environmental degradation caused by industrialization and unbridled exploitation of nature, in terms of water pollution, soil degradation, air pollution causing extensive damage to the flora and fauna, and resulting in the global warming and climate change, and the attendant dangers to the mankind.

This realization brought awakening in the progressive elements in the intellectuals, policy makers and the industrial class that unless proactive measures are taken to arrest the dangerous trend of disregard to the nature, the situation surely would lead to a point of no return.

Bringing awareness for change, building competencies to make change possible and translating that change into a template for behavioral change resulting in the changing of the habits of people is a challenge which is made amenable through the carrot and stick policy. Building competencies and skills in the workforce for green marketing in the entire supply chain management is a continuing need. For addressing this need through enriching the HR policies with the inputs, knowledge for developing the competencies and skills in the workforce at every level in the industry has become an urgent inevitability for the managements in the industrial landscape to ensure the success of Green Marketing. However, green marketing has to be adopted voluntarily by the industrial organizations which also must educate the consumers of the need to adopt the green habits. Simultaneously the policy makers also in India woke up to the need for strong legislative measures and passed a slew of legislations making the protection of environment mandatory.

Green Marketing Regulations in India Environmental (Protection) Act, 1986

In the Constitution of India it is clearly stated that it is the duty of the state to 'protect and improve the environment and to safeguard the forests and wildlife of the country'. It imposes a duty on every citizen 'to protect and improve the natural environment including forests, lakes, rivers and wildlife'. Reference to the environment has also been made in the Directive

Principles of State Policy as well as the Fundamental Rights. The Department of Environment was established in India in 1980 to ensure a healthy environment for the country. This later became the Ministry of Environment and Forests in 1985.

Air (Prevention and Control of Pollution) Act 1981

The objective of this Act is to provide for the prevention, control and abatement of air pollution for the establishment, with a view to carrying out the aforesaid purposes, of Boards, for conferring on and assigning to such Boards powers and functions relating thereto and for matters connected therewith. Decisions were taken at the United Nations Conference on the Human Environment held in Stockholm in June 1972, in which India participated, to take appropriate steps for the preservation of the natural resources of the earth which, among other things, includes the preservation of the quality of air and control of air pollution.

Water (Prevention & Control) Act, 1974

The objectives of this are to provide for the Prevention and Control of Water Pollution and the maintenance or restoration of the wholesomeness of water for the establishment (with a view to carrying out the purposes aforesaid) of Boards for the prevention and control of water pollution, for conferring on and assigning to such Boards powers and functions relating thereto and for matters connected therewith.

Hazardous Wastes (Management and Handling) Amendment Rules, 2003

These Rules classify used mineral oil as hazardous waste under the Hazardous Waste (Management & Handling) Rules, 2003 that requires proper handling and disposal. Organizations will seek authorization for disposal of hazardous waste from concerned State Pollution Control Boards (SPCB) as and when required.

Green Products

In their book *The Green Consumer*, John Elkington, Julia Hailes, and John Makower discussed several characteristics that a product must have to be regarded as a "green" product. They contended that a green product should not:

- Endanger the health of people or animals
- Damage the environment at any stage of its life, including manufacture, use and disposal
- Consume a disproportionate amount of energy and other resources during manufacture, use or disposal
- Cause unnecessary waste, either as a result of excessive packaging or a short useful life
- Involve the unnecessary use of or cruelty to animals
- Use materials derived from threatened species or environments.

Rs of environmentalism

- Reduce
- Reuse
- Recycle

Green Marketing goes beyond Societal Marketing in Four Keyways

- It is an open-ended rather than a long-term perspective
 - It focuses more strongly on natural environment
 - It treats the empowerment as something which has an intrinsic value over and above its usefulness to society
 - It focuses on global concerns rather than those of particular societies
- To understand green marketing one needs to know the four Ps of green marketing.

There is no widespread agreement on what exactly makes a product green. Some general guidelines include that a green product:

- Does not present a health hazard to people or animals is relatively efficient in its use of resources during manufacture, use and disposal
- Does not incorporate materials derived from endangered species or threatened environments
- Does not contribute to excessive waste in its use or packaging and does not rely on unnecessary use of or cruelty to animals
- Other favorable attributes from the green point of view are the incorporation of recycled materials into the product and the product's own recyclability.

Life Cycle Analysis

Most analysts agree that the "life" of the product and its parts is one of the most important components in determining whether a product is "green" or not. Most people think only of the process of creating a product when gauging whether a product is green, but in reality, products impact on the environment at several additional stages of their useful lives. Life cycle analysis (LCA) and/or product line analysis (PLA) studies measure the cumulative environmental impact of products over their entire life cycle—from extraction of the resources used to create the product to all aspects of production (refining, manufacturing and transportation) to its use and ultimate disposal.

Green Marketing Campaign

Green marketing requires a holistic approach. A company cannot succeed simply by highlighting a green aspect of a particular product, but must demonstrate a commitment on multiple levels, such as in production processes or environmental engagement.

Recommendation

Today, successful businesses integrate their creatively innovated strategy and performance as a form of CSR into their corporate culture. While industries are increasingly defining a sustainable green business model to fit the request of the community, it may be gradually introduced into their corporate culture. As known, corporate culture describes and governs the ways a company's owners and employees think, feel and act. By this, realization towards sustainability may only be achieved when it is driven internally. Behavioral change, awareness, conviction, knowledge and attitude to support the "Go Green" concept among the key

stakeholders require a continuous enforcement which can be obtained from the corporate values. These values need to be incorporated and reflected in all processes within the industries core operation and will serve as a guidepost to direct the management and its team.

In addition, certifications given to industries are evidence that a third party has independently verified adherence to several published requirements. These certifications vary widely in their scope and stringency and mostly highlight various requirements of environmental practices. Indeed, standards and certifications are the key to recognition and validation, but they are just one green marketing tool which notifies the public that the hotels have included various green practices into their operations. Basically, such certifications given to industries may become a tool for attracting consumers who are looking for ways to reduce adverse environmental impacts through their purchasing and consumption choices. However, it can be challenging to determine how the practices can be effectively communicated and delivered to the customers. At this point of view, a combination of seven tools, often called the seven P's (product, price, place, promotion, people, physical evidence and process) or extended marketing mix may be one of the best choices to provide a cohesive marketing program. Due to the nature that services are intangible, perishable, inseparable and heterogeneous (Berry, 1980; Zeithaml, Parasuram & Berry, 1985), applying the seven Ps instead of the traditional four Ps (product, price, place and promotion) (Magrath, 1986) may help industries to develop better environmentally friendly strategies for superior service delivery for their customers.

Conclusion

CSR is a part of corporate activity that lies between business and community. The need to behave in a socially responsible way has received the society's high attention (Coles, Fenclova & Dinan, 2011). This concept will always be an important part of business language and operations while it has been supported by many theories and continually consistent with the expectations of the society. It also addresses and captures the most vital concerns of the community related to business and society relations (Carroll, 1999). When this approach is given serious consideration either voluntarily or due to legal requirements, it provides a unique competitive advantage. Additionally, such advantages will give greater benefits to industries that are operating in a highly competitive environment. Furthermore, green based practices will be an added advantage for industries to achieve superior financial and market performance in ensuring a balance between development and environmental sustainability. The reason behind this is mainly due to the high pressure and concern given to green marketing issues in which it has become increasingly evident in both academic and real industries. At the same time, just by claiming that the industries have initiated CSR by embracing green practices is not sufficient. Their initiatives need to be clearly demonstrated to the public to avoid green washing. Together, they must understand that they have to spend a sufficient amount of time in embarking on promotional and communication efforts and educating the public to reach the full support of the community, media groups and societal groups. Organizational people should understand the uses of green products and its

implementation. Green Marketing must be imbibed by the organization, conceptually for the top management, procedurally for the middle management and operationally for the supervisory and operation level work force to ensure that the Green thinking becomes part of DNA of the organization. Top level management would create the awareness and knowledge about the green products usage in the organization, middle level management should generate procedures/Algorithms, and Bottom level management must implement the activities that would lead to protect our environment and increase the profit of their organization as well.

Suggestions and Future Research

As there are myriad of green initiatives within the industry, future research may focus on green practices that can be employed by manufacturing industries which provides greater insights to the literature of sustainable development. CSR is an important societal issue to stakeholder theory and it is found that it improves employees' morale, loyalty, retention rates and satisfaction (Flak & Rose, 2005). Thus, studying the commitment level of employees to conserve the environment and how they perceive the CSR initiatives are crucial. As suppliers are also one of the stakeholders, understanding how manufacturing companies team up with them to exert green marketing within the value chain would also be another direction for future research.

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CONSUMER BEHAVIOR ON PROCESSED FOOD IN FMCG PRODUCTS: A BIRD'S EYE VIEW

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Abstract

Food processing sector is one of the largest sectors in India in terms of production, growth, consumption, and export and growth prospects. India is the world's second largest producer of food next to China and has the probable of being biggest industry with food and agricultural sector. Rising population, quick urbanization, varying user preferences etc, are expected to have the demand increasing in future too for processed food. With a well-integrated supply chain and a good marketing strategy, a great chance lies for snack food industry in India. The Indian food production is estimated at 500 million tones and food processing industry has immense potential. India is a large and rising market for food products. The most promising sub-sectors includes -Soft-drink bottling, Confectionery manufacture, Fishing, aquaculture, Grain-milling and grain-based products, Meat and poultry processing, Alcoholic beverages, Milk processing, Tomato paste, Fast-food, Ready-to-eat breakfast cereals, Food additives, flavours etc. Besides this, Govt. has also approved applications for joint ventures; foreign collaboration, industrial licenses and 100% export oriented units envisioning an investment.

Keywords: Processed foods, consumption demand, growth, FMCG, Retailers.

Introduction

The Indian food processing industry is mainly export orient. India's moderately economical but trained workforce can be productively utilized to established large, small rate production bases for domestic and export markets. The national policy aims to growth the level of food processing from the present 2% to 10% by 2010 and 25% by 2025. The world-wide processed food market is projected at \$3.2 trillion. The Indian food marketplace is projected at \$182 billion. Food processing production in India is growing at 14% annum. The total food production in India is likely to double in the next five years and there is an overlook for great investments in food and food processing technologies specifically in areas of sacking, dairy and food processing, department processing, packaging, frozen food or refrigeration and thermo Processing. Fruits & vegetables, fisheries, milk & milk products, meat & poultry, packaged or nearness foods, alcoholic beverages & soft drinks and grains are substantial sub-sectors of the food processing manufacturing. Growing population, rapid urbanization, changing customer preferences etc are expected to keep the demand increasing in future too for processed food. With a well-combined supply chain and a good marketing strategy, a wonderful opportunity lies for snack food industry in India. India's food processing manufacturing is predictable to benefit from this and grow to around \$260-billion from the present USD 200-billion in the next 3-years, according to industry expert. It is projected that potential for processed foods is projected to reach from Rs 8,200-billion in 2009-10 to Rs 18,500-billion by 2017-18. The Indian

food production is estimated at 500 million tones and food processing industry has enormous potential. India is a large and growing market for food products as it is growing at about 1.6%annum. The Indian government has expressed a Vision 2018, to triple the size of the food processing industry, from the current \$ 70 b to around \$ 210 b, ornamental her global share to 3%, increasing value addition to 35%, from the current 20% and raising the level of processing ofperishables to 20%.The most promising sub-sectors includes -Soft-drink bottling, Confectionery manufacture, Fishing, aquaculture, Grain-milling and grain-based products, Meat and poultry processing, Alcoholic beverages, Milk processing, Tomato paste, Fast-food, Ready-to-eat breakfast cereals, Food additives, flavours etc.

Benefits of Processed Food

1. Making the perishable & seasonal food available during the year.
2. Saves time and reduce get-up-and-go most of the processed food needs little or no cooking so it's easyto eat it.
3. Steady prices of food, as there is less scope of shortage of supply to demand.
4. Reduce wastage of food by preventing decay or decomposition of food.
5. Preserved foods help individuals to bring a variety in the diet, thereby decreasing nutritionalinadequacies.
6. Milk is pasteurized to kill microorganisms which make it germs free. Drinking pasteurized milk is betterthan drinking fresh milk.
7. Sometimes processed food is much easier to preserve than natural food decomposition occurs late inprocessed food.

Indian Food Processing Industry

The Indian food processing industry is principally export orient. India's geographical condition gives it the exclusivebenefit of connectivity to Europe, the Middle East, Japan, Singapore, Thailand, Malaysia and Korea. One such example representative India's location advantage is the value of trade in agriculture and processed food between India and Gulf region.

Retailing

Retail, one of the largest sectors in the global economy (USD 7 Trillion), is going through a transition phase in India. One of the prime influences for non-competitiveness of the food processing industry is since of the cost and quality of marketing channels. Globally more than 72% of food sales occur through super stores. India presents a huge chance and is all set for a big retail revolution. India is the least drenched of global markets with a small organized retail and also the least competitive of all global markets.

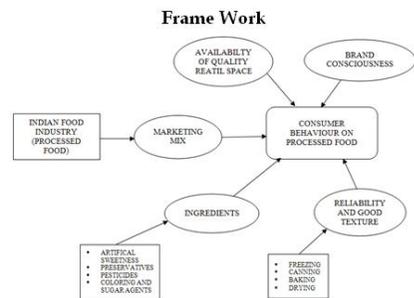
Union Budget 2018: FMCG Companies Expect Focus on Food Processing in Rural Area

Budget 2018: The FMCG firms have requested for more focus on the small businesses, infrastructural growth and practical covering as also incentives for setting up warehousing and cold chain facilities and efforts to growth foreign direct investment (FDI) in the sector. (PTI)

In the approach of Union Budget 2018, customer goods corporations are seeing for an enhanced plunge on food processing sector to improve value to the agricultural produce, progress in rural wages and discount in taxes to consultant more money in the hands of customers. The FMCG firms have requested for extra focus on the small industries, infrastructural enlargement and rational housing as also inspirations for setting up warehousing and cold chain facilities and determinate to growth foreign direct investment (FDI) in the division. "A grander thrust on the food processing sector can fetch in large productivities in the agriculture value chains and is a critical step to achieving the vision of replication farmer incomes," an ITC speaker voiced PTI. He further said the food processing sector, which is at the joint of agriculture and industry, adds tremendous value to agricultural produce and has a multiplier effect of creating momentous employment potential, enhancing farm incomes, and combating agriculture-wastages.

India's Food Processing Sector

India's food processing sector has the probable to attract rupees 2.14 lakh crore in investments by 2024, says a study released in THE ECONOMIC TIMES. The motherland's food and retail market is predictable to hint USD 482 billion by 2020, up from USD 258 billion in 2015, with current restructurings building the sector more reasonable and market oriented. There is a massive scope for huge investments in food processing technologies, skill development and equipment as total food production in India is estimated to double in next 10 years. As a result, the food processing sector has the potential to attract USD 33 billion investment and generate employment of 9 million person's days by 2024, while the sector provides opportunity for growth, it needs to focus on product conformity with global standards and quality together with factors like logistics traceability and safety, quality of packaging and delivery in India.



Review of Literature

A review of the literature reveals several themes from the previous research on the relationship between diet worth and academic performance. The first theme demonstrates how diet quality affects academic presentation. A diet full of nutritious foods like fruits, vegetables, and whole grains has a positive impact on theoretical performance, such as on-task behaviour and attendance. On the other hand, a diet primarily encompassed of processed food, fat, and sugar has a negative impact on student health and ability to concentrate.

An additional theme in the previous research is the link between socioeconomic status and the obtainability of fresh food. In some low-revenue areas known as food deserts, superstores

are more than a mile away, thus limiting community access to nutritious food. Also, low-income families often rely on the NSLP for a free or reduced price meal each day. If this meal is devoid of key vitamins and nutrients, it is imaginable that these children are not getting the nourishment they need to properly grow and develop.

Finally, the current position of the NSLP (National School Lunch Program) is examined. The original intent of the program was to confirm that the nation's children were not undernourished and received a warm lunch daily. Today our nation's children are challenging a different problem - obesity and obesity-related illnesses. Many efforts are under way to reform and improve the health and wellness of Indian children through a variety of line-ups, from serving healthier fare to planting an edible garden.

Grantham-McGregor and Olney (2006) examine the role of nutrition for schooled children in several areas of school performance, including attendance, behaviour, and achievement levels. This article cites evidence that children's academic performance improves when school meals improve, particularly with economically disadvantaged children. The authors state that "relieving hunger may improve the child's attention and decrease disruptive behavior, thus increasing the time spent concentrating on school tasks. Cognition can improve with the relief of hunger so the child is able to learn more efficiently" (Grantham-McGregor & Olney, 2006, p. 106). Most of the studies cited in the article focus on the increased academic achievement of poor children when given school meals and demonstrates that providing nutritious meals to high-risk populations has a positive effect on school performance.

Chmelynski (2007) proves that the implementation of free breakfast programs in schools is a means to increase academic performance. The author demonstrates the difference between what children were eating before receiving free breakfasts at school, "candy bars, potato chips, and all junk food," and how the healthier food provided by the breakfast program has improved performance. Chmelynski (2007) states "studies find National School Lunch Program Literature Review 14 that students who eat school breakfast increase their math and reading scores and improve speed and memory in cognitive tests, also finding that children who eat breakfast at school - closer to class and test-taking time - do better on standardized tests than those who skip breakfast or eat it at home"

Florence, Asbridge, and Veugelers (2008) detail a link between overall diet quality and academic performance among 5th graders in Nova Scotia. The authors looked at many factors that contribute to a child's academic performance and narrowed down the association between diet quality and academic performance. The authors studied the variables that contribute to improved academic performance with an improved diet. This study provides important information connecting diet and academic performance. Florence et al. (2008) assessed 5,200 5th graders using the Elementary Literacy Assessment and also examined the overall diet quality of the students using the Diet Quality Index-International. The results illustrated that "students with an increased fruit and vegetable intake and lower caloric intake of fat were significantly less likely to fail the assessment"

Conculsion

In the present changing scenario the processed food industries should be aware of the varying mind set of the consumers' prerequisite. This can be done with the help of Research & Development department, which also leads an active production & with a targeted margin of profit. Hence it is advised to the processed food industries to come out with wellimproved and healthier offer's which will be useful to all age clusters. Agorgeous and quality packing should be used for the processed food items so that it attracts the customers& maintains the excellence of the processed food products for a long period.

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CUSTOMER BENEFITS ON GREEN BANKING – A NEW APPROACH IN PUBLIC SECTOR BANKS AT TIRUPATTUR TOWN (VELLORE DISTRICT)

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Abstract

Now-a-days money is the centre of social life. In order to fulfil the money transaction nicely to the customers, we need a good banking system according to the increasing social, economical and technological development. Such a banking system we have, that is called Green Banking. This has all the innovative and necessary facilities to today's customers. But a few Indian banks have just started the Green Banking System. This has done a drastic change in the banking activities. Basically, Green Banking is a new approach in the financial world. The paper deals with the customer benefits of Green Banking in public sector banks at Tirupattur Town in Vellore District.

