

CIRCULAR ECONOMY, MANAGEMENT AND INDUSTRY 4.0 TOWARDS SUSTAINABILITY

Dr. M. Javed Kalburgi
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Prof. Devika Rani P.
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First Impression: 2021

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ISBN : 978-81-949278-4-6

Rs. 650/- (\$18)

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Empyreal Publishing House

FOREWORD

It gives us immense pleasure to note that the Department of Management Studies, Ballari Institute of Technology & Management, Ballari is bringing out a useful book entitled **“Circular Economy, Management and Industry 4.0 towards Sustainability”**.

Building and contributing to a “circular economy” is gaining relevance while redefining what value creation means for the organization. The concept of a circular economy is not new. It is woven into the sustainability measures and practices that businesses have been undertaking as they move away from the linear “take-make-waste” approach to growth. Restorative and regenerative by design, circularity emphasizes on dissociating growth from the use of finite resources. This, by no means, implies an increase in costs. The premise of building a circular business is based on moving toward sustainability without compromising profitability.

We hope that this book will cater to the needs of the academia, industry and research scholars and will enhance the reputation of Department of Management Studies in Ballari Institute of Technology & Management. We wish all the paper writers and the editors Best of Luck in all future endeavors.

Editors

Dr. Mohammed Javed Kalburgi

Prof. H. Mahaboob Basha

Prof. Devika Rani P.

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PREFACE

Building and contributing to a “circular economy” is gaining relevance while redefining what value creation means for the organization. The concept of a circular economy is not new. It is woven into the sustainability measures and practices that businesses have been undertaking as they move away from the linear “take-make-waste” approach to growth. Restorative and regenerative by design, circularity emphasizes on dissociating growth from the use of finite resources. This, by no means, implies an increase in costs. The premise of building a circular business is based on moving toward sustainability without compromising profitability.

2020 has been an inflection point for the global economy forcing businesses to rethink the purpose of what they do, why they do it, and most importantly, ‘how’ they do it. Industrialization and the pursuit of economic growth have invariably led to a negative impact on the planet, threatening its very survival. From minimizing carbon emissions, controlling climate change, and rejuvenating planet resources to eliminating unfair labor practices and ensuring sustainable, collective growth, new fundamentals are governing how progressive and responsible businesses unlock significant benefits.

In principle, circular economy practices ensure that non-renewable items cycle through closed product loops at their highest utility for as long as possible. Taking a circular approach in business and industry extends to saving a significant amount of time, raw material, and money. At the same time, it opens up new opportunities to innovate, diversify, and create new revenue streams. And digital technologies are driving this shift toward sustainability. As we move towards connected factories or Industry 4.0, companies can easily monitor, optimize, and maximize their operations with IoT and sensor technology.

ACKNOWLEDGEMENT

It is inevitable that thoughts and ideas of other people draft into the sub conscious when one feels to acknowledge the service rendered by all those who have helped in the preparation of this book.

We are immensely thankful to our Director **Dr. Yashwanth Bhupal** for all the support and encouragement extended to us in successfully bringing out this book - “**Circular Economy, Management and Industry 4.0 towards Sustainability**”. Further, we thank our Deputy Director **Prof. Y.J. Prithviraj Bhupal** for his unflinching support.

We are very much grateful to our Principal **Dr. V.C. Patil**, for his valuable guidance and suggestions.

We express our deep sense of gratitude to God Almighty and we are very much thankful to our family who always provided us with loving and supportive atmosphere needed in completion of this book and other academic projects over the years.

We convey our sincere thanks to all the HODs & Faculty members of Ballari Institute of Technology & Management for their support in publishing the book.

We are very much thankful to all those who helped us directly and indirectly for completion of this book.