Keywords: Green Banking, Customer Benefits, Public Sector Bank etc.

Introduction

Green Banking is a new concept and emerging in the modern era. It promotes economic growth and reduces the paper currency. Today one can open a bank account by using online instead of mailing. This is a new facility to the customers using the Green Banking.

At the beginning of the 21st century, Green Banking System has changed some banking activities. Due to this change, the bank has followed the innovative banking products. The electronic devices such as ATMs, Online Transfer, Debit Card and Credit Card are very helpful to the green banking customers. Moreover, with the use of internet, this creates low cost to the customers and saves time too.

In simple words, Banking can be defined as the business activity of accepting and safeguarding money owned by other individuals and entities and then lending out. This money in order to earn a profit. The passage of time, the activities covered by banking business have widened and now various other services are also offered by banks. The banking services these days include issuance of debit and credit cards providing safe custody of valuable items, lockers, ATM services and online transfer of funds across the country/ world.

Need and Importance of Study

Today the banking industry to introduce new technology and facilities to use banking business. These new facilities are helpful to customers to do easy business. So many business men, farmers, industrialists and educational institutions use the Green Banking System. The business man pay and receive all monetary transaction through e-banking and the students pay the entire educational and examination fee through online system. These technologies can be used by the customers in an independent way without interaction of an assistants or employees. Now a day's banking automation services is indispensable in order to obtain efficiency to provide basic financial needs.

Review of Literature

Sahoo & Nayak (2008) explored the importance of Green Banking, cited international experiences and highlighted the important lessons for sustainable banking and development in India. The study found that there has not been much initiative in this regard by the banks and other financial institutions in India though they play an active role in India's emerging economy. The study also suggested the possible policy measures and initiative to promote green banking in India.

Jha & Bhome (2013) found the ways to Go Green through "Green Banking". The research methodology used in this study is based on primary as well as secondary data. The analysis was done by using percentage technique. The study found that Green banking is a good way to get more awareness about global warming; each businessman will contribute a lot to the environment. The concept of "Green Banking" will be mutually beneficial to the banks, industries and the economy.

Bahl (2012) the data was based upon primary and secondary data. The study revealed that the weekly green news on preferred choice as effective mean followed to create awareness among managers and personnel as internal subsystem to attain sustainable development through green banking.

Sahitya et al. (2014) attempted to understand and appreciate the importance of green initiatives for the attainment of goals of sustainable banking and determine the various attempts that had been made by the top public and private sector banks in India. The methodology consisted of a case study based approach of secondary sources. The findings were that the banks had taken on the green initiatives. The Private Banks are as much involved in the green banking approach as the Public Sector Banks.

Rajesh & Dileep (2014) the study was based on secondary data obtained from the reports of various Banks, various seminars and workshop information and other relative information published on the banks and other internet sites. The study concluded that Banks also contribute to ecological footprint directly and indirectly through investment/lending in their customer enterprises.

Objectives of the Study

1. To study the personal profile of the respondents of the select public sector banks.
2. To study the customer benefits on Green Banking in the select Public Sector Banks.

Research Methodology

The study is conducted using both analytical and descriptive type of methodology. The study primarily depends on primary and secondary data.

Study Area

The Survey is conducted in public sector banks located in Tirupattur Town, Vellore District.

The Vellore District is one of the most vital and vibrant Districts in terms of Industry, Business and Agriculture development in the State. The Vellore District has a dominant presence in the Leather and leather based industries.

Sampling Size and Design

The primary data was collected through survey method. Survey is conducted using well formulated Questionnaire. Simple percentage analysis is used to describe the variable in the research. Samples for the purpose of the study are selected systematically. Totally 150 Questionnaires were distributed and 141 were collected, out of which 125 completed questionnaires were found usable.

Limitations of the Study

The first limitation of the study is that the sample was not large enough to be a good representative of the population of interest.

Secondly, the data was collected via questionnaires, answered by the customer of the public sector banks. There is a probability of social desirability problem in the given answers.

Lastly, the present study solely focused on only public sector banks not for private sector banks.

Bank practicing Green Banking in Tirupattur Town (Vellore Dt.)

S.No.	Name of the Bank	Location
1	State Bank of India, Tirupattur Branch.	Krishnagiri Main Road, Tirupattur.
2	Indian Bank, Tirupattur Branch.	Gandhipet, Tirupattur.
3	State Bank of India, Tirupattur Town Branch.	TNHB Phase II, Tirupattur.

Analysis and Interpretation of Data

1. Gender of the Respondents

Gender is an important demographic variable which plays an important role in every banking company to understand the customer benefit on Green Banking facilities.

The following table gives the frequency distribution of male and female customers in the sample unit.

Table No. 1 Gender of Respondents

Gender	Frequency	Valid Percent	Cumulative Percent
Male	87	69.6	69.6
Female	38	30.4	100.0
Total	125	100.0	

From the above table it is found that the sample unit consists of 69.6% (87) male customers and remaining 30.4% (38) female customers. This shows that the sample unit is dominated by male customers in the public sector banks.

Source: Primary Data

2. Age of the respondents

It is a major demographic variable. The researcher believes that the customer benefits on green banking depend on understanding and the mental status of the person. The age has been considered as important variables. The researcher believes that increasing in age reflect the decrease in use of green banking facilities. Age has been divided into four categories for less than 30 years, 31-40 years, 41-50 years, and 51-60 years. The following table presents the frequency distribution of different ages of customers in the sample unit.

Table No. 2 Age of the Respondents

Age	Frequency	Valid Percent	Cumulative Percent
Up to 30 years	67	53.6	53.6
31-40 years	25	20.0	73.6
41-50 years	22	17.6	91.2
51-60years	11	08.8	100.0
Total	125	100.0	

Source: Primary Data

The above table it indicates that the sample unit consists of 53.6% (67) less than 30 years, 20.0% (25) 31-40 years of customers 17.6% (22) 41-50 years of customers and 08.8% (11) 51-60 years of customers. This shows that the sample unit is dominated by less than 30 years of customers in public sector banks.

3. Marital Status

Marital status is an important demographic variable which plays an important role in every organization to understand the customer benefits on green banking. The following table provides the frequency distribution of marital status in the sample unit.

Table. 3 Marital Status

Marital Status	Frequency	Valid Percent	Cumulative Percent
Married	92	73.6	73.6
Unmarried	33	26.4	100.0
Total	125	100.0	

Source: Primary Data

The above table is found that the sample unit consists 73.6% (92) is married and remaining 26.4 (33) unmarried customers. This represents that the sample unit high frequency for married customers in the public sector green banks.

4. Background of the Employees

It is a primary demographic variable which plays an important role in every organization to understand the customer benefits on Green Banking. Backgrounds of customers of urban and rural have different perceptions towards customer benefits on green banking. The following table gives the frequency distribution clearly indicate the background of the customers.

Table No. 4 Background of the Employees

Source: Primary Data

Background	Frequency	Valid %	Cumulative %
Urban	79	63.2	63.2
Rural	46	36.8	100.0
Total	125	100.0	

by rural areas of customers in the public sector banks.

The table 4 represents that the sample unit consists of 63.2% (79) for urban areas and remaining 36.8% (46) for rural areas of customers in the public sector banks. This indicates that the sample unit dominated

Educational qualification

Educational qualification gives various looks to life and profession. It affects the level of understanding and evaluation capacity of an individual. For this research the green bank customers consisting basic four statements for a professional qualification, postgraduate, under graduate and school finals. The following table provides the frequency distribution of different educational qualification of customers in the sample unit.

Table No. 5 Educational Qualification

Source: Primary Data.

Educational Qualification	Frequency	Valid %	Cumulative %
Professional	43	34.4	34.4
P.G.	36	28.8	63.2
U.G	27	21.6	84.8
School finals	19	15.2	100.0
Total	125	100.0	

The above table represents that the sample unit consists of 34.4% (43) customers for professional qualifications, 28.8% (36) customers for post graduate, 21.6% (27) customers for graduate and 15.2% (19) customers for school finals customers. The above result ascertains that the sample unit highly responding for the

professional qualifications of customers in the private sector banks.

5. Nature of Occupations

Nature of Occupations of the customer is an important demographic variable which plays a significant role in every banking company to understand the customer benefits on green banking in public sector banks. The following table indicates the frequency distribution in the nature of occupations of the sample unit.

Table No. 6 Nature of Occupations

Nature of Occupations	Frequency	Valid %	Cumulative %
Business men	39	31.2	31.2
Industrialist	51	40.8	72.0
Professional	24	19.2	91.2
Agricultural	11	08.8	100.0
Total	125	100.0	

The above table ascertains that the sample unit consists of 31.2% (39) customers for Business men, 40.8% (51) bank customers from Industrialist, 19.2% (24) customers from Professional, and 08.8% (11) customer’s from Agriculturalist. The above result shows that the sample unit highly responds for the Industrial customers in the public sector banks.

Source: Primary Data.

6. Annual Income

Annual income is a prominent demographic variable which plays a major role in every organization to understand the customer benefits on green banking public sector banks. The following table indicates the frequency distribution of Annual pay package in the sample unit.

Table No. 7 Annual Income

Source: Primary Data

Annual Income	Frequency	Valid %	Cumulative %
Up to Rs. 50000	08	6.4	6.4
Rs. 50001 – 75000	23	18.4	24.8
Rs.75001 – 100000	36	28.8	53.6
Above Rs. 100000	58	46.4	100.0
Total	125	100.0	

The above table represents that the sample unit consists of 6.4% (08) customers up to Rs.50,000, 18.4% (23) customers from Rs50,001 to 75,000, 28.8% (36) customers from 75,001 to 1,00,000 and 46.4% (58) customers above Rs 1,00,000. The above result ascertains that the sample unit highly

responds for Annual pay of customers above Rs.100000 in the public sector green banks.

7. Online Saving Account

OSAs are often characterized by a higher interest rate or lower fees, compared with traditional savings accounts. Many of these high-yield accounts have no minimum balance. Account holders may link their OSAs to their existing external bank accounts for easy transfer of funds between multiple accounts. The following table shows the opinion of customer benefits on online saving accounts of public sector banks.

Table No. 8 Online Saving Accounts

Online Saving Accounts	Frequency	Valid %	Cumulative %
Yes	98	78.4	78.4
No	27	21.6	100.0
Total	125	100.0	

The above table ascertains that sample unit consists of 78.4% of the customers (98) in the public sector banks accepted the benefits of online saving accounts and the remaining 21.6% of the customer (27) said do not follow it in it.

Source: Primary Data.

8. Use Direct Deposit

In banking, a direct deposit is a deposit of money by a payer directly into a payee's bank account. Direct deposits are most commonly made by businesses in the payment of salaries and wages and for the payment of suppliers' accounts, but the facility can be used for payments for any purpose, such as payment of bills, taxes, and other government charges. The following tables ascertain the opinion of customer benefits Direct Deposit in Green Banking in Public sector banks.

Table No. 9 Direct deposits

Direct Deposit	Frequency	Valid %	Cumulative %
Yes	78	62.4	62.4
No	47	37.6	100.0
Total	125	100.0	

The above table indicates that the sample unit consists of 62.4% of the customers (78) in the public sector banks accepted the benefits of Direct Deposits and the remaining 37.6% of the customer (47) said not to follow it.

Source: Primary Data.

9. Net Banking

Online banking is also known as internet banking. It is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The following table gives the opinion of customers benefit on Net Banking system.

Table No. 10 Net Banking

Net Banking	Frequency	Valid %	Cumulative %
Yes	91	72.8	72.8
No	34	27.2	100.0
Total	125	100.0	

The above table shows that the sample unit consists of 72.8% of the customers (91) in the public sector banks accepted the benefits of Net Banking and the remaining 27.2% of the customer (34) said not to follow it.

Source: Primary Data.

10. Debit Card

A debit card (also known as a bank card, plastic card or check card) is a plastic payment card that can be used instead of cash when making purchases. It is similar to a credit card, but unlike a credit card, the money comes directly from the user's bank account when performing a transaction. The following table indicates the opinion of customer benefits of Debit Card in public sector banks.

Table No. 11 Debit Card

Debit Card	Frequency	Valid %	Cumulative %
Yes	123	98.4	98.4
No	002	01.6	100.0
Total	125	100.0	

The above table shows that the sample unit consists of 98.4% of the customers (123) in the public sector banks accepted the benefits of Debit Card and the remaining 01.6% of the customers (02) said not to follow it.

Source: Primary Data.

11. Credit Card

A credit card is a payment card issued to users (cardholders) to enable the cardholder to pay a merchant for goods and services based on the cardholder's promise to the card issuer to pay them for the amounts so paid plus the other agreed charges. The following table provides the opinion of customer benefits on Credit Card in green banking system.

Table No. 12 Debit Card

Debit Card	Frequency	Valid %	Cumulative %
Yes	66	52.8	52.8
No	59	47.2	100.0
Total	125	100.0	

The above table shows that the sample unit consists of 52.8% of the customers (66) in the public sector banks accepted the benefits of Credit Card and the remaining 47.2% of the customer (59) said not to follow it.

Source: Primary Data.

12. Mobile banking

Mobile Banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smart phone or tablet. The following table gives the opinion of customer benefits in Mobile Banking in public sector banks.

Table No. 13 Mobile Banking

Mobile Banking	Frequency	Valid %	Cumulative %
Yes	104	83.2	83.2
No	21	16.8	100.0
Total	125	100.0	

The above table shows that the sample unit consists of 83.2% of the customers (104) in the public sector banks accepted the benefits of Mobile Banking and the remaining 16.8% of the customer (21) said not to follow it.

Source: Primary Data.

Major Findings

The study reveals that the sample unit is dominated by 69.6% of the male customers in the public sector banks. The 91.2% of the customer's are in the age group of 41 to 50 years old. The

marital status of the customer is that 73.6% are married. The residential backgrounds of the 63.2% of the customers are from an urban area. The educational qualification of the 34.4% of customers belongs to professionals. The nature of occupation of the 40.8% of the customers in the public sector banks represents industrialists and the annual pay of the 46.4% of the customers is above Rs.100000. The customer benefits are essential in their public sector banks. It is found that the 78.4% of the customer in the sample unit practice online saving accounts and the 62.4% of them follow the direct deposit. The sample unit represents the 72.8% of the customers using Net banking facilities in the green banking. The 98.4% of the customers use the Debit card for the various purposes. The sample unit consists of the 52.2% of the customers use the Credit Card facilities. The 83.2% the green bank customers use the benefit of mobile banking system.

Conclusion

In the modern era the banking business is essential and important for the development of a nation. In India so many sectors are available, for example, Agriculture, Industry, Business and so on. These are the most important parts of the national development. The public sector green banking gives so many benefits to the customers. Online saving account, ATMs, Debit Card, Credit Card, Net banking, Mobile banking and so on are very useful to the customers. The Green Bank gives the benefits of time saving, speedy settlement of accounts, easy receipt and payment of various bills etc. to the customers. Finally the research concludes that the public sector green bank gives plenty of benefits to the customers.

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A STUDY ON STORES LAYOUT AND ITS IMPACT ON VISUAL MERCHANDISING IN AN ORGANIZED RETAIL OUTLET TRICHY

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Abstract

Visual merchandising is the practices in the retail industry of developing floor plans and three dimensional display in order to maximize the sale. This study examine the store layout strategy in relation to visual merchandising and assist the managers in developing better merchandising techniques for retail stores. This study also helps to find out the analysis the impact of various visual merchandising variables on store layout.

Keywords: Visual merchandising, retailing, stores layout

Introduction

Retailing means a commercial transaction in which a buyer anticipate to consume the goods or service through personal, family or household use. Visual merchandising is an activity of promoting the sale of goods, especially by their presentation in retail outlets. It is the art of implementing effective designs, ideas to increase store image and sales volume and it is a mechanism to be in touch with a customer and influence the decision to buy.

Visual merchandising can be defined as anything that can be seen by the customer inside and outside a store, include displays, decorations, signs and layout of space. The overall purpose of visual merchandising is to get customers to come into the store and spend money. Visual merchandising includes how merchandise is presented as well as the stores total atmosphere. Visual merchandisings play a fore most part in retailing. "It is that which developed products, supports brands, amplify traffic and sales, adds visual stimulation by way of strategically by way of strategically located and elucidated focal target in an environment, typically business and stores, defines and advertises overall personality and image".

Scope of the study

This study helps the marketers as how different combinations of store layout can be exercised in order to attract all the potential customers and its shows how to retain the existing customers.

Challenges in Store Layout

1. First challenge is to keep the store atmosphere consistent with the store image
2. The second challenge is to influence customer behaviour decisions with the help of store layout, store atmosphere and space-planning.

3. The third challenge is to consider the costs associated with each store design element versus the value received in terms of higher sales and profits.

Review of literature

Neha p. Mehtal, 2014 in retail industry fittings and furnishing group has become more competitive. There are many players entering into organized format of retail in this type. Therefore, it becomes importance for retailers to difference themselves from each other. As the goods are similar, one of the area in which they can differentiate themselves is store presentation in terms of visual merchandising to examine the dimensions have an impact on purchase behaviour of merchandising display such as window display, lay up front, merchandise appearance store layout and organization, innovation style and trend co-ordination have impact on purchase behaviour of consumers.

(Mehta and chugan, 2013) visual merchandising is process that positions merchandising the customer wants in a right place, at the right time for the purpose of influencing the consumers. This process of merchandising activities is to sell merchandising or services by all means of advertising, display, and special events. Its main objective is to enhance the efficiency of shopping environment, in-store merchandising and differentiate brands so that sales can be increased.

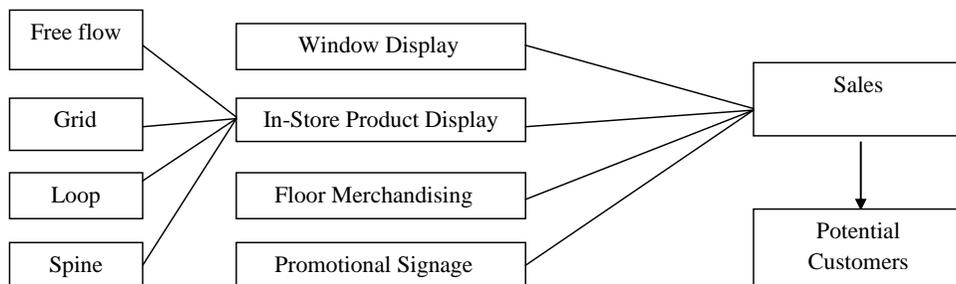
(Kanika Anand, 2012) Deputy Manager - Visual merchandising, Boggy Milano DLF Brands Ltd, India In the article "Inspired by the world of Art" states that "Indian retail is moving into 'Second Gear' with extensive attempts to constantly meet customer expectations. Given the shift of gear from merely creating awareness, it has its own advantage to harness and challenges to overcome" She further states that "creating strong foundations for consumerism based societies, we are moving towards a first world fantasy where one does not buy a product, but an experience. Shopping malls, Hypermarkets, branded outlets and even small time retailers understand and acknowledge the need and importance of VM to generate great business".

Store layout provides smooth customer flow through the apparel business. A smooth customer flow is especially critical for apparel retailers with high store traffic. Store layout influences the space at which customers walk through a store. Customers can navigate their way through a store with ease with a well-designed store layout. A good (well-organized and spacious) store layout encourages customers to browse around the store longer and make purchases that they would not have usually made (Levy & Weitz, 2012). Store layout is also used to increase or decrease flow in certain parts of a store. For example, stores want more traffic where products are sold and less traffic near restrooms/fitting rooms. In earlier years, businesses tried to showcase the maximum amount of product to customers using the minimum amount of space (Bell & Ternus, 2012). Store layout helps to prevent excessive shoplifting by decreasing less visible areas. Shoplifters often take advantage of apparel retail stores that are not 3 well organized with poor store layout. Vrechopoulos, O'Keefe, Doukidis, and Siomkos (2004) conducted a study on how store layout is a critical determinant of store

image. They focused on the three major store layout types: Grid; Freeform; and Racetrack/boutique. Grid layout deals with routine and planned shopping behavior. Freeform layout deals with time customers are willing to spend in the store. Racetrack/boutique layout deals with movement of customers throughout the store. Their results suggested that for perceived usefulness and entertainment, a freeform layout was preferred by customers. But for ease of use, customers preferred the grid layout. A good store layout provides apparel businesses an opportunity to increase sales.

Conceptual Framework of Visual Merchandising

Store layout



Window Display

The stores first impression with the customer Begin the selling process even before the customers enters the store. Suggests the type of merchandise carried in the store. Is a window in a shop displaying items for sale or otherwise designed to attract customers to the store.

Types of Window Display

- Closed Window
- Open-Back Window
- Shadow Box Window
- Corner Window
- Focal/ Angled Window

Closed Window

These are usually seen in department stores. With large pane of glass at the front A solid back wall and two solid walls and a door, these windows resemble room.

Open Back Window

These have no back wall but may have side walls. Many retailers prefer them because they make the interior of the shop visible from outside.

Shadow Box Window

A shadow box is an enclosed glass-front display case containing an object or objects presented in a thematic grouping with artistic or personal significance. The grouping of the objects and the depth effect created by their relative heights from the backing creates a dramatic visual result.

Corner Window

The window wrap around a corner. In this window groupings should be dressed towards the centre of the arc.

Focal/ Angled Window

These are angled back to the entry. This type of window is gradually being replaced on the high street. Product should be displayed parallel to the pane of glass.

In-Store Product Display

Visual Merchandising is the practice of displaying products to help customers find what they want and encourage larger purchases. For more than simply setting up shelves Visual merchandising helps you find the optimal store layout. And determine exactly where to place products.

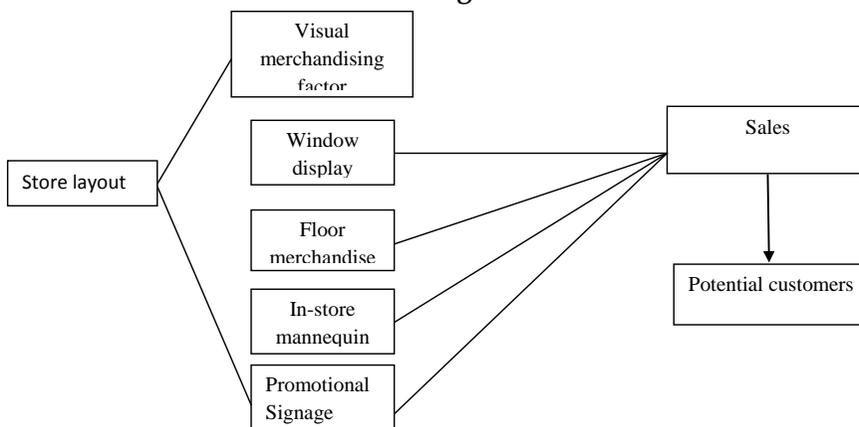
1. Floor Merchandising

Visual merchandising is the practice the retail industry of developing floor plans and three-dimensional display in order to maximize sales. Both goods and services can be displayed to highlight their features and benefits.

2. Promotional Signage

Signage is the design or use of signs and symbols to communicate a message to a specific group, usually for the purposes of marketing or a kind of advocacy alternatively promotional signage may be designed to persuade receivers of the merits of a given product or service

Theoretical Frame work of Visual Merchandising



Stores layout is the design of a stores floor space and the placement of items within that stores. Store layout helps influence a customer behaviour, which means when done right, it's a key strategy to a stores prosperity.

Types of Store layout

- Free Flow Layout
- Grid Layout
- Loop Layout
- Spine Layout

Free Flow Layout

The simplest type of Store Layout is a free flow Layout, in which fixtures and merchandising are grouped into free flowing pattern on the Sales floor. Customers are encouraged to flow freely through all the fixtures, because there are usually no defined patterns in store. This type of layout of works well in small stores, usually smaller than 5000 square feet, in which customers wish to browse through all the merchandise

Grid Layout

Another traditional form of store layout, in which the counters and fixtures are placed in long rows or runs, usually at right angels, throughout are placed in long rows or runs., usually at right angels, throughout the stores. In grid layout , customers circulate up down through the fixtures, and in fact the grid layout is often reoffered to as maze. The most familiar example of the grid layout is are retail stores and drugstore The grid is a true sopping layout, best used in retail environment in which the majority of customers wish to shop the entire store.

Loop Layout

A loop layout is used when a retailer provides a major customer aisle that begins at the entrance, loops through the store- usually in the shape of a circle, square, or rectangle- and then returns the customer to the front of the store. Expose shoppers to the greatest possible amount of merchandising by encouraging browsing and cross-shopping.

Spine Layout

Variation of grid, loop and free-from layouts Based on single main aisle running from the front to the back of the store On either side of spine, merchandise departments branch off toward the back or side walls. The major customer aisle runs from the front to the back of the store, with merchandise departments branching off to the back side walls. Heavily used by medium sized specialty stores ranging from 2000-10000 sqr feet.

Future of Indian Retail Industry

There has been an increase in purchasing power of the consumer due to easy availability of credit which has given a push to higher value items and encouraged repeated purchases. There has been a clear shift in consumer mindset in buying. They are more educated and well informed. They have become more experimenting and are willing to try and buy products which they haven't been used as yet. The expansion of middle class has led to higher purchases of luxury products and brand consciousness. Significant growth in discretionary income growth drivers of Indian retail industry With GST taking its shape, it has helped the retailers simplify its tax structure. Better cash flows, pricing, and profitability.

Conclusion

In this study how retail outlet follows visual merchandising to improve the sales is reviewed. This study identifies the external factors that affect the buying behaviour literature findings shows that the customer are mostly influenced by visual merchandising activity and

turns that into changing buying behaviour of customer. The retailers must use this findings effectively to increase the sales volume of the retail store and innovate themselves. These studies disclose the expediency of visual merchandising and understand the consumers buying behaviour.

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EFFECT OF DEMONETISATION ON INDIAN ECONOMY

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Abstract

“Demonetization is the withdrawal of a particular from of currency from circulation”. It is a process by which a series of money will not be legal tender. The series of currency will not acceptable as valid currency. The demonetization had a great important and immediate impact on the state of the Indian economy. An effort has been made to find impact of demonetization on the public. Demonetization can be said as a „Surgical Strike “ on Black Money, Terrorism, Fake Currency, Unorganized trading, Real Estate, Share market etc. The study concluded that the there is a wide spread negative returns across sectors after demonetisation which reflects the immediate negative thoughts attached with the overall economic activity. It was observed that the current move of discount in money stock in the economy has both short-term and long-term implication for the investors’ wealth.

Keywords: Demonetization, Black Money, Government, Corruption & Currency Etc.,

Introduction

In India demonetization of 500 and 1000 rupee notes has been taken place in 8th Nov. 2016 by Central Government. Indian economy is the cash based economy where 90% transaction has taken place in cash only. Demonetization is the maximum important and necessary when there is a change of national currency. The old unit of currency replaced with new currency. Demonetization is the process anywhere government states the currently running currency notes illegal to be tender after the declaration is complete. The drives for demonetization are to switch reproduction notes that could be underwriting to violence, and to challenge or remove the “black economy”. The value of a stock, in the alertness of Fundamentalists, is involved by the reduced value of future cash flows attributable to stockholders. Any changes in any cash flows or the discount rate will affect the basics of stocks. The economic models have suggested strong relationship between money supply and stock price movements.

The BSE SENSEX and NIFTY 50 stock indices fell over 6 percentage on the day later the declaration in the days following the demonetisation, the country faced simple cash scarcities with simple damaging properties across the economy.

The move reduced the country`s industrial production and its GDP growth rate. By the end of august 2017, 99% of the banned currency had been put in banks : only approximately Rs 14000 crore of the total demonetized currency had been discarded, leading analysis to state that the effort had failed to remove black money from the economy.

Demonetisation History and Background in India

The Indian government had demonetized bank notes on two prior occasions- once in 194 and then in 1978- and in both cases, the goal was to combat tax evasion by “ black money” had outside the formal economic system.

This is not the first time, When Indian currency is demonetized in India. Previous it was done in 1946 with the complete ben of Rs.10000 notes to deal with the unaccounted money i.e. black money. Another time it was done in 1978 by government controlled by morarjidesai when Rs.1000, Rs.5000 and Rs. 10000 notes were demonetized.. It was called as “an Act to deliver in the public kindness for the demonetisation of sure high denomination bank records and for materials related therewith or associated thereto.” The Rs 1,000 note ended a comeback in November 2000. Rs 500 note arose into movement in October 1987. The move was then right as shot to have the size of banknotes in movement due to growth. Though, in the days next the demonetisation, banks and ATMs across the country challenged severe cash shortages. The cash shortages had damaging properties on an amount of small businesses, agriculture, and transport, while people pursuing to exchange their notes had lengthy waits, and some deaths were connected to the rush to discussion cash but 36 years before during the state of demonetisation.

Demonetisation Process

The plan to demonetize the Rs 500 and Rs 1000 bank notes was started between six and ten months before it was announced, and was kept confidential, with only ten people being completely aware of it. The preparations for printing new Rs 500 and Rs 2000 bank notes began in early may 2016. The union cabinet was knowledgeable about the plan on 8 November 2016 in a meeting called by the Indian Prime Minister Narendramodi.

Public Announcement

On 8 November 2016, Modi publicized the demonetisation in an unrehearsed live national televised address at 20:15 Indian normal time. In the statement Modi stated undertaking of all Rs 500 and Rs 1000 bank notes of the mahatma Gandhi series as illegal real after the night-time of the same day, and announced the issuance of new Rs500 and Rs 2000 banknotes of the mahatma Gandhi new series in conversation for the old notes.

After modi`s announcement the Governor of the reserve bank of India Urjitpatel and economic affairs secretary, shaktikanta Das, stated that while the supply of notes of all demonetisation had improved by 40 percentage between 2011 and 2016, theRs 500 and Rs 1000 banknotes improved by 76 percent and 109 percent separately, owing to forgery. They said that overlook cash was used to fund fundamental, activities, and that the demonetisation was meant to security this.

This statement has let to abundant discussion, for the reserve bank governor six months before the statement was Raghuramrajan, while the new bank notes have the signature of the newly appointed governor, Urjitpatel.

Exchange of Old Notes

The reserve bank of India stated that the demonetized notes power be placed with banks over a historical of fifty days until 30 December 2016. The banknotes might also be switched for legal tender over the security at all banks. The limit for such exchange was Rs 4000 per person

from 8 to 13 November, was increased to Rs 4500 per person from 14 to 17 November, and reduced to Rs 2000 per person from 18 November. International airports also facilitated an exchange of notes for foreign travellers and out-bound travellers, amounting to a total value of Rs 5000 per person. The exchange of bank notes was in active completely on 25 November: Modi had previously stated that the capacity of exchange would be better after 24 months.

Withdrawal Limits

Cash removal from bank financial records were precise to Rs 10000 per dar and Rs 2000 per week per account from 10 to 13 November. This limit was increased Rs 2400 per week from 14 November 2016.

A daily limit on withdrawals from ATMs was also compulsory varying from Rs 2000 er day till 14 November, and Rs 2500 per day till 31 December. This limit was increased to Rs 4500 per day from 1 January, and again to Rs 10000 from 16 January 2017.

RBI increased the withdrawal limit from saving bank account to Rs 50000 from the earlier Rs 24000 on 20 February 2017 and then on 13 March2017 it removed all withdrawal limits from saving bank accounts.

Ordinance

The specified bank notes (cessation of liabilities) ordinance 2016 was issued on 28 December 2016 ceasing the liability of the government for the excluded bank notes and also impressive fines on people found carrying out transactions with them after 8 November 2016; or holding more than ten of them after 30 December 2016. The ordinance also provide for the exchange of the bank notes after 30 December for non-resident citizens and others on a case by case basis. Fuel pumps, government hospitals, railway and airline booking counters, state-government recognized dairies and ration stores and crematoriums were allowed to accept the banned Rs.500 and Rs.1000 bank notes until 2 December 2016.

Conceptual Framework

Reasons behind Demonetization

As per my education Resulting is the main details overdue Demonetization.

Black Money: A current study had fixed India's black market economy at finished Rs 30 lakh crore or about 20 % of total GDP. This is even bigger than the GDP of countries like Thailand and Argentina. So now after this Decision black money holders are left with just two options - either route this money through banks, declaring it to be their income or burn the secreted file.

Fake Currency & Terrorism: Terrorism is a frightening thing. But have you always theoretical around how these radicals get their money? Enemies from across the limit have run their activities using fake currency notes. This has been successful on for years.||

Economy: The Main effect of this result is on the economy for it gives very positive impact on the economic Reliability in near future. The coming six to seven months are expected to witness a considerable level of depression. Sectors like real estate, construction material, Gold, muddled trade and services will understand significant pain in the near time.

Election: We all know how much black money is used by political gatherings. It will be a very harsh job to use cars of money at least for the coming five state elections.

Now in future UP election which was held in January neither of the celebrations can purchase the vote of poor people and Some extreme change in the elections going to be seen by everyone.

Unorganized Trading

- Prices hike in Real estate sectors is mainly because of the participation of black money, but after taking this choice the prices of property will confidently come down to their real value.
- Unorganized dealing in share market will also be removed after this choice and this will gain positive result in the economic condition of the country.

Less Cash Economy: It is not likely to make India Cash-Less economy, but for the development and creation slide in the economy we can say use of less Cash is possible. So for making people conversant with E-Payment and use of soft currency

Impact on Different Segments of economy: There is short-term and long-term impact of Demonetization on different areas of economy.

Agriculture: The sector naturally sees high cash transactions and therefore near-term impact can be seen till fluidness is infused in the rural areas. As farmers face a temporary shortage of cash in hand, it could lead to a delay in payment which in turn would hurt the related companies in the short term. As liquidity eases and cashless transactions gain receipt, the fundamentals would be driven by the longer term drivers of normal rainy season and positive traction in estate.

Manufacture

Automobile

Two Wheelers: Restriction on cash transactions and impermanent cash crunch could hurt findings regularly in the economy section of the two wheeler space where the ratio of cash dealings have remained high. However, as businesses training to work around it, demand may pick up by general growth in eating on the rural as well as the urban side.

Traveller Vehicles: The intermittent go-slow seen during November and December months can get more marked as clients delay procurements due to provisional liquidity head and outlooks of rate cuts. However, as most passenger vehicles are financed through loans, the blip would be passing and demand may improve on the back of growth in demand in rural and urban areas as well as trickle down benefit of the 7th Pay Commission Expenses.

Commercial Vehicles: Slackness in the economy on account of demonetization could have a negative impact on the commercial vehicle volumes which have been underweight in recent times. But, this slowdown may be short existed and demand may pick up, led by pre-buying in reply to the differences in issue standards as well as a surprise in overall economic action.

Consumption-Related Sectors like Consumer Durables, FMCG, etc

The outlook is near-term adverse as cash auctions account for an important chunk of sales for productions in these areas. As clients and businesses travel to the cashless stages, demand must come back creation demonetization near term impartial. In the long term, demand may change from the muddled players to the organized companies.

GDP

According to the government's latest growth estimates, the pace of growth will be impacted by slowing growth in the manufacturing and withdrawal sectors and also structure activity. This estimate is in line with the forecast of India's central bank, Reserve Bank of India, which in its last monetary policy had calculation GDP growth to be at 7.1 percent for the twelve months ending March.

But this latest estimation does not consider the impact demonetization on the economy, "in the absence of sufficient information." While releasing the data, Chief Statistician **T C AAnant** said the figures for November were available and examined but "it was felt in view of the policy of demonetization of notes there is a high degree of volatility in these figures and conscious decision was taken not make projection using the November figure".

Conclusions

The demonetization of the highest denomination note started by the government is a large shock to the Indian. The demonetization is reserved for some measures such as tax evasion, forged currency and backing of illegal activities. Some people are an introduction money note in extra of definite limits directly into bank accounts has exposed the unaccounted income, subject to higher tax and other prices.

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THE IMPACT OF ORGANIZATIONAL CLIMATE ON PERFORMANCE OF EMPLOYEES

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Abstract

In this article the result of organizational climate on work performance is studied. Performance resources to success the given job measured in contradiction of detailed known standards of fact, fullness, price, and speed. In a promise, performance is thought to be the self-actualization of a responsibility, in a method that issues the performer after all liabilities below the agreement. Organizational climate is a set of properties of the work environment, perceived directly or indirectly by the employees, that is assumed to be a major force in influencing employee behaviour. A conceptual study on the impact of organizational climate on job performance of the employees is envisaged by the researcher. Organizational climate is an important predictor of organizational performance. A very good organizational climate gives employees a good atmosphere to work on. Employees are able to put in their best performance in a good climate. When the performance of the employees is better it ultimately leads to the success of organizations. This paper proposes to study the link between organizational climate and job performance. The concepts of both performance and organizational climate will be discussed. The studies linking organizational climate and job performance will be discussed. Also suggestions for better linking of organizational climate and performance will be discussed.