Dr. Mohammed Javed Kalburgi

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SOURCING CHANNELS IN RECRUITMENT: A CASE STUDY OF INDIAN BANKING SECTOR

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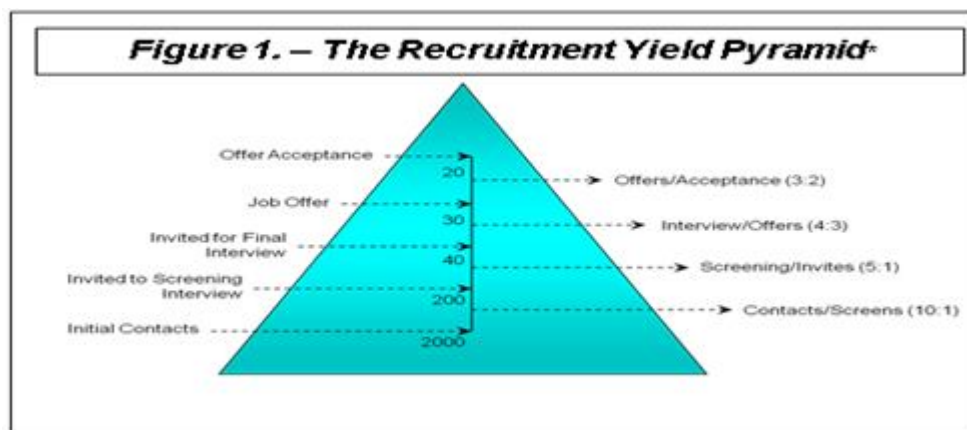
ABSTRACT

Recruitment is the first step in the process of filling a vacancy. It is the generating of applications or applicants for specific positions to be filled up in the organization. The nature of a firm's recruiting activities should be matched to its strategy and values as well as to other important features such as the state of the external labor market and the firm's ability to pay or otherwise induce new employees to join. In the present competitive banking industry scenario, private banks are targeting the faster growing retail loans and also improving the growth rate in fee income by increasing transaction fees, whereas public sector banks are targeting to push for higher recoveries and upgrades in Non-Performing Loans (NPL) and also improving their deposits mix by reducing the share of bulk deposits. The paper attempts to highlight the following, in seven organizations across the banking sector in the Indian scenario. Based on a systematic study of data, useful insights such as the following may be provided: In what way does recruitment process differ at various levels? What are the key factors that need careful attention during recruitment and need attention by senior HR personnel? And what are some pitfalls that organizations need to guard against? Are any best practices important? The above objectives may be towards illustrative purposes.

Keywords: Recruitment, Indian banking industry, employment, staffing, manpower planning

INTRODUCTION

The Indian banking industry has its foundations in the 18th century and has had a bumpy evolutionary growth path since then. The industry in recent times has recognized the importance of private and foreign players in a competitive scenario and has moved towards greater liberalization. Indian banks have mobilized around 80% of funding from deposits, thus their ability to win market share profitably is key to stock returns. In today's scenario, Current and saving accounts (CASA) are the bank's lifeline for profitable growth.



*Source: Aswathappa K., Human Resource Management, Tata McGraw Hill Publishing Co. Ltd., 2008

Recruitment process generally comprises five interrelated stages, viz.: (i) planning, (ii) strategy development, (iii) searching, (iv) screening, and (v) evaluation and control. Each time a recruitment programme is contemplated; one task is to estimate the number of applicants necessary to fill all vacancies with qualified people. Companies calculate yield ratios (yRs) which express the relationship of applicant inputs to outputs at various decision points.

The objective of the research includes the following:

- 1) The study the recruitment process at various levels.
- 2) To know the accessibility of sourcing channels.
- 3) To understand how the sourcing channels are taking away the traditional method of sourcing.
- 4) To understand the mindset of recruiter while selecting a particular sourcing channel

RESEARCH METHODOLOGY

Type of study: Descriptive research

Sources of data collection

- i. Primary data: The primary data was collected through the questionnaire followed by the discussion with the Human Resource department and employees of various banks.
- ii. Secondary data: The secondary data was collected from books, magazines, previous research work, journals and company website.

LITERATURE REVIEW

Chitra.M (2014) They found that banks have a lot to learn from other industries and occupations, and that the infusion of fresh leadership blood and capacity from other industries would help to integrate the right behaviors and skills. Their research has shown that the effectiveness of talent acquisition is visible in customer satisfaction and that press advertising is also the best source of talent acquisition.

Owusus-Ansah, Samuel and Kwabena Sakyi Nyarko (2014) They recommended that banks seek to increase the intensive use of existing HRIS and employee assessment to assist in the implementation of IT functions in the field of HR.

Hari G. Krishna1 and N. Maithreyi (2017) Their study found that banks should concentrate on e-recruitment for saving costs, speeding up and also saving time. In order to retain a competitive corporate world, banks should also pursue alternatives to recruitment, such as employee learning, outsourcing and temporary jobs, etc.