Keywords: Performance, organizational Climate

Introduction Erformance

Management is one of the crucial functions of Human resource management. Performance management is a crucial function as it increases performance driven behavior and consequently the results of the organization (Waal & Medina, 2006). According to (Armstrong & Baron, 2004), Performance management is a process which contributes to the effective management of individuals and teams in order to achieve high levels of organizational performance. Brumbrach (1988) defines 'performance' both as behavior and results. Cones and Jenkins (2002) believe that: "individual performance is mostly determined by the system in which the work is done rather than by the individual's initiative, abilities and efforts." Performance Management is the process through which managers ensure that employee's activities and outputs contribute to organizational goals (Gomez & Mejia, 1999). Performance Management is defined as a data guided approach to managing work behavior (Daniel & Rosen, 1984). In short Performance Management is a means of getting better results from the organization, teams and individuals by managing performance in line with organizational strategy. In this article, the second concept described is organizational climate. Organizational climate is a set of properties of the work environment, perceived directly or indirectly by the employees, that is assumed to be a major force in influencing employee behavior. The purpose of this article is to provide a review of literature on the concept of performance management and also to depict the linkages

between performance and organizational climate. Main focal areas are evolution of performance management, definitions of performance and performance management, organizational climate and the linkages between organizational climate and performance.

Literature Review

A review of previous studies is suitable to define ideas and frame the policy obviously and accurately. So that effort is completed in this section to current a review of the previous studies the literature aimed at the up-to-date study covers mechanism assumed inside and outside India on organizational climate and work satisfaction.

- Sinha A.K (1960) found that job fulfilment is an ensuing feeling of satisfaction which the worker achieves by attainment after the job whatever he imagines from it to satisfy his needs i.e. job satisfaction mentions to a person's compound responses towards his/her job.
- Sinha D. and Sharma K.C (1962) are of the view that age and married status is meaningfully linked to job satisfaction.
- Litwin and Stringer (1968) are of the view that job satisfaction increases as the individual perceives the environment as having more achievement opportunities. Individuals who are in achievement climate rate themselves as higher performers than individuals in less motivating climate. Salesmen are rated higher in performance if they perceive an achievement climate. Clerks are rated higher in performance if they perceive a power climate.
- Davis J.(1968) in his article 'Role Hierarchy and organisational climate' says that organisational climate may reflect a variety of executive rule of following propensities. Organisational climate should be used in recruitment to determine whether the individuals are rule bound or freewheeling.
- Kaezka and Kirk (1968) in their study found that performance is affected by organisational climate. According to them, employee centered climate was associated with high performance in terms of lower unit cost, higher profit etc.
- Frederickson (1968) in his study "Some Effects of Organisational Climate on Administrative performance" found that 'innovative' climate yields greater productivity and predictable task performance.
- Friedlander and Greenberg (1969) in their study of hard core unemployed subjects found that those who perceived their climate as supportive were rated more competent by trainers than those who perceived the climate as less supportive.
- Friedlander, F and Margulies, N.(1969) in their study "Multiple impact of organisational climate and individual value system upon job satisfaction is of the opinion that organisational climate is a significant determinant of individual job satisfaction (eg:- interpersonal relations, tasks involved self realization and achievement)" they say that relationship between organisational climate and job satisfaction varies with the type of climate and measure of job satisfaction.

- Hackman and Lawler (1971) found that job characteristics have an impact on the level of job satisfaction. They found that workers who perform tasks that have high skill variety, autonomy, feedback and job significance experience greater levels of job satisfaction than their counterparts who perform tasks that are low on these attributes.
- Dewhirst D.(1971) in his study "Impact of organisational climate on the desire to manage Among Engineers and Scientists" conducted among 320 managers and non-managers in 2 non profit development organisations reached the conclusion that managers who placed greater value on managing also had professionals who placed greater value on becoming a manager.

Theoretical Background on Performance Management

The ancestors of performance management were merit rating, management by objectives and performance appraisal. W D Scott was the American pioneer who introduced rating of the abilities of workers in industry prior to the First World War. The term 'management by objectives' was first coined by Peter Ducker (1955) as follows: What the business enterprise needs is a principle of management that will give full scope to individual strength and responsibility and at the same time give common direction of vision and effort, establish teamwork and harmonize the goals of the individual with the common weal. The only principle that can do this is management by objectives and self control. As defined by the Advisory, Conciliation and Arbitration Service (ACAS) in 1988: 'Appraisals regularly record an assessment of an employee's performance, potential and development needs. The appraisal is an opportunity to take an overall view of Tesla Arakal, Asst. Professor, KVM College of Engineering & IT, Cherthala. E-mail: tessla.surej@gmail.com Dr. Sebastian Rupert Mampilly, Professor, School of Management Studies, CUSAT. E-mail: srmampilly@yahoo.com The Impact of Organizational Climate on Performance of Employees Tesla Arakal and Dr. Sebastian Rupert Mampilly P Trends and Challenges in Global Business Management 235 ISBN 978-93-82338-84-0 © 2013 Bonfring work content, loads and volume ,to look back at what has been achieved during the reporting period and agree objectives for the next'. (Armstrong, 2010) The earliest reference to Performance Management in the literature was made by Warren (1972). On the basis of his research in a manufacturing company he defined the features of performance management as follows: expectations, skill, feedback, resources and reinforcement. According to Beer and Ruh (1976), performance is best developed through practical challenges and experiences on the job with guidance and feedback from superiors. One of the first books devoted exclusively for performance management was published by Plachy and Plachy (1988). Performance Management is communication: a manager and an employee arrive together at an understanding of what work is to be accomplished, how it will be accomplished, how work is progressing toward desired results, and finally, after effort is expended to accomplish the work, whether performance has achieved the agreed upon plan. (Plachy and Plachy, 1988) In the UK the first published reference to performance management was made at a meeting of the Compensation Forum in 1987 by Don Beattie, Personnel Director ,ICL, who described how it

was used as 'an essential contribution to a massive and urgent change programmed in the organization' and had become a part of the fabric of the business.(Armstrong,2010). By 1990 Performance Management had entered the vocabulary of human resource management in the UK as well as in the United States. Full recognition of the existence of performance management was provided by the research project conducted by the Institute of Personnel management (1992).The following definition of Performance Management was produced as a result of this research: ' A strategy that relates to every activity of the organization set in the context of its human resource policies, culture, style and communications systems. The nature of the strategy depends on the organizational context and can vary from organization to organization'. (Armstrong, 2010) The 1998 IPD research project (Armstrong and Baron, 1998) revealed that in many instances performance management practices had moved on since 1992.Performance Management is regarded as a number of interlinked processes. Performance management is seen as a continuous process and not as a once a year appraisal. The focus was on employee development rather than on performance related pay. There has been a shift towards getting line managers to accept and own performance management as a natural process of management. The next development was the recognition that Performance management had to focus on organizational as well as individual effectiveness. As Coens and Jenkins (2002) says: 'An organization, because it is a system, cannot be significantly improved by focusing on individuals.' The shift now is aligning both organizational and individual performance. Latham, Sulsky and Macdonald (2007) commented that 'a distinguishing feature of Performance Management relative to performance appraisal is that the former is an ongoing process whereas the latter is done at discrete time intervals.' Performance management can be regarded as a natural function of managing that involves the activities of planning, monitoring, analyzing and reviewing. It is therefore legitimate to refer to the process of performance management where 'process' is defined as a way of doing things in order to achieve a purpose. There are those who object to associating the word 'system' with performance management because of its connotations with the notion of a sort of mechanism. This may be indisputable but the term 'performance management system' is in general use. Williams (1998) took a systems view when he identified three models of performance management.1) performance management as a system for individual performance 2) performance management as a system for managing organizational performance and 3) performance management as a system for managing individual and organizational performance. A performance management system is a set of interrelated activities and processes that are treated holistically as an integrated and key component of an organization's approach to managing performance through people and developing the skills and capabilities of its human capital, thus enhancing organizational capability and the achievement of sustained competitive advantage. (Armstrong, 2012) A performance management system provides various benefits to organizations. A performance management system (PMS) enables organizations to plan, measure and control their performance, so that decisions, resources and activities can be better aligned with strategies to achieve desired results (Bento and Bento, 2006). There is evidence that an effective PMS can

lead to improved organizational performance (Bevan and Thompson, 1991) and contribute to other important outcomes such as improved employee involvement, commitment and motivation (Taylor and Pierce, 1999). Thus the concept of performance management system is important in today's corporate world.

Importance of Performance

Research shows that the combination of performance-driven behavior and regular use of the performance management process leads to improved results. (Waal, 2004) .Thus performance is very important for the success of any organization .The basic premise of the concept of performance management is simple: great performance, whether on the stage or by an agency, whether by an individual or by a team is very unlikely to happen on its own. (Halachmi, 2005) Every organization should strive for improving the performance of employees in the organization. When the performance Trends and Challenges in Global Business Management 236 ISBN 978-93-82338-84-0 © 2013 Bonfring of the employees is effective, the company will be successful. There are various factors that contribute towards performance of employees. One important factor that leads to performance is organizational climate.

Organizational Climate

Schneider and Reichers (1983) define organizational climate as a shared or summary perception that people attach to particular features of the work setting. According to Watkin and Hubbard (2003) organizational climate is "how it feels to work in a particular environment and for a particular boss, more precisely it is a measure of employees' perception of those aspects of their environment that directly impact how well they can do their jobs"(pp. 380). Another, more elaborate, definition of organizational climate is given by Bowen and Ostroff (2004): "Organizational climate is a shared perception of what the organization is like in terms of practices, expected and rewarded and is based on shared perceptions among employees within formal organizational units."(pp.205) Organizational climate, as suggested by West et al. (1998), refers to the "perceptions that organization members share of fundamental elements of their organization". Moran and Volkwein (1992) defined climate as a relatively enduring characteristic of an organization which distinguishes it from other organizations and

- embodies members' collective perceptions about their organization with respect to such dimensions as autonomy, trust, cohesiveness, support, recognition, innovation and fairness;
- produced by member interaction;
- serves as a basis for interpreting the situation;
- reflects the prevalent norms and attitudes of the organization's culture; and
- acts as a source of influence for shaping behaviour (p. 20). (Williams, 2000) Burke and Litwin (1992) define climate in terms of perceptions that individuals have of: how their local work unit is managed and how effectively they and their day-to-day colleagues work together on the job.

The level of analysis, therefore, is the group, the work unit. (Williams, 2000)The climate of an organization consists essentially of shared perceptions.

Jones and James derived six dimensions of climate

- Leadership facilitation and support;
- Workgroup co-operation, friendliness and warmth;
- Conflict and ambiguity;
- Professional and organizational esprit;
- Job challenge, importance and variety; and
- Mutual trust (Jones and James, 1979).

Climate is held to be a summary perception of how an organization deals with its members and environments, and thus develops specifically from internal factors primarily under managerial influence (Ostroff and Schmitt, 1993). (Joseph Wallace, 1999) Organizational climate refers to the attitudes and beliefs, the opinions and the sentiments of the employees at a certain moment. The climate is generally characterized by elements such as: the level of cooperation, of receptivity towards the opinions of the group members, positive atmosphere which could stimulate performance or, on the other hand, tense relations, lack of cooperation, indifference towards performance and other social or professional problems. Organizational climate depends on several factors that could be generally termed as the characteristics of an organization such as: structure, size, area of activity, age of members and traditions. It also depends on the characteristics of the staff: level of education, age, cultural level and the managerial style. (Popa, 2011)

Linking Organizational Climate and Performance

Organizational climate is the intellectual and moral environment of a group within an organization. (Popa, 2011)The theoretical link between organizational climate and performance has been examined by several researchers; some of those most relevant to this paper being Denison (1990), West et al.n (1998) and Burke and Litwin (1992). These papers shine light into, (1) when perception by employees of climate is better there is greater involvement in decision making; (2) information sharing and management support was favorable, (3) greater corporate effectiveness, (4) suspected reciprocal influence between climate and performance. Denison (1990), using behavioral data collected between 1966 and 1981 in the USA, measured aspects of climate and structural variables such as communication flow, decision-making practices, relationships with colleagues, organization of work, team building and supervisory support. These were correlated with a number of financial performance measures in the five years following the measurement of climate variables. Several dimensions of climate were significantly and positively correlated with subsequent financial performance. (Peter Kangis, 2000). One of the suggestions by Payne and Pugh (1976) is that climate may be viewed as a predictor of organizational performance. It was claimed that management which was "holistic" and accommodated climate dimensions had a "profound impact on overall organizational success . . ." (Neill and Borell, 1999, p. 30). Research on the contribution of people management

to organizational performance outcomes such as productivity and profitability has been related to a climate of satisfaction in the workplace (Patterson et al., 1997; West and Patterson, 1998). The importance of the climate is that it transcends individual satisfaction and hence has a greater impact on quantifiable outcomes. (Crane, 1999) Trends and Challenges in Global Business Management 237 ISBN 978-93-82338-84-0 © 2013 Bonfring A climate of justice within an organization positively affect the structure and strength of interpersonal relations between employees (i.e. social capital) which in turn increase firm performance. (Benson, 2013). Thus it is clearly evident from previous researches that a good organizational climate is an antecedent for performance in organizations. Employees' attitude towards work is influenced by the organizational climate which in turn has an impact on organizational performance and individual performance. (Popa, 2011) The relation between organizational climate and organizational performance can be explained using the Social Exchange Theory. This theory is based upon the assumption that social exchanges involve several actions that create obligations, and that relationships evolve over time into trusting, loyal, and mutual commitments (Cropanzano & Mitchell, 2005). These relationships can exist among two or several persons, but also among persons and organizations. Reciprocity or repayment is the most common exchange rule; the action of one party initiates a response of the other party that wants to 'repay' this action. Employers can reward employees in two different ways using economic and socio-emotional resources. Economic resources are tangible and often are financial rewards; socio-emotional resources are intangible and address the social needs of employees. Employing these resources, employers can create strong relationships with their employees, as employees have the tendency to repay these rewards with 'better' work behavior and positive employee attitudes (Cropanzano & Mitchell, 2005). Organizational climate is part of these socio-emotional and economic resources. Thus, when employers establish an organizational climate that is perceived as positive by their employees, this will result in better organizational performance and higher levels of commitment, motivation and job satisfaction. (Putter, 2010)

Conclusion

This paper explores the significance of linking organizational climate and performance. This paper recommends that in future managers must concentrate on building a good organizational climate, so that it leads to improving the performance of employees in the work place. If the climate is not favorable, employees will not be motivated to perform. Thus in order to improve the performance of employees, organizations must strive towards achieving a good organizational climate and pave the pathways of success.

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A STUDY ON SERVICE QUALITY DIMENSIONS IN ORGANIZED RETAIL STORE, TRICHY

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Abstract

Shopping in India has undergone a revolution with the introduction of modern formats, multiple channels and huge shifts in consumer buying behavior. Modern retailing has entered into India as is observed in the form of sprawling shopping centers, multi-storied malls and the huge complex that offer shopping, entertainment and food all under one roof. Several studies have shown that perceived quality of service offered by the retailer. Managing perceived service quality means that the firm has to match the expected service and perceived service to each other so that consumer satisfaction is achieved. This paper aims to understand the dimensions on service quality in organized retailing importance using SERVQUAL and GAP models. The paper also looks at the various service quality models and tries to assess their relative importance in successfully measuring service quality. The present study aims to investigate customer satisfaction in service quality of organized retail store.

Keywords: Customer Satisfaction, service quality, GAP model, organized retailing, Buying behavior.

Introduction

Customer satisfaction is a marketing term that actions in what way products or services whole by a company meet or surpasses a customer's expectation. Customer satisfaction is significant since it offers marketers and business proprietors with a metric that they can use to do well and progress their big business. Customer satisfaction is a serious subject in the accomplishment of any business system, traditional or wired. In a powerful market able location, in order to withstand the development and market share, companies want to recognize in what way to fulfill customers, since customer satisfaction is serious for founding extended period of client relationships. It is showed by the circumstance that over the last five years, customer satisfaction examined have become common one in many financial institutes. Thus a fundamental thoughtful of influences impacting customer satisfaction is of great significance to occupational. A rare academic studies, to date, have been recognized to classify quality measurements and detailed aspects of service area and their relationships with customer satisfaction. One of the more widely used appliances for evaluating customer satisfaction is SERVQUAL developed by Zenithal et al., (1988). Organized retail or modern retail is typically chain stores, all owned or licensed by a principal entity, or a single store that is bigger than some cut-off point. The relative constancy and alteration of deal is the crucial quality of modern retail.

A valuation of in what way well a delivered service conforms to the client's beliefs. Service business operators regularly evaluate the service quality providing to their customers in order to increase their service, to speedily identify problems, and to well assess client satisfaction. In

today's essentially competitive market environment, departmental stores are gradually realizing the want to concentration on service quality as a measure to expand their competitive position. It is the element of customer service that theaters a vital role to have modest advantage. Good service or quality customer service includes politeness, awareness, promptness, repair and commitment towards the customer and manipulative systems, processes and answers with a view to make the customer feel secure, special and satisfied. Tom Peter, a famed American author of *Collective Management and Organization* book s has recited that "Attending to customers must become everyone's business. With most entrants moving ever faster the race will go to those who listen and reply". While this is true for all business, it has special relevance to retail; such a customer facility quality is also being reflected, in the form of or dimensions such as Tangibles, Reliability, Responsiveness, Assurance and Empathy.

Gap model for educating selling service quality, when customer 'outlooks are better than their discernments of the distributed product or service, customers are dissatisfied and feel that the quality of the retailer's service is poor. Thus, retailers need to reduce the service gap to advance customers 'satisfaction with their service.

Review of Literature

Swati Bhargava, (2013) Service quality within retail units is pivotal for satisfying customers, retaining them and creating loyalty amongst customers. This research paper uses SERVQUAL to analysis the gap between perceptions and expectations of the customer, concerning with the service at retail units in unorganized sector. Findings of the paper reiterate the point of view that service quality dimensions are crucial for customer satisfaction in retailing, specially in the unorganized sector so as to meet the competition from the organized retail formats - a sector with high growth potential and opportunities in fast growing economies like India.

Gitomer, (1998) Good customer support has a result on the success of each business. Most people award the businesses that delicacy them the way they similar to be treated; they'll even pay more for this service. However a lack of customer satisfaction has an even larger effect on the lowest line. Customers who receive poor facility will typically relate their dissatisfaction to between fifteen and twenty others. The cost of gaining a new customer is ten times larger than the cost of keeping a fulfilled customer.

Das Prasun, (2009) In the current day's retail business, safeguarding customer approval in delivering the right products and service to the end-users is the major concern for the future growth of the organization. In the present study an attempt is made to invention out the customer satisfaction during purchase in retail outlets grounded on shopper survey.

S M Sohel Rana, (2014) As selling chain store business is stable admiration very fast, people intricate in this sector should pay special consideration to the development of this area. The present study aims at contributory the influences constituting customer satisfaction of retail chain stores in Bangladesh. Customers of three big retail chain stores have been questioned for the study. From the results, it was strong-minded that the model acceptably

explains customer satisfaction and that retail chain store owners and managers should concentration on four major elements –product quality, responsiveness, pricing policies and physical design. If customer satisfaction is to be preserved as a planned variable. The present study found that responsiveness and product quality were supreme significant to customers monitored by price and physical design.

Dr. P. Sathish Chandra (2015) The total concept and knowledge of shopping has experienced a huge drawing variation in terms of setup and consumer buying behavior, ushering in a uprising in shopping in India. This paper is designed to make available conceptual base to recognize the importance of service quality by analyzing various Service quality (SERVQUAL) models and the measurement of Servqual for the Reliance Fresh retail stores in select 6 cities using GAP model.

Advantages of Organised Retail

Enhanced Welfare Gains for Consumers

The dangers of organized retail certainly give customers a broader choice of goods, more suitability and better shop environment between other benefits. Organized retail can be appear small but spread in all local markets, providing the kirana store but with locating on a mass scale that keeps prices low and offers greater variety.

Link with Manufactures

The planning commission has identified four sectors as the major employment generating sectors for the eleventh plan period, 2007-12. They are (i)food processing industry;(ii)textiles and clothing;(iii)tourism; and (iv)construction. Modern retail will catalyze the development of the SMI (Small Medium Industry) sector in the country.

Boost to Exports

Organized retail's link with exports comes through foreign players. International retailers look for sources around the world and a country in which they operate becomes a source for their global sales. some of the international retailers in the country that have planned for India in the future have already developed suppliers in the country and have started exporting from India. For example, wall mart exported an equivalent of US\$ 600 million, and IKEA about euros from India in 2006-07.

Impact on Growth and Productivity

Organized retail will enhance the growth and productivity of India by helping the farmers, consumers and other sectors by providing high quality products. Organized retailing will eliminate various uselessness that describe the current Indian distribution system.

Improvement of Government Revenues

Unorganized retailers usually do not pay taxes and most of them are not even registered for sales tax, VAT, or income tax. Organized retailers, by contrast, are corporate entities and hence

file taxes returns regularly. The growth of organized retail business will be associated with a steady rise in tax receipts for the central, state, and local governments.

Service Quality Dimensions

- Tangibles
- Reliability
- Responsiveness
- Assurance
- Empathy

Tangibles: This dimension of service quality denotes to those elements, which affords tangibles to the service and comprises physical services, gadget of the service benefactor, dress and presence of the service employees.

Reliability: This denotes the skill of the service provider to exactly perform the assured service of correct quality goods at exact prices.

Responsiveness: It refers to the willingness of the service provider and his staff to provide assistance and prompt service to customers.

Assurance: This discusses to the ability of the service provider and his employees to use their knowledge and polite activities to in still trust and assurance in customers about the services rendered.

Empathy: This refers to the care and concern shown to the customers and the capability of the firm to devote customized attention to its customers.

For the resolve of data collection a designed questionnaire was built full into account SERVQUAL dimensions such as tangibles, reliability, responsiveness, assurance, empathy and other scopes like price, product, quality and customer perceptions of unorganized retail outlets to assess customer satisfaction, repurchase intent and confident word of mouth. Other secondary sources were also used for the purpose.

Service Quality Models

The investigator in the present study considers the following service models in the light of the changed business scenario. The models are offered using a standard structure, i.e., cover transitory conversation and the most important explanations on the replicas for above parameters. The short-lived deliberations on the models are as under:

Technical and functional quality model

A firm in command to contend successfully must have a sympathetic of consumer perception of the quality and the way service quality is prejudiced. Managing professed service quality means that the firm has to match the likely service and apparent service to each other so that consumer satisfaction is accomplished. The author recognized three workings of service quality, namely: Technical quality; functional quality; and image.

- Technical quality is the excellence of whatever consumer essentially receives as a result of his/her collaboration with the service.

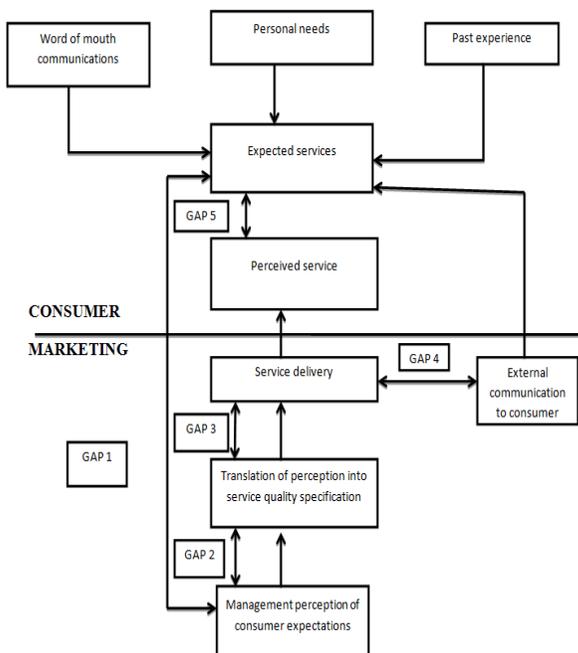
- Functional value is in what way he/she acquires the technical deduction. This is imperative to him and to his/her sights of service he/she has recognized.

Servqual (Gap) Model

Parasuraman et al. (1985) future that service quality is a function of the changes between hope and performance along the quality sizes. They established a service quality model (Figure based on gap inquiry. The various gaps imagined in the model are:

- **Gap 1** is the difference between consumers' expectation and management's discernments of those expectations, i.e., not expressive what consumers expect.
- **Gap 2** is the difference between management's observations of buyer's expectations and service quality specifications, i.e., improper service-quality standards.
- **Gap 3** is the difference between service quality specifications and service actually elated i.e., the service performance gap.
- **Gap 4** is the difference between service transfer and the communications to consumers about service delivery, i.e., whether promises match delivery?
- **Gap 5** is the difference between consumer's expectation and perceived service. This gap depends on size and way of the four gaps related with the delivery of service quality on the vendor's side

Fig 1 Gap Model



An investigative research was superior with their following rule named SERVQUAL for calculating customer's observations of service quality (Parasuraman et al., 1988). Quantifying the quality of a service can be a very hard exercise. Unlike product where there are specific qualifications such as length, depth, width, weight, and color, etc. A service can have frequent intangible or qualitative specifications. In addition there is there hope of the customer with regards the service, which can vary considerably based on a range of factors such as prior experience, particular needs and what other people may have told them.

This model specifies that there are five elements of service quality viz., Tangibility, reliability, responsiveness, assurance and empathy. The model indicates that consumer insights of quality are partial by five gaps happening in the in-house process of service delivery. The basic premise is that service quality can be defined as the difference between expected service and stated service.

Importance of Customer Service in Retail

Employee Motivation

Improving sales and customer service should not be left to just top management. Floor-level sales associates, customer service representatives and even stock workers can help fashion ways to keep shoppers coming back.

Customer Loyalty

Customer who switch store or brand preference do so because of non-existent or inadequate customer service, not quality or price, according to research conducted by the forum corp. Good customer service makes the buyer feel welcome.

Adapting to Different Situations

Every customer has a different personality and needs, so a monotone cookie-cutter approach seldom works. Customer service representative need to listen to customer problems and then determine a solution.

Good Customer Service Means Free Publicity

When customer service method goes above and beyond the call of duty, it not only assures repeat customers, but may also interest new shoppers through word-of-mouth advertising.

Little Things Mean a Lot

With all the competition in the retail world, it is often the little things that make the difference between a customer's deserting from one store or store to another with similar prices.

Conclusion

The root of this study is that most of the customers prefer purchasing from organized retail openings than organized outlets. Also, most of them are fulfilled with the quality of service, price and product variety of the goods provided by organized selling outlets. Satisfaction of clients in retail service is a central criterion for a marketer to comprehend for further planned choice. This study also make known that the customers wish organized retailing over unorganized retailing, by reason of which the organized retailing become a hazard to the unorganized outlets. So the proportions of service quality are needed to all the organized retail stores.

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A SNAP SHOT ON ROLE OF MICRO CREDIT MANAGEMENT SYSTEM AND OPERATIONAL EFFICIENCY IN COOPERATIVE BANKS

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Abstract

Cooperative banks plays a vital role in the economy of the country and occupies major part of rural development in our country through their credit movement strategies. Microfinance is such a tool which directly hits the poverty line by helping poor people and also to improve the standard of living. Micro credit system insist the awareness about poverty level of households especially on female borrowers schooling, agriculture nutrition, fertility and women empowerment, MSMEs etc. From this study, to provide the information of short and long term credit systems, lending process, limited deposit mobilization and how to avoid problems in programs that extend loans to operator of small business. The present study attempts to analysis Micro credit management through secondary data collection.

Keywords: *Credit management, lending process, schemes in Cooperative.*

Introduction

The beginning of cooperation is as old as mankind and it forms the basis for domestic and social life. The cooperation is group constitution in human which empower one to live with others, work with others and help each other in times of stress and strain. Without cooperation, the social and economic development would not be possible. It is incredible for any civilization to display unless the cooperation supplements the competition in human society. This is because human beings have developed out of group life and therefore naturally answer to group and social incentives. So, the co-operative spirit is essential and central in human beings. In the current technical sense, the origin of co-operative program and its submissions in the economic field was sketched after the Industrial Revolution in England during the second half of the 18th and first half of 19th century. The cooperation, understood as an economic arrangement today, it was born as a peaceful response against the commercial economy and industrial revolution. Now the cooperation occupies a position of primary importance as a form of business organization in almost all the countries in the world. Banks provided most of the services to people such as savings and current accounts, safe deposit lockers, loan or mortgages to private and business customers. Especially for middle class people, for whom a bank is where they can save their currency, facilities like Internet banking or phone banking is not very important. The co-operative banks in rural areas mainly agricultural based activities including farming, egg production, milk, hatchery, personal finance, some small scale industries and self-employment driven activities etc., The co-operative banks in urban areas mainly banking in various categories of people for self-employment, industries, small scale units and home finance.

The co-operative movement in India is century old. The movement was started in India with a view to inspire and promote thrift and common help for the development of persons of small means such as agriculturists, artisans and other segments of the society. It was also aimed at concentrating the efforts in releasing the exploited classes out of the controls of the money lenders. During British rule, based on the recommendations of Sir Frederick Nicholson (1899) and Sir Edward Law (1901), the Co-operative Credit Societies Act was passed in 1904, flagging the way for the launch of co-operative credit societies in rural and urban areas. Under this Act, only primary credit societies were permitted to register and non-credit and federal organizations of primary co-operative credit societies were left out. The first urban co-operative credit society was listed in October 1904 at Kanjeeपुरam now in Tamil Nadu State. The outline of the Co-operative Credit Societies Act 1904, for providing credit to farmers noticeable the beginning of the institutionalization of co-operative Banking in India. This Act was amended in 1912 to allow the establishment of central co-operative banks at the district level.

Objectives of the Study

- To study about the lending practices of cooperative banks in India.
- To analyses growth of credit function among the people who are all involved in Cooperative banks.
- To study about the performance efficiency of Cooperative Banks of India.
- To identify the challenges in micro credit allocation cooperatives in India.

Review of the Literature

Various interpretations conducted and several recommendations were sought to bring effectiveness in the working and operations of Cooperative societies. According to Van Greuning, Gallardo and Randhawa (1999), balance sheet structures and changes in income and expense categories are affected. Horngren, Sundem and Elliott (1996) note that the balance sheet represents all the assets owned by the institution at a particular date and the claims of the membership against those assets. Hence, it is a snap shot of the financial position of the operations.

Miller and Noulas (1997) identify that asset and liability management and the quality of assets affect performance. Larger banks experience poor performance due to the declining quality of their loan portfolio (Miller & Noulas 1997). Robison and Barry (1977) state that rural banks often experience liquidity problems, which arise from seasonal flows of loans and deposits. Therefore, concentrating on risk and liquidity components of portfolio is very important. Robison and Barry suggest that banks with low risk portfolios are less efficient than those with high-risk portfolios. Quality of assets and availability of liquidity may help to reduce risk. The Tamilnadu Cooperative societies act, 1983 studied the impact of credit on output in revenue village. He deals with different sources of agricultural credit and their relative significance in advancing credit to the farmers. He studied the structure of credit, the purpose of the credit to cropping patterns cost components, average production and net profit of various groups farmers.

B.B.beohar and R.K. Khare have analyzed the repayment of loan by borrowers of the district central cooperative bank, branch in Jabalpur district of Madhya Pradesh, their over

dues and repayment capacity based on data collected from 45 Farmers respondents and from nine village served by three societies relating to the period 1999-2009. The study reevaluated that the farmers who obtained credit for the purpose of fertilizer and digging of wells did not replay the loan in proper time. The farmers who adopted a large number of packages of production practices, irrespective of the purpose of credit, had higher repaying capacity per frame compared to another.

Research Design

The present study is investigative and fact-finding in nature and makes use of secondary data. The relevant secondary data have been collected mainly through the data bases of Central Cooperative banks registers in India. The journals like the Banker and the Journal of Indian Institute of Bankers have also been referred. The study is confined only to the specific areas like number of branches, district coverage, deposits mobilized, credits and investments.

Operational Efficiency

The operating ratios help in assessing the operational efficiency of a bank. The operational efficiency of the Bank has been measured with the help of the following ratios: i) interest earned in total income, ii) interest paid to total income, iii) total income to working capital, iv) total expenditure to total income.

Interest Earned to Total Income Ratio: Interest is a major source of income for a bank and it is earned out of advances and investments. This ratio expresses the share of interest income in the total earnings of the bank.

Interest Paid to Total Income Ratio: The ratio of interest paid to the total income indicates the extent of total income that is drained out as payment of interest. The ratio of interest paid to total income of the Bank.

Total Income to Working Capital Ratio: This ratio shows the income earning capacity of the bank with respect to its working capital. This ratio also shows the relationship between the total income and the working capital of the bank.

Ratio of Total Expenditure to Total Income: The total expenditure of the Bank is incurred in the form of the interest paid and the establishment expenses. This ratio shows the relationship between income and expenditure. This helps to diagnose the health of the banks and is used to test the adequacy of the net earnings of the bank.

Financial Structure: Capital is essential to undertake any business activity. Among the factor of production, the economics give much importance to capital. The source of working capital of DCCB consists of Share Capital, Reserves and Other Funds, Deposits and Borrowings.

Micro Credit Allocation

Micro credit programs extend small loans to very poor people for self-employment projects that generate income, allowing them to care for self-employment projects and their families. Micro finance is defined as "the provision of thrift, credit and other financial services and products of very small amounts to the poor for enabling them to raise their income levels

and improve their living standards". Thus micro finance includes a range of financial services such as savings, credit, insurance etc., and the target group is poor and low income households. According to Oxfam, 'Micro credits of very small scale financial service, including savings, loans for emergencies day to day living, and investment in productive activities', credit is usually provided to groups of individual of village organization that use joint-liability to enforce loan repayment through group savings and loans, poor people very often increase their economic security and wellbeing. Micro credit management extending small loans to poor people for self-employment projects that generate income. Micro credit is part of micro finance. The term micro finance performing in wider range and availing the loan to very poor people.

Challenges of the Micro Credit Management

The recent case of micro credit management demonstrates the ill-effects of over-lending and illicit recovery practices followed by the cooperative societies. This was a result of many such institutes rushing to meet their sales target, resulting in over-lending to borrowers at excessive rates without due consideration to their repayment capability. When the time came for the borrowers to repay their loans, they failed to do so, prompting their lenders to adopt aggressive recovery practices. Burdened by loss of crop (in many cases) and harassment faced from these cooperative societies. If the microfinance credit crisis has taught us anything, is that it is extremely important for cooperative to:

- Check the credit worthiness of the borrower (although not base their decisions on the credit worthiness alone).
- Offer loans to borrowers at reasonable rates of interest so that repayment of loan does not seem out of reach.
- Employ better risk management mechanisms within the bank that will check the credit worthiness, anticipate the likelihood of loan default, and make the management of loans more efficient.

Micro Credit in India

Co-operative banks were the main dispensers of small loans in the organized sector. Commercial borrowers were not easily accessible to small borrowers.

Net NPAs of SCB	Eligible Limit (As per percentage of Realistic Lending Programme)			
	Normal quantum of Refinance	SCBs in Eastern Region viz., Bihar, Orissa, West Bengal and Chattisgarh States	Net NPAs of SCB	SCBs in the North Eastern Region, J & K, Sikkim, HP, Andaman & Nicobar Islands
Above 10%	40%	45%	Above 15%	65%
Upto 10%	45%	50%	Up to 15%	70%

Refinance in the form of a consolidated limit to SCBs on behalf of all eligible DCCBs to provide crop loans to Tenant Farmers/Oral Lessees by organizing them into groups on the lines of SHG.

Two Major Models of Micro Finance

At present, there are two models of micro finance delivery in India: the self-help group (SHG) Bank Linkage Programme model (SBLP) and the Micro Finance Institution model. Recently NABARD has also advised banks to form Joint liability groups to provide credit to farmers especially those without clear land titles. **Kisan Credit Card (KCC) scheme**

Provision of appropriate and acceptable credit has been one of the major encounters in dispensation of agricultural and rural credit in India. Agricultural credit cards is not a new perception in the field of agricultural finance in India. The system had already been introduced in a number of public sector banks in a few states much earlier. These schemes were niche-marketed and were exclusively preserved for the privileged class of farmers and the small and marginal farmers did not have much access to them. Similarly cash credit facilities were being extended by cooperative banks to farmers with the view to improving their access to credit. Again this scheme was used only selectively. The KCC scheme was started by the Government of India (GoI) in consultation with the RBI (Reserve Bank of India) and NABARD (National Bank for Agricultural and Rural Development) in 1998-99 to combine the features of both these schemes and overcome their shortcomings.

It is intended that both term as well as short term/working capital credit facilities will be provided through single Kisan Credit Card. The passbook providing to KCC holders are to be divided into three separate servings for maintaining the records of:

a) Short term credit/crop loans, b) working capital credit for activities allied to agriculture and c) term credit (repayable beyond 12 months)

Swarna Jayanthi Grama Swarojzgar Yojana

This scheme is a vikas initiative launched by the government of India to provide sustainable income to poorest of the poor people living in rural and urban areas and also it adequate infrastructure development in cluster approach. In this scheme focusing on farming sector for the development of poor society. Cooperative societies helping to performing this act among the people for wellbeing

Conclusion

The micro-finance approaches have succeeded in reaching out to a large number of rural poor. However, there is need to address the issues of sustainable access to credit for the mid-segment of the rural society. This segment primarily comprises of small and marginal farmers and artisans, whose credit needs, are often larger in size and longer in duration than the micro-credit being purveyed through the SHG-bank linkage programme. This segment of borrowers also represent bulk of the loan accounts at the branch level and contribute to larger share of transaction cost in view of small average loans outstanding. In addition, there are large number of tenant farmers/oral lessees, who cannot offer tangible collaterals and thus do not fit into the traditional financing approaches of the banking system. With an increasing number of such prospective borrowers, it was considered urgent to address the entire range of issues concerning extension of credit to them. In this blog has been a long strained effort since their development to reform the cooperatives to provide the needed focus on the poor. The past

consequences have not yield the expected results. The attempt to microfinance with the cooperatives has to be seen both in the historical and the emerging context. Their presence in the social economic and democratic structure of the best justification for nurturing them and strengthening their base These banks are sure to success in the race because they are societies, by the societies and of the societies.

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PUBLIC PERCEPTION ABOUT GREEN CAPITALISM IN THOOTHUKUDI DISTRICT

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Abstract

Rising issues regarding pollution, environmental deterioration, global warming, deforestation etc., leads the industries of thesis generation to discover and ideology that would mark a possible end to all aforesaid issues. One such emerging methodology is Green Capitalism that would be an awakener that would cease the environmental issues. This thesis considers the research problem that deals with the public perception about the management concept of Green Capitalism. Conservatism of environment has become an inevitable part of the 21st century. This study provides analytical and empirical perspectives while identifying the key drives of Green Capitalism and other factors that lead to its implementation and also the other constraints that challenge its practicality. To get a clear idea about Green Capitalism and public perception about it, a sample of 250 respondents have been selected to acquire primary source of data. In an eagle eye's, Green Capitalism increases the environmental safety, drifting away from the industry's objective of profit maximization. This concept is mainly related to decision making of the top level management as it is an ideology concerned from top to bottom level of the organization.

Introduction

The term 'Green Capitalism' refers to a tightly woven mix of faith in nominally free markets and market-based instruments, enclosures of various kinds, and capital investment and entrepreneurial innovation, all aimed at redressing environmental problems. Green capitalism refers to the increasing incorporation and internalization of ecological conditions into the circuits of capital accumulation via the production, commodification, and even real subsumption of nature. This is attended by forms of calculation, expertise, and environmental governance. But it also includes the manner in which environmental politics become semiotically and ideologically tethered to the reproduction of the conditions of accumulation, theorizes as the proliferation of the abstract second nature of exchange value.

Green capitalism comes in many forms and, like the more general neoliberal turn of which it is one facet, has complex intellectual and political origins. Under the rubric of green capitalism, for instance, should be included a widespread turn in recent decades to so-called market based mechanisms such as tradeable pollution permits. The intellectual foundation of market based mechanisms, particularly tradable emissions or cap-and-trade systems, in one sense relies simply on the argument that this is the most economically efficient and cheapest way to achieve given environmental quality objectives.

A closely related idea animates the neoclassical theory of the 'backstop technology'. When full costs are paid, the argument goes; informed entrepreneurs will adjust to accurate price

signals by diverting investment away from environmentally damaging technologies and toward greener techno economic strategies. But deeper foundations lie in an underlying faith in private decision making: thus, the conservation. In turn, all of these draw on a lineage of faith in 'greed' socially desirable.

A society divided into a class of proprietors and a class of labourers, and with self-love the main-spring of the great machine". There is, of course, much more to be said about green capitalism, its origins, and a proliferation of market fundamentalism in contemporary environmental policy making. But the point is that markets, more or less accurate prices, enclosures of various kinds, a faith in the choices of ostensibly independent and rational individuals, and investment of capital by innovative entrepreneurs constitute the ubiquitous tropes of green capitalism.

Green capitalism thus reflects and reinforces transformations of governance, and specifically environmental governance, with so-called command - and - control approaches giving way to mechanisms such as eco-taxes, 'best practices' environmental management, green consumer activism, community-driven environmental regulation, and more.

Statement of the Problem

Drivers of industrial revolution such as profit, competition etc, has made the society forget about the need for the conservation of the environment. Ecological care is the need of the hour. A balance between industrial development coupled with societal and ecological welfare is the requirement in the global arena. Strategy which brings in the above stated needs have always received a warm welcome from various corners of the world. Global warming, climate changes, monsoon failures, soil erosion and improper animal habitat are rising in an alarming rate that we are positioned amidst a drastic ecology.

Global forms have directed their attention towards the path in finding a solution to this ecological disorder. Various studies and analysis are conducted to design a new strategy to balance the existence and survival of the mankind. Today, it is fortunate to know that the limelight is on the environment.

Objectives of the Study

- To explore the conceptual facts about Green Capitalism.
- To study the various elements and nature of Green capitalism.
- To critically examine, Green capitalism as a myth or methodology.

Scope of the Study

The present study investigates and important aspect of public perception of Green Capitalism. The aim is to gain proper knowledge about Green Capitalism. Efforts were taken to analyze the various aspects of Green Capitalism. The study examines the way Green Capitalism transforms itself as a successful eco-friendly strategy. Through this research, an opportunity to attain wider conceptual base about the particular problem is efficiently utilized. This study is helpful to build an understanding of the public perception of Green Capitalism

and how it supports the management in the decision making process. The scope of the study is on the insight of Green Capitalism and the conservation of the environment.

Hypothesis

- H1: Public have enough awareness about the concept of Green Capitalism.
- H2: Public perceive Green Capitalism to be an eco-friendly concept
- H3: Green Capitalism is an efficient strategy to make industries greener.

Review of Literature

1. In the article “From Colonialism to Green Capitalism” (2005 Harriet Friedmann, suggests that a corporate environmental regime is emerging as part of a larger restructuring of capitalism. It reflects specific social and political compromises, which is interpreted though the social movement concept of interpretive frames.
2. John Bellamy Foster, in this Book “Ecology against Capitalism” states that Capitalism and its economists have avoided ecological problems rather than being seriously addressed. Capitalist economies are geared first and foremost to profits and hence to economic growth virtually at any cost including the exploitation and misery of the ecology. This rush to grow means absorption of more energy and resources and dumping more and more of wastes into the environment leading to ecological degradation.
3. In the book “Designing the Green Economy” Brain Milani, states the various dimensions of green economics. He feels that green Capitalism can leave intact of the profit motive and monetary accumulation and can propel positive changes as long as markets reflect fully real social and environmental costs. He adds that the transformation of development should be of qualitative one rather than quantitative ones like money.
4. Hunter Lovins, in his book, “Natural Capitalism : a path to sustainability” states that eco efficiency results in enormous cost reduction and improves the company’s reputation, brand equity and reducing its ecological foot print. He also states that radical efficiency, design for sustainability, management for sustainability and prosperity are the main principles of natural environment.
5. Craig Morris and Arne Jung Johann, in his research paper on the topic, “Green Capitalist Made in Germany” 2016, the researcher aims to tap the entrepreneurial spirit of capitalism – but also directs markets in a desirable direction. German economic policy for renewable is not laissez-faire or planned economics, but fettered capitalism.

Results and Discussion

Ways of green capitalism

Table showing the Ways of Green Capitalism

Ways	Frequency	%
Waste Management	59	23.6
Re-Engineering of Corporate Strategy	96	38.4
Reconstruction of Greener Environment	54	21.6

Free Market through Utilisation of Natural Resources	41	16.4
Total	250	100

From the above table it can be inferred that 23.6% of the respondents consider waste

management to be the aim of Green Capitalism. While 38.4% the respondents think Re-Engineering of Corporate Strategy is the main aim of Green Capitalism. Reconstruction of Greener Environment is the aim according to 21.6% of the respondents while 16.4% of the respondents consider Free Market through Utilisation of Natural Resources as the aim of Green Capitalism.

Steps to Initiate Green Capitalism

Steps	Frequency	%
Eco-Conservatism	59	23.6
Non - Exploitation of Resources	88	35.2
Eco-Socialism	54	21.6
Transition of Environmentalism's Safety from Profit Motive	49	19.6
Total	250	100

From the above table it can be inferred that Eco-conservatism has been opted as the step to bring in Green Capitalism by 23.6% of the respondents. 35.2% of the respondents opt that non-exploitation of resources and 21.6% of the respondents choose eco-socialism to be

the initial step to bring in Green Capitalism. 19.6% of the respondents choose transition of environmentalism's safety from profit motive as the step to bring in Green Capitalism.

Advantages of Green Capitalism

Table showing the Advantages of Green Capitalism

Advantages	Frequency	%
Increased Productivity	54.	21.6
Industrial Strategy	86	34.4
Eco-Friendliness	64	25.6
Strategic Management	46	18.4
Total	250	100

The above table shows that 21.6% of the respondents consider increased productivity as the main advantage of Green Capitalism. 34.4% of the respondents feel that industrial strategy as the main advantage of Green Capitalism, While 25.6% opt eco-friendliness as the main advantage and 18.4% consider increased productivity as the

advantage of Green Capitalism.

Chi Square Test between Eco-Friendly Concept and Green Capitalism's Attitude

Significant at 5% level

Factor	Critical Value	df	*Sig.Value
Pearson Chi-Wquare	1.875a	2	*.392
Likelihood Ratio	1.872	2	.392
Linear - By - Linear Association	.168	1	.682
No of Valid Cases	250		

Table shows the association between Eco-friendly concept of the Green Capitalism and attitude of Green Capitalism. As per the acceptance of null hypothesis $p=0.392$ ($P>0.05$), eco-friendly concept is not

associated with the attitude of Green Capitalism. Therefore, eco-friendly concept is not associated with the attitude of Green Capitalism. Hence, eco-friendly concept does not have impact on the attitude of Green Capitalism.

Association between Gender and Perception of Green Capitalism as a Successful Strategy

Factor	Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Sign. Value
Green Capitalism is a Successful Strategy among Indian Industries	Male	147	3.15	1.357	.112	-.200	.842
	Female	103	3.18	1.349	.133		

Significant at 5% level

Table shows the independent samples t test that compares the successful strategy among Indian Industries with the gender. There is statistically significant difference as determined by $t = 0.200$ where the value of p is 0.842 ($p > 0.05$) and this indicates that the null hypothesis is accepted. Therefore, gender does not influence the perception about the success of the strategy brought in by Green Capitalism. Gender is therefore not a limiting factor for the successful strategy among Indian Industries.

One way anova for the measures of creating awareness about green capitalism and awareness level of green capitalism

Source of variation	Sum of Squares	df	Mean Square	F value	Sig value
Between Groups	1.840	3	.613	.345	.793*
Within Groups	436.916	246	1.776		
Total	438.756	249			

Significant at 5% level

Table shows the one way ANOVA that explores the measures that create awareness of Green Capitalism and level of awareness level of Green Capitalism. There is no statistically significant difference between groups as disclosed by the value of $F(3,246) = .345$ where the p value is 0.793 ($p > 0.05$) and this indicates that the null hypothesis is accepted. Therefore, measures for creating awareness of Green Capitalism does favour awareness level. Measures of creating awareness of Green Capitalism do have an effect on the awareness level thus created.

Findings and Suggestions

There are a numerous ways through which Green Capitalism can be brought into practice. Among them four important ways were places as options to understand the perception of the public. It is found that Re-engineering of Corporate strategy was the best way to implement Green Capitalism.

The initiation of a new methodology is started with a few baby steps. The study expresses that Non-exploitation of natural resources is the first step to carry out Green Capitalism

successfully. It can be understood that the common mindset of the public is that seizure of exploiting natural resources is the best way to bring in Green Capitalism.

The concept of Green Capitalism has a number of advantages entwined with it. Sorting out into four, the respondents opted that Industrial Strategy is the main advantage of Green Capitalism. Through this various challenges such as competition, planning, forecasting, standardization etc., can be collectively met.

Chi square test reveal that the attitude of Green capitalism is unaffected by the eco-friendly concept. The attitude of Green Capitalism can be either socialistic or capitalistic. The results reveal that the perceptions of the respondents do not vary neither with the concept nor the attitude associated with Green Capitalism.

The results of the independent t test reveal that gender is not a limiting in perceiving Green Capitalism as a successful study. From the current study it is understood that irrespective of the gender concerned, Green Capitalism is considered to be a successful strategy.

From the study conducted, it can be understood that the meaning of Green Capitalism do not associated itself with prioritizing environment. Green Capitalism has a larger scope rather than limiting itself with the concept of environment.

It is also found that the level of awareness of Green Capitalism varies proportionately with the measures that have been taken to do the same. Thus efficient and effective ways to spread Green Capitalism has a positive impact on the awareness that is being spread. This is the result of ANOVA test that has been conducted.

Suggestions

A well employed implementation of Green Capitalism with full adherence to the objectives of the ideology helps in achieving the same. This requires a mechanism that works in connection to this. The mechanism thus formulated should efficiently perform the duties for the purpose of which it was being formulated.

Awareness level of Green Capitalism has to be increased tremendously to achieve the said impacts of Green Capitalism. Thus new innovative and simple measures to reach all the sectors of the public have to be created in order to gain more welcoming approaches to Green Capitalism.

A Well flexible structure of the organizations has to be initially designed so that a well planned and efficient methodology such as Green Capitalism can be implemented and the smooth flow of the strengths of the ideology can be reaped.

A proper evaluation system to assess the various opportunities and strengths of Green Capitalism has to be formulated. This paves way to accurate remedial and updations that has to be taken in order to keep the objectives and goals of Green Capitalism in line with the needs of the firm.

Corporate Social Responsibility has become a mandatory tool for achieving goodwill among the public. Green Capitalism can be twined with the CSR to achieve the anticipated ideology of Green Capitalism and comply with the legal procedures of the legislation.

Conclusion

It is known from history that this past revolution in capital creation, accumulation and investment had major social and environmental implications, reducing diverse cultures to labour in the service of capital, and disembedding peoples' relationships with landscapes in the process. It seems clear that collectively we are in need of some radically different ways of valuing the global environment. But is it possible to turn instead for training and inspiration to those who, in many different contexts, and often against the odds, seem to have both valued and served nature's 'services'. And through doing so is it possible to (re)claim and (re)learn communicative relationships with non-human worlds: which express the same moral, creative, mysterious and playful agencies that humans also embody.

It might be that ways of relating with and valuing non-human worlds that are othered by modernity and capitalist culture, in fact are those offering openings into possibilities for dwelling that are less hungry, more sustainable, and more meaningful and poetic. But it is only through stopping to listen that it is possible to hear this.

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GREEN BANKING: A STEP TOWARDS SUSTAINABLE DEVELOPMENT

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Abstract

The banking sector plays a conciliator role between economic upliftment and environmental fortification, for promoting environmentally sustainable and socially responsible investment, banking of this kind can be coined as "Green Banking". Green Banking refers those ensuring eco - friendly practices in banking services and aims in reducing both internal and external carbon footprints. The concept of green banking helps to create cleaner and greener future as Green Banking has direct impact on the environment. In the environment friendly society "Go Green" mantra has become relevant in each and every aspect of business. The banks are following the go green mantra to put in to the cause of environment protection. Green banking encompasses the operational improvements, technology and changing client habits in banking business in an effective manner.

Keywords: Green Banking, Environment, Climate Change, Sustainability, Online Banking, Carbon Footprints.

Introduction

Green Banking is an umbrella term referring to practices and strategy that make banks sustainable in economic, surroundings, and social extent. It aims to make banking processes and the use of IT and physical infrastructure as competent and effective as possible, with zero or smallest impact on the environment. Green Banking means ensuring environment friendly practices in banking sector and thereby reducing internal and external carbon footprints. The concept of green banking helps to create cleaner and greener future as Green Banking has direct impact on the environment. The concept of green banking has emerged and is recognized as an important strategy to address sustainable development concerns and creating awareness among people about environmental responsibility. The reasons for going green are diverse, and the key among them are: increasing energy utilization and energy prices, mounting consumer concentration in environmentally-friendly goods and services, higher prospect by the public on Bank's environmental responsibilities and rising stricter regulatory and compliance requirements.

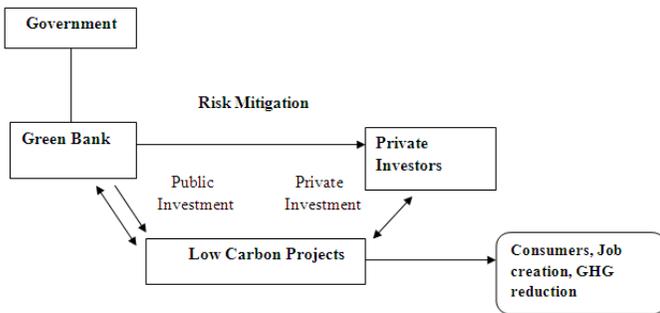
Green Banking is becoming a symbol of Eco awareness in the globe. According to Indian Banks Association (IBA, 2014) "Green Bank is similar to ordinary bank, which considers all the social and environmental / ecological factors with an aspire to guard the environment and preserve natural possessions". It is also known as ethical bank or sustainable bank. Their function is to carry out banking activities but with an added plan towards taking care of earth's ecology, environment, and natural resources including biodiversity.

Basic Model of Green Banking

The fundamental goal of Green Banks is to close up gaps in markets for clean energy projects and facilitate financing to develop the market penetration. There are a many ways a Green Bank can influence private capital, provide financing to underserved market sectors, raise consumer protection, information accuracy and ease of adoption; remain unfaltering in the face of shifting political scenery, financial statement changes, and managerial priorities; and can be a elastic and adjustable institution that reacts rapidly to the promote.

Fig 1

Source: Coalition for Green Capital



Green Banks can use those finances to offer fiscal products (such as loans, leases, credit enhancements) and other financing services for clean liveliness projects. Green Banks can also help clean energy markets in other ways, including organizing stipulate aggregation efforts, training

contractors, administering PACE programs, and serving as a one-stop-shop for clean energy in progression and possessions. These activities, in amalgamation with financing, help to create a vigorous clean.

Green Banking Products

Green CDs: The Green Certificate of deposits refers that the investment document which is given in paper can be given through Demat process. It minimizes the risk of getting loss of Certificate of Deposits and it enables the electronic format.

Mobile Banking: Mobile Banking is a step in which the banking process is carried out without the bank branch. Mobile banking also allows and provides access to check balances, transfer funds or pay bills from mobile. Mobile banking saves time and energy of the customers.

Green Savings Account: Unlike that of savings account which is offered by banks, green savings account is the one which is done online and it's a paperless attempt to maintain savings bank account.

Green Credit cards: Green credit card is unique with an unmatched set of features to fight climate change and sustain the planet.

- Reduces the personal carbon foot print
- Bio degradable

Green Loans: Green Loans support energy efficient projects, including renewable and non renewable, green transport, agriculture and forestry, waste management and emission reduction.

Dimensions of Green Banking

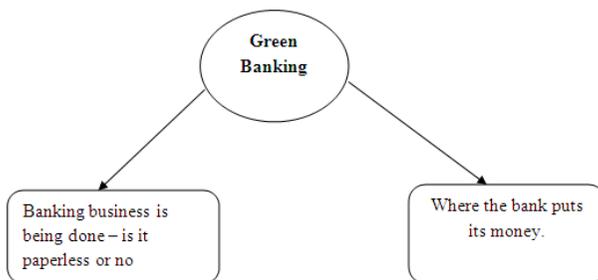
Green banking has two possibilities. First, the method the banking business is being done – is it paperless or not. It is estimated 16,500,000 trees per year or about a 46,000 acre forest, 396,000 tonnes of CO₂ per year, 495,000 tonnes of air pollution per year and gain almost 2,145,000 tonnes of oxygen per year. There are several strategy from the Reserve Bank on ebanking and banks are also putting earnest hard work towards adopting paperless banking.

The second dimension of green banking relates to where the bank spend its money. Green Banking entails banks to support environment friendly investments and provide lending main concern to those industries which already twisted green or are trying to go green and, thereby, help to restore the natural environment.

Fig 2

Dimensions of green banking is shown in fig 2 which is self explanatory

Source: RBI, Various issues.



Green Banking Initiatives

Avoids Paper Work: Now most of the banks are operating paperless and has become computerized or operate on a core banking solution (CBS). Therefore there is abundant scope for the banks to adopt paperless or less paper for office reporting, auditing and correspondence.

Creating Awareness to Business People about Environment: Most of the NGOs and environmentalists are propagating environment consciousness among the public in general by arranging awareness programs and organizing seminars etc Banks may associate themselves by sponsoring such programs. Besides, many corporate bodies are organizing similar program in their own line of business such as free pollution check program and emission testing programs organized by automobile manufacturers. Banks may tie with those manufacturers so that it would help in building their reputation.

Loans at Lesser Rates: Green Bank loans may also be introduced with financial concessions for environment friendly products and projects such as fuel efficient vehicles, green building projects, housing and house furnishing loans to install solar energy system etc.

Environmental Standards for Lending: Banks follow environmental standards for lending, is really a good idea and it will make business owners to change their business to environmental friendly which is good for our future generations.

Free Electronic Bill Payments: Banks may offer free electronic bill payment services to its customers in order to make themselves under the shelter of Green Banking.

Green Bank Account through Online form: Banks should also encourage their customers for opening green banking accounts through online not by the way of paper documents. Green banking saves costs, minimizes the risk, enhance banks reputations and contribute to the common good of environmental sustainability.

Sustainable Development and Green Banking

Green Banking entails banks to support environment friendly investments and give lending to those industries which have already twisted green or are trying to go green and, thereby, help to re-establish the natural environment. Sustainability is one of the most imperative factors driving the strategy making progression of the business fraternity. Development needs to be sustainable and reasonable but the positivity lies in the fact that currently there has been an escalating concern for sustainable development among the different sectors in the economy including the financial sector.

In this regard, this concern for environmental sustainability by the banks has given increase to notion of Green Banking. In an emerging economy like India, environmental management needs to be the key meeting point area of the business fraternity and especially the banking industry being the major agent. This would help the firms in the promising economies utilize their limited property in the most favourable way devoid of harming the usual environment and face the comprehensive challenge of sustainability in successful manner.

Conclusion

In a speedily altering market economy where globalization of markets has strengthened the opposition, the industries and firms are exposed to tough public policies, severe law suits or consumer boycotts. The banks should participate in a pro-active position to take environmental and natural aspects as ingredient of their lending attitude which would strengthen industries to go for mandated speculation for environmental management, use of proper technologies and management systems. Green Banking if implemented earnestly will act as an effective ex flutter restriction for the polluting industries that give a pass by to the other institutional dogmatic mechanisms. There has not been much pitch in this regard by the banks and other fiscal institutions in India though they play a vigorous role in India's capable economy.

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GREEN BANKING PRACTICES: A STUDY ON ENVIRONMENTAL STRATEGIES OF PUBLIC BANKING SECTOR IN DHARMAPURI DISTRICT

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Abstract

The world faces a great challenge of environmental degradation during the process of economic development. Green banking practices mean promoting environment-friendly practices and reducing carbon footprint from day to day banking activities. Green banks or environmentally responsible banks do not only improve their own standards but also affect socially responsible behavior of other business. Banks in India especially the largest public banking sector in India has developed several green banking initiatives. Recently the bank has introduced various paperless banking practices for their customers. The study was conducted only on Dharmapuri district. For collecting primary data 150 customers of the public banks sectors have surveyed using convenience method of sampling and also used Percentage methods were used. This paper aims to highlight the green banking initiatives made public banking in Dharmapuri district and attempt has been made to discuss the environmental and other benefits of these practices.

Keywords: Eco-friendly, Green Banking Practices, Supportable Development.

Introduction

The word „Green Banking“ was very common concept in the world. Global warming was a greater issue in protection of hygienic society. There was high possibility of playing important role of Green Banking in the global warming issue. The green banking concept was evolved in western countries and now has practiced in most of the countries in the world. It indicates endorsing environment-friendly practices and reducing carbon footprint from banking activities. Green banking was not just another corporate social responsibility activity; it was all about going beyond to keep the world livable without any significant damage. Green banking that considers all the social and environmental factors is also called ethical banking. The main objective of green Banking was to ensure the use of organizational resources in favor of the environment and society

Meaning of Green Banks

What is Green banking?

Green Banking defined as promoting environmental-friendly practices and reducing your carbon footprint from your banking activities.

Meaning of Green practices of Banks: Green practices of banks are the efforts of the banking sector to keep the environment green and to minimize greenhouse effects through rationalizing their strategies, policy, decisions and activities pertaining to banking service, business and in-house operational activities.

Reasons of practicing of Green Banking: The broad objective of the green banks are avoiding waste and giving priority to environment and society.

1. Using organizational resources with responsibility.
2. To minimize paper works as much as possible inside and outside the bank.
3. To achieve cost and time efficiency.

Environmental Strategies: Sustainable bank was a bank concerned with the social and environmental impacts of its investments and loans. It refers to the initiative taken by banks to encourage environment friendly investments, to give lending priority to those industries which have already turned green or are trying to grow green and thereby help to restore the natural environment.

Review of Literature

Financial Institutions having Corporate Social Responsibility (CSR) are treating sustainability as a business strategy and opportunity – not as an add-on, feel-good charitable endeavor (Strandberg C. 2005).

Therefore, banks should go green and play a pro-active role to take environmental and ecological aspects as a part of their lending principle (Sahoo, P. and Nayak, B.P., 2008).

However, banks as the financial intermediaries play a vital role in the economic development of a country. All of the banks either have or are in the process of developing a sustainable strategy; the growing environmental concerns and credit risks are currently the primary drivers of pursuing environmental sustainability (Dlamini T. H., 2010).

Need of the Study

As environmental strategies were an important issue and green banking was a step in this regard. There was a need to study the green banking initiative taken by the banking sectors and also to review the role of green banking in environment strategies.

Objectives

- To examine the specific areas of green banking initiatives taken by Dharmapuri district.
- To examine the nature of green financing performance of different types of Public banks.
- To examine the performance of online and mobile banking.

Research Methodology

The present study was collected both primary and secondary data only. The study was conducted only on Dharmapuri district. For collecting primary data 150 customers of the public banks sectors have surveyed using convenience method of sampling and also used Percentage methods were used. Primary data have also been collected by visiting the local head offices and bank branches. Secondary information was collected through different relevant books, journals, newspapers and published report.

Use of Green Banking Products in Banking Sector

Go Online: Online banking includes internet banking, mobile banking, tab banking, phone banking, RTGS and NEFT transactions etc. The functions involved are pay bills online,

online deposits, fund transfer, account statements etc. Through these banking activities banks are ultimately consuming less paper, less energy and less expenditure on natural resources.

Card based transactions: Banks have introduced a variety of card based transactions by launching green channel counters (GCC). GCC promotes card based transactions to their customers not only to reduce the consumption of paper and energy but also to save the time of customers. A variety of cards such as ATM, Credit and Debit cards, green remit cards, Foreign Travel Card, e-Pay Card, Gift Card, Smart Payout Card etc. are available for customers.

Green Finance: Bank should finance environment friendly projects and environment friendly products such as solar equipment's, recycled furniture, vehicle finance for low carbon emissions vehicles, home finance for green buildings etc,with giving some concessions in processing fee and concessional rate of interest

Green Infrastructure: Green infrastructure includes IT infrastructure (Data Centers), green buildings with sufficient natural lightening and air, generate electricity for their own use and waste recycling plants for recycle their own waste. Green infrastructure may also be considered Self Service Passbook Printers, Kiosks (Multi Function Kiosks and Self Service Kiosks), Cash Deposit Machines and Contact Centre etc. It facilitates to reduce banks internal carbon footprint.

Use of power saving equipment's: Use of solar powered UPS, GSL/LED bulbs, rain water harvesting by banks, establishing solar powered ATMs etc.

Green banking initiatives in Public sectors banks

State Bank of India (SBI) SBI is the largest public sector bank in India in terms of market capitalization, profit, net profit, revenue and assets. This makes SBI, the largest banking and financial services company in India in terms of asset. State Bank has been undertaking several environmentally and socially sustainable initiatives across the country and is one of the few banks in the country to have enunciated a Green Banking Policy, since 2007.

The Green Banking Initiatives taken by SBI Certain major initiatives of SBI are: Launched Green channel counter facilities in the year 2010 in some of its branches and planning to extend it in more branches. An environmental friendly approach that helps to make paperless banking up to some extent Initiated the carbon disclosure projected in the financial sector in India, for the sake of environmental concern and safety

Punjab National Bank Punjab National Bank is among one of the India"s oldest bank and was established on 19 May, 1894. Aside from financial activities the bank is also involved in various social initiatives such as farmer empowerment, environment friendly initiatives, education & health initiatives for the financially disadvantaged category.

The Green Banking Initiatives taken by Punjab National Bank

- a. Debit cards facility started by PNB bank in the year of 2002-03.
- b. Bank has started using energy efficient appliances & conducting the electricity auditing of their offices. On the other side the bank is also accenting on green infrastructure.

c. A separate green audit sheet was being employed by the bank to access the impact of various green banking initiatives implemented in the bank.

Canara Bank Canara Bank is an Indian public sector bank and was established as Canara Hindu Permanent Fund in 1906 and further renamed as Canara Bank in 1910 & nationalized in the year 1969. Along with this bank is also involved in activities such as rural development and environment friendly initiatives.

The Green Initiatives taken by Canara Bank: The bank has implemented various green banking initiatives such as internet banking, tele-banking & mobile banking. Solar power biometric ATMs has been implemented in a few rural areas.

Major benefits of green banks

Benefits of green banking towards the Environmental Banks can do much more to help the environment by just promoting green banking. Use of green banking practices will result savings of energy, fuel, paper as well as water. As for example, use of paperless ATMs, Online Banking, Mobile Banking and Tele-banking will result savings of fuel as well as paper

Benefits of green banking towards the customers: Green banking practices are very convenient, easy, cost effective and time savvy for the bank customers.

Benefits of green banking towards the bankers: Green banking practices are also very convenient, cost effecting and time savvy for the bank employees.

Benefits to the merchants and traders: Green banking practices through E-banking system also help to the merchants and traders. It ensures assured quick payment and settlement to the various transactions made by the traders.

Data Analysis

Data was collected and by personally visiting the bank premises and getting the self-administered questionnaire filled by the respondents.

Table 1 Age wise Frequency of the data

Sources: Primary Data

S. No.	Particulars	Frequency	%
1	20-30	33	22
2	31-40	62	41.33
3	41-50	29	19.33
4	Above 51	26	17.33
	Total	150	100

Age wise Frequency of the data describes that 41.33% of respondent belonging to 31-40 age group, 22% of respondent belonging to 20-30 age group, 19.33% of respondent belonging to 40-41 age groups, 17.33% of respondent belonging to above51% age group.

Table 2 Gender wise, frequency of data

Sources: Primary Data

S. No.	Particulars	Frequency	%
1	Male	65	43.33
2	Female	85	56.67
	Total	150	100

Gender wise, frequency of data reveals that 56.67% respondents are female and 43.33% respondents are male.

Table 3 Education Wise, Frequency of Data

Source: Primary Data

S. No.	Particulars	Frequency	%
1	Illiterate	11	7.33
2	School Education	15	10
3	Graduate & post Graduate	96	64
4	Tech & Education	28	18.67
	Total	150	100

belonging to Illiterate.

Education wise, frequency of data, represents that from a total of 150 respondents, 64% of respondent belonging to graduate and post graduate, 18.67% of respondent belonging to Technical education, 10% of respondent belonging to school education, 7.33% of respondent

Table 4 Occupation Wise, Frequency of Data

Source: Primary Data

S. No.	Particular	Frequency	%
1	Government	44	29.33
2	Private	27	18
3	Business	41	27.33
4	Daily wages	38	25.33
	Total	150	100

of respondents are private employed.

Occupation wise, frequency of data, represents that from a total of 150 respondents, 29.33% of respondents are government employees, 27.33 % of respondents are business men, 25.33% of respondents are daily wages, 18%

Table 5 Salary Wise, Frequency of Data

Source: Primary Data

S. No.	Particular	Frequency	%
1	5,000-10,000	38	25.33
2	10,000-20,000	34	22.67
3	20,000-40,000	48	32
4	Above 41,000	30	20
	Total	150	100

20,000 monthly salaries, 20% of respondent belonging to above 41,000.

Salary wise, frequency of data, describes that 32% of respondent belonging to 20,000 to 40,000 monthly salaries, 25.33% of respondent belonging to 5,000 to 10,000 monthly salaries, 22.67% of respondent belonging to 10,000 to

Table 6 Area Wise Frequency of Data

Source: Primary Data

S. No.	Particular	Frequency	%
1	Rural	94	62.67
2	Urban	56	37.33
	Total	150	100

Area Wise Frequency of Data, reveals that 62.67% respondents are rural areas and 37.33% respondents are urban areas.

Table 7 Bank wise, frequency of data

Source: Primary Data

S. No	Particulars	Frequency	%
1	Public Banks	54	36
2	Private Banks	96	64
	Total	150	100

Bank wise, frequency of data, reveals that 64% respondents are Private Banks and 36% respondents are Public Banks.

Table 8 Respondents Heard about Green Practices of Banks

Source: Primary Data

S. No	Particulars	Heard about	%
1	Yes	38	25.33
2	No	112	74.67
	Total	150	100

Respondents heard about green practices of banks, It was found from the study that more than 74.67 percent of the respondents have not even heard about the green banking practices of banks.

Table 9 Users of ATM

Users of ATM	Respondents	%
User	128	85.33
Non-User	22	14.67
Total	150	100

Source: Primary Data

Table 10 Frequency to use the ATM per month by the respondents

Source: Primary Data

No. of Time use ATM Per month	Respondents	%
1-3 time	62	41.33
3-5 time	43	28.67
5-10 time	31	20.67
Over 10 time	10	6.67
Do not use	4	2.67

Frequency to use the ATM per month by the respondents, the study also significantly found that as much as 41.33 percent of respondents use ATM. Out of them 28.67percent visits the ATM maximum of five times per month. 20.67 percent respondents use to visit the ATM more than 5 times in a month.

Table 11 Users of GCCs

User of GCCs	Respondents	%
User	22	14.67
Non-User	128	85.33
Total	150	100

Source: Primary Data

Table 12 Frequency to use the GCCs per month by the respondents

Source: Primary Data

No. of times use GCCs per month	Respondents	%
1-3 times	9	40.91
3-5 times	7	31.89
5-10 times	4	18.18
Over 10 times	2	9.09
Total	22	100

Frequency to use the GCCs per month by the respondents, the newly introduced eco-friendly Green Channel Counters (GCCs) is still in their infant stage. Only 14.67 percent of respondents use this facility. Remaining 85.33 percent respondents are either ignorant about the facility or not willing to use this banking practice. On the other hand 40.91percent of respondents use it 1 to 3 times per month whereas remaining 59.09percent

respondents use it more than 3 times per month.

Table 13 User of Online Banking

User of Online Banking	Respondents	%
User	18	12
Non-user	132	88
Total	150	100

Source: Primary Data

Table 14 Causes of not using online banking

Sources: Primary data

Causes	Respondents	%
under aged	7	5.30
never heard about	16	12.12
fear on security	39	29.45
No time to open account	16	12.12
satisfied with existing facility	23	17.42
do not see real value	12	9.09
Too New	14	10.61
Other reasons	5	3.79
Total	132	100

Causes of not using online banking, the study significantly observed that only 12 percent of the total respondents are using online banking. Out of the remaining 88 percent respondents who are not user of online banking, maximum of 29.45 percent of them do afraid of the security problem on the online banking. Remarkable 17.42 percent respondents

are satisfied with the existing facilities provided by the bank i.e. traditional banking and ATM. Notable thing is this 12.12 percent respondents have not yet heard about online banking and 9.09 percent respondents do not see any real value on online banking.

Table 15 User of Mobile Banking

Source: Primary data

User of Mobile Banking	Respondent	%
User	23	15.33
Non-user	127	84.67
Total	150	100

User of Mobile Banking, only 15.33 percent of the total respondents use mobile banking. However, 26.5 percent respondents belonging to urban area use this banking delivery

channel against only 10.9 percent that of respondents from village areas.

Analysis and Discussion

Age: It is evident from the above table shows that, the majority of the respondent under the age group of 31-40 (52%) percent, followed both banks come under 30-39 age group.

Gender: The Statistical data shows that majority of them come under Female category respondents.

Educational Qualification: From the table indicate that the Educational qualification of the respondents under Public bank having lower level (13 percent) level education (UG/PG Degree). Besides, Private bank (81percent) was used. The study inferred that majority of them did Degree level.

Area of living: Majority (64 per cent) of them comes under rural areas.

Occupation: It is evident from the table in, majority (29 percent) comes under employed followed Public bank 29 percent and Public Bank also under employed categories of

respondents which implies that among them are under employed categories of the respondents.

Income: The table shows that Public and Private Bank respondents have earned income category of 20,000-40,000 (30 per cent).

Table: 6 Area wise frequencies of data: reveals that 64% respondents are rural areas and 36% respondents are urban areas.

Table: 7 Bank wise, frequencies of data: reveals that 66% respondents are Private Banks and 36% respondents are Public Banks.

Table: 8 Respondents heard about green practices of banks It was found from the study that more than 74.67 percent of the respondents have not even heard about the green banking practices of banks.

Table: 9 Frequency to use the ATM per month by the respondents: The study also significantly found that as much as 41.33 percent of respondents use ATM. Out of them 28.67percent visits the ATM maximum of five times per month. 20.67 percent respondents use to visit the ATM more than 5 times in a month.

Table: 12 Frequency to use the GCCs per month by the respondents: The newly introduced eco-friendly Green Channel Counters (GCCs) is still in their infant stage. Only 14.67 percent of respondents use this facility. Remaining 85.33 percent respondents are either ignorant about the facility or not willing to use this banking practice. On the other hand, 40.91percent of respondents use it 1 to 3 times per month whereas remaining 59.09percent respondents use it more than 3 times per month.

Table: 14 Causes of not using online banking: The study significantly observed that only 12 percent of the total respondents are using online banking. Out of the remaining 88 percent respondents who are not user of online banking, maximum of 29.45 percent of them do afraid of the security problem on the online banking. Remarkable 17.42 percent respondents are satisfied with the existing facilities provided by the bank i.e. traditional banking and ATM. Notable thing is this 12.12 percent respondents have not yet heard about online banking and 9.09 percent respondents do not see any real value on online banking.

Recommendations

- Government should carefully monitor and supervise the green banking practices in India
- Indian Banking sector must monitor the adherence of green banking guidelines by the public banks.
- Government encourages the general people about green banking awareness through the electronic and print media.
- Develop a culture within the organization based on environmental governance.

Suggestions

- Set up separate green banking department in bank for effective implementation of green initiative.
- To give concessions for online banking and mobile banking users, card based payments.

- To conduct training program for customers to use online banking and mobile banking users. This will build confidence among them.
- To create awareness among businessman about environmental issues and encourage them for undertaking eco-friendly practices.

Conclusion

The public sector banks are actively undertaken a multiplicity of green banking practices. Primarily, banks were the creating awareness about environmental issues through green banking among bank staff, customer and mass people. Progressively, the green banking activities have been shifted from encouraging and implementing of e-banking to the recycle of the wastes, water treatment plants, rain water harvesting, using solar based equipment's, constructing green building etc. in more effective manner.

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HR RETENTION PRACTICES ON TALENT MANAGEMENT: GREENFIELD PROJECTS

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Abstract

Greenfield projects are the present requirement of the economy and are sustainable in the long run. Thus the project commissioned with the requirements not only feasible for the economy but also brings growth and prosperity in the economy of a country. This Article explains the HR challenges resulted from Economic development and the hardships faced by employees working on new projects which many times result into Attrition, the Human Resource strategies to attract and retain talent. New Projects have its own risk in the beginning phase and employees are having a sense of pride when everything goes in right direction. A new project increase employment opportunities, living standards and also contributes in improving Economy and Gross Domestic Product (GDP) of the country. The present article briefly covers HR Strategy to Attract and Retain Talent in the challenging environment.

Keywords: *Greenfield Project, Economic Development and HR Challenges, Attract and Retain talent, HR Practices.*

Introduction

A start-up opportunity excites HR Professionals and lead to innovative thinking and offers a chance to demonstrate extraordinary performance by making strategic decisions for attracting and retaining talent.

Few of the literature on the emergence of Human Resource Management (HRM) as a distinct approach to the management of the employment relationship centered on the activities of management on Greenfield sites. This literature highlighted a number of practices in such companies as essential to HRM. Some writers went as far as to suggest that 'if there is a natural home for the establishment and development of unilateral HR practices it is on Greenfield sites'. Since then, this debate has distinguished Greenfield sites from new plant employers in other ways, not least of all by virtue of their attempt to introduce a new approach to the management of employees: an approach which, above all things, is in accordance with the creation of a new management philosophy that is different from the approach used elsewhere in the organisation. This article is focusing on how Human Resource Practice in Greenfield Projects^{1,2} are challenging for Human Resource Professionals regarding Attracting and retaining talent. The term Greenfield was originally used in construction and development to reference land that has never been used (e.g. green or new). A Government to foster economic development by way of providing employment opportunities offers land, electricity and other facilities at subsidizing rate to Business owners and motivate them to establish manufacturing plants.

Fast economic development, low cost of land and labor availability and Government support attract foreign companies to set their new projects in India. Many foreign companies and India based growing companies in Automobile, Power, FMCG and other sectors are looking for Business expansion opportunities in India. Majority of these companies are coming up with big projects with large numbers of production capacity and large numbers of employment opportunities, which in turn become a challenge for HR Professionals working on Greenfield projects

This article is a self-assessment of Risk & Challenges faced by Human Resource Professionals while working on Greenfield sites. The circumstances and administrative problems at under construction sites present a big challenge to employees which ultimately result too heavy attrition. The innovative thinking and Strategies practiced by Human Resource Professionals to turn these difficulties into success.

In Greenfield Projects HR is having very critical role and basically begins from the survey of the area on the processes like the cost of living, amenities, resources availability (Manpower, Electricity, Transport etc) in addition to the living style, political interference, mindset of the people, the perception towards the industries, criticality of people deployment etc in addition to the core HR activities

Threat & Autonomy

Several times due to business or other reasons companies postpone their project plans or do not execute a plan in time, in such situation employees may have to look for other options of employment. Normally, HR Professionals are appointed first for statutory compliance with local legislations and employment rules and simultaneously for recruitment of Staff and workers as per business plan.^{6,7} Working in a start-up Projects does involve a certain amount of risk and fairly challenging environment.

Candidates know that if they take on a 'Greenfield' role, they are going to have a greater degree of autonomy and a more entrepreneurial atmosphere. In beginning stage, there are 10-15 employees only which then become hundreds or even thousands within two to three years. HR professionals who have built up these environments take a certain amount of responsibility and pride in the growth of the business. Of course there are risks, especially in emerging markets where external forces, such as constantly changing labor laws, can have a huge effect.

Collision & Strategies

In "Greenfield" sites HR facing many challenges like Scarcity of Skilled manpower, for example operating skills for working in Pharmaceuticals, Automobiles, and Petrochemicals, etc. is scarcely available; hence companies have to set their own strategies to create their own pool of skilled manpower. New companies have to begin with Government regulation of Minimum wages, Statutory Compliances and compensation surveys in neighboring industry.

The Companies especially those which are coming up with new project in India for the first time, needs to understand the Indian employment Rules, Grades, Salary Standards of Indian Market, Indian Labor laws and various facilities / perquisites offered to the employees in

various categories, hence they look for HR professionals who are experienced in setting up Greenfield Projects and well versed with Basic HR requirement of new projects. Some of the challenges faced by new companies are, Fresh talent looking out for Job opportunities available in new project but experienced employees hesitate to take up the job in new projects because there are possibilities that company either postpone their business plan, outsource their business plan or they may change their plan to set up new project.

New Companies with Green Field Projects are coming up with New Format of tie-up with Academic Institutions for establishing and running new Modular Employability schemes known as MES courses with the objective to get skilled manpower. Some of the companies have potential plans to establish their own academic institutions with their courses related to their Business requirement. Companies approach Department of Technical Education, Government of Gujarat for approval of various technical courses so that unskilled people can be trained and on passing the short-term examination they are issued a certificate of “Vocational Training” which works as High Motivation for them which turns up into stability and availability of manpower.

“Earn and learn” Schemes are more popular where companies tie up with academic institutions/universities for awarding diploma/ ITI courses to their 10th and 12th pass employees. Such employees undergo Theory and Practical on job training, and they appear for the periodic exam as per standards laid down by academic institution/university, the motivating factor is employee gets monthly income as well degree after completing certain period with the company.

To overcome the scarcity of skilled manpower in automobile and other sectors companies also set up their own equipped in-house Learning Centers (LC) where fresh entrants are trained for almost 15 to 20 days on employee Policies, health and Safety requirements, Standard Operating Procedures and operating techniques of various machines and tools. Many times MNCs send recruits to their mother plant to understand the cultural values and system so that it will be unique across all locations. While companies are establishing new projects, Manpower cost plays an important role than any other factors like land, electricity, the supply of finished goods / raw material, etc. hence controlling wage bill during project stage is one of the major challenges for HR.

Government Regulations & Administrative Difficulties

Governments Regulation of Employing minimum 85 % of total manpower strength from the local province is a challenge because sourcing Manpower from local territory with required skill set becomes a limitation for HR professionals

Another challenge observed in the employment of bottom level employees is their concern of more take-home salary hence they insist on working for long hours a day so that they get proportionately more take-home salary. These could be a requirement due to a high cost of living but long working hours per day are not permissible by law.

Providing staff Bus facility to bring staff from a distant location is the biggest constraint due to traffic problems and long hours traveling time. Hence companies are planning for the residential facility for employees. Separate Residential facility for male and female employees and related issues again becomes an administrative challenge for HR.

Attrition

The Attrition is the universal phenomenon and not limited to any particular industry or sector but varies as per the HR practices of the company. Attrition has a large cost which includes Recruitment cost, Training cost, Lost productivity cost, New Hire cost, Lost Sales costs, etc. which in turn put pressure on HR to reduce attrition.¹⁰

The current Attrition rate observed by the author in Sales and Marketing function is about 30 to 35 %, which means almost 1/3rd of the work force is changed during One year. The attrition rate in manufacturing and support service functions are observed around 15 to 18 %. The highest percentage of total attrition is observed in the category of Fresh entrants who are selected from campus recruitment and offered Fast Track career path where they are employed as Trainees for one year or so and on successful completion they are absorbed in middle management category. Companies are offering good entry-level salaries, and hence these fresh entrants are carrying mindset of working with companies for initial few years, and after taking a higher level position, they intend to move to other company with high salary and better position.

The talented employees have high aspiration, and they often move for a higher salary and designation. Hence HR must have an eye to identify right talent during the recruitment process. A thorough analysis of candidate's background, behavioral pattern, stability factor of being with the company, etc. will help to reduce attrition.

Cotemporary Reasons for Attrition

As described above, for economic development Government offers land, Electricity and water supply in particular territory which is known as "Special Economic Zone," which calls for construction of Roads, Bridges, Electricity & Water Supply, etc. The flow of people towards these territories increase demand for accommodation which further result in too high rent of accommodation which may not be affordable by all categories of employees

Sites under construction have more hardships as excavation, tunneling, electric Polling, Water Supply and Effluent Treatment Plant work, Building construction, Machine Installation etc, is under progress everywhere. Especially in the rainy season, it creates more hardships in working and traveling.

Normally, Government offers land in Rural area for its development. Multiple Plants in the same province leads to the large demand of manpower which is not available from surrounding area and therefore needs administrative facilities like Staff Bus arrangement, dormitory facility, Canteen facility, etc which puts big challenges before HR professionals to arrange service providers.

Employee services in Rural area are costlier for Service Providers as they need to deploy more manpower, fuel cost, transportation cost, etc. for delivering services in time hence they charge a higher cost to companies.

Retaining Strategies Used by HR for Retaining the Talent

1. Companies make Memorandum of Association with Government for skill development of employees and enter into Public Private Partnership Mode with a vision to develop Industrial Institution by designing New Courses which provides skilled employees for their business.
2. Tie up with good business schools for higher education to their meritorious employees and offer them career Growth path.
3. Employee friendly policies especially related to employment of spouse and family members.
4. Offer Attractive model of learning and development opportunity.
5. More Focus on "Corporate Social Responsibility" activity and thereby develop Brand Image to attract quality talent.
6. Offer subsidized loan on the purchase of white goods items.
7. Offers reasonably good amount as Retention Allowance for working with the company for two to three years.
8. Dormitory or Colony arrangements for those bachelor employees were coming from different states or distant locations.
9. Offer good amenities for housewives and recreational facilities for children and other family members of the employee.
10. Create a good culture and work out different strategies in line with organizational philosophy.
11. Conduct Compensation surveys in neighboring industry to identify salary levels and employee benefits to retain talent.
12. Offer Good Working conditions including good infrastructure facilities.
13. Offer hardship Allowance in addition to monthly Salary.
14. Employee Retention Policies - Incentive schemes based on Attendance, good performance, etc. over and above monthly salary.
15. Frequent interaction with employees to understand their discomfort areas.
16. Transparent with the employee about offering job profile during the initial discussion in the interview.

Management Commitment towards HR Practices

Managers especially in Greenfield projects at all levels have the lead role in ensuring effective implementation of the HR strategy mainly leadership, team building, employee engagement and emotional intelligence. Clear growth path & Succession Planning for employees plays a pivotal role in employee retention. A cultural shift in how managerial practices are viewed among present employees, neighboring industries, and pool of potential

employees is very important. Managerial and leadership capabilities need to be valued in the same way as technical capability.

Managers are key persons to attract and retain talent and ensuring gender balance & cultural diversity, in particular through their participation in selection processes and in hiring candidates with the highest standards of professionalism, competence, and integrity. They are instrumental in making Performance incentive scheme to reduce absenteeism and guiding staff to deliver the best level performance, identifying staff potential and allowing them to take advantage of career development opportunities. Managers are critical to fostering an enabling working environment that is respectful, offers a healthy work-life balance, abides by high ethical standards and therefore keeps staff motivated and willing to contribute to the success of the Organization.

Conclusion

Start-Up Roles in Greenfield Project always have mix feelings of Risk to losing job due to possibility of augmented project cost which may result in to either prolonged business plan or Possibility of suspending the Project Plan, on the other hand it has excitement of freedom of job due to less chain of command and variety of jobs that may give good exposure of recruitment, Learning & Development and administration for future development. Ample chances of growth by delivering good and timely performance and being noticed by management as a good employee. Human Resource at Greenfield site need not necessarily require a new management philosophy but needs to provide high-performance work practices on new sites. HR Managers on any particular site cannot abandon the company philosophy because that would challenge the very foundations of the system as practiced elsewhere in the group. Despite all HR challenges related to attrition, local legislation, Administrative problems at sites under construction and HR strategies to retain and attract talent, we must appreciate that new projects increase employment opportunities, living standards and also contribute in improving Economy and Gross Domestic Product (GDP) of a country.

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ROLE OF CORPORATE SOCIAL RESPONSIBILITIES - AN CONCEPTUAL FRAMEWORK

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Abstract

Doing corporate social responsibility (CSR) activities, companies can produce favorable stakeholder attitudes and better support behaviors and over the long run, form corporate image, reinforce stakeholder-company associations, and improve stakeholders' advocacy behaviors. However, stakeholders' less awareness of unfavorable attributions towards concerns' CSR activities remain critical impediments in concerns' attempts to maximize business benefits from CSR activities, highlighting a need for concerns to communicate CSR more effectively to stakeholders.

Introduction

CSR means different things to different people. One end of the spectrum is compliance with laws, and the other extreme is pure philanthropy. The beneficiaries range from employee to suppliers to customers to that amorphous entity known as "Community". Complying with the law is the basic minimum to legitimately stay in business. CSR is going more and more the discharge of contractual obligations such as those to employees, shareholders, etc, to focusing also on the most disadvantaged in society.

Role of Corporate Social Responsibility

Corporate responsibility involves a commitment by a company to manage its roles in society-as producer, employer, marketer, customer, and citizen-in a responsible and sustainable manner. That commitment can contain a set of voluntary principles-over and above valid legal requirements-that seek to ensure that the company has a positive influence on the societies in which it operates. Strategies related to production and marketing of goods and services, business ethics, environmental practices, treatment of employees, approach to human rights and community engagement are all inherent to a comprehensive corporate responsibility approach. A wide variety of corporate initiatives, all of which have benefited from a process of innovation and continuous improvement, have been developed to put that commitment into practices. As additional initiatives are developed by both public and private companies, this process of innovation can be only maintained by assuring the corporate responsibility initiatives remain voluntary, flexible and provide a role for companies in decision making. Processes. Bureaucratizing or restricting these multi facted and innovative efforts will eliminate the very value they provide to companies and the commensurate benefits to a civil society an incentive to exceed the norm.

Responsible and often progressive business practices in areas such as ethics, community engagement, philanthropy, procurement, employee satisfaction and environmental protection are well established. Implementing policies and practices in these areas has become part of what is generally considered sound management. Corporate Responsibility mixes these actions into a single concept that can generate additional value by supporting business objectives, promoting dialogue with key shareholders and replying to customer needs.

Many companies that have integrated social and environmental aspects into their business plans have found that they can improve relations with legal and political entities, effectively address the concern of external stakeholders, discover areas of strategic advantage and improve their management systems. Integrating such aspects into Performance objectives can help companies align their business objectives with the Societal expectations. Companies that proactively address these issues may also be better able to improve relations with other key groups, such as investors, regulatory agencies, the financial community, local societies and the people..

Traditional corporate Philosophy is only one of the three broad areas in which companies can, and should, discharge their social responsibility .These three areas are:

- Traditional social Philanthropy
- Corporate social responsibility, with a focus on sustainable development and attending to stakeholder priorities.
- Ethical business

Traditional corporate philanthropy dates back to the 19th century and emerged out of a variety of factors, such as:

1. Concern for welfare of the immediate members of the corporate body: the employees and their families.
2. The desire to establish a tactical relationship with the state or community led some corporate bodies to capitalise in the formation of institutions that satisfied the specific wants of the community.
3. The establishment of trusts and foundation eligible for tax benefits, which also support socially beneficial activities.

Corporate social responsibilities are qualitatively dissimilar from the old-style thought of corporate philanthropy. It allows the debt that the corporation repays to the community within which it operates, as a stakeholder in business activity. It also defines the business corporations' partnership with social action groups providing financial and other capitals to provision development plans.

The emerging perspectives on corporate social responsibilities focus on responsibility towards stake holders (Shareholders, employees, management, consumers and community) rather than on maximization of profit of shareholder. There is also added stress on long-term sustainability of business and environment and the distribution of well-being.

“Corporate governance is holding the equilibrium between the economic and social goals between individual and corporate goals. The governance framework is to motivate the effectual use of resources and similarly to want accountability for the stewardship of those resources..

There is an increasing recognition of the triple-bottom line: people, planet, and profit. The triple bottom line stresses the following:

- The stakeholders in a business are not just the company’s shareholders.
- Sustainable development and economic sustainability.
- Corporate profits to be analysed in conjunction with social prosperity.

In the traditional paradigm, maximum corporate bodies viewed CSR as the addition of a financial effort for a humanitarian cause. Ethical business is the more fundamental, emerging trend on the international scene..It focuses on specifics.

- How a business is conceptualised
- How a business is operated
- The notion of fair profit.

In an ethical business, the essential thrust is on society’ values and corporate is conducted in consonance with larger society’ values and the stakeholders’ long term interests.

Conclusion

The business case of CSR has been sufficiently documented by huge body of multidisciplinary theoretical research. Because of the identity-revealing nature of CSR actions, by capitalising in social initiatives, a company will be able to generate constructive stakeholder attitudes and behaviours (purchase, seeking employment, investing in the company), and over the long run, to build corporate/brand image, reinforce stakeholder- company relationships, and enhance stakeholders’ advocacy behaviors for the corporate (e.g. word-of-mouth, employee organizational commitment and citizenship behavior). However, stakeholders’ less awareness and skepticism towards companies’ CSR activities are critical impairments in companies’ attempts to maximize business profits from CSR investment, pointing to an essential for both academicians and practitioners to get a deeper understanding of how to connect CSR more effectually to stakeholders.