Kasa, Addisu Kebede (2017) Their research explored the need for industry banks to try to establish an e-recruitment strategy and to make a substantial effort to integrate the various methods and technologies in the performance of their recruitment tasks in order to benefit from their advantages and practice current recruitment patterns. They also concluded that banks in the industry should use their websites in their recruitment practices, with the addition of certain e-recruitment features.

Aditya Gopal Kovvali et.al (2018) By using pre-existing literature to scrutinize it, their paper studies speed recruiting. It is concluded that speed recruiting works best for small businesses and that the appraisal method should take into account more elements as well as use some of the modern hiring patterns to ensure a more detailed view of the employee, leading to a better hiring option.

Tafamel et.al (2019) Their findings indicate that the recruiting strategy for headhunting has a significant positive effect on the retention strategy of employees, while selection procedure has a significant positive effect on the retention strategy of employees.

BEST PRACTICES IN SOURCING CHANNELS OF RECRUITMENT IN TODAY'S WORLD

In this data-powered world, recruitment agencies pile up the data of each and every candidate that approach them during their job hunt. They not only store the resumes of the candidates but also ask for the candidates' email address, contact information etc., so that they can get in touch in case the resume is erased from their database. This resume database enables them to find the matching candidate whenever a client or company hand them the responsibility of finding candidates. Majority of the resumes in this resume database are of the candidates with whom the recruitment agency has already interacted. So, screening them and hiring the best from among them becomes quicker and more efficient.

Applicant Tracking Systems: Majority of recruitment and placement agencies in Pune, Mumbai, Delhi, or any other city trust the applicant tracking systems (ATS) for sourcing candidates. Many placement portals like PlacementIndia.Com etc., offer their applicant tracking systems that enable the recruiters to parse resumes and store them for a long time. These ATSs instantly show resumes and information of candidates from different channels by simply running a keyword search. They can even filter the candidates based on their profile, experience, qualification, etc., using the various filter options available in most of the Applicant Tracking Systems or ATS.

Social Networking Sites: Social media sites have become the latest channels where recruitment agencies turn to for sourcing candidates for any job opening. And by social networking site for recruitment, we are not just limiting to LinkedIn. Although LinkedIn is the most powerful recruitment tool used by agencies nowadays, the other popular social networking sites like Facebook, Twitter, Pinterest, Instagram, etc., are also becoming the go-to sites for posting job vacancies and getting apt candidates. These channels help them target the passive candidates and connect with them through a simpler and free-of-cost means.

Job Boards: One of the most commonly used channel by the top job consultancy in Delhi NCR, Bangalore, Mumbai, and other Indian cities are job boards. These are the online platforms where majority of job seekers can be found. Recruitment agencies can pay a small fee to post their job openings here and source the best talent in return. Moreover, there are various niche job boards that focus on particular industries like banking, finance, television, advertising, journalism, etc. Apart from that, there are also many niche job boards for interns, fresher, etc. These channels make for great platform to source right candidates.

Online Job Seeker Communities: There are a number of job seeker communities in the virtual world where candidates post their resumes to find employment. Majority of the recruitment agencies are a part of these online job seeker communities to find the best match for their job openings. There are many talent communities as well where one can find the best talent in the industry for the various positions. Job seekers join these communities to stay connected with other recruiters, candidates, employers, and leaders in their niche. Recruiters leverage this opportunity to connect with the right candidate by posting their job vacancy.

Referrals: Another means of sourcing candidates for their client companies is via employee or personal referrals. Most of the recruiters know people who know other people looking for jobs. Similarly, job seekers also turn towards their network when it comes to finding the perfect job. This creates a web of network where recruiters can connect with the applicable and suitable job

seeker via referrals. In addition to that, this networking enables them to find strong and reliable candidates as they are already referenced by someone they know and can trust.

In-Person Meets: Keeping aside the advanced technological tools used in recruitment, other ways like in-person meets at job fairs, seminars, conferences, and other networking events are considered the best ways to get in touch with the best talent in the industry. Recruitment agencies make sure not to miss any such event to have face-to-face meeting and interaction with the candidates. These meetings enable them to know the candidates better and screen them on the spot. Once they've met the candidates at such events, a follow-up call or email helps them stay in touch. This, in turn, enriches their talent pool and helps them fill in any job vacancy in short time.

Social recruiting is one of the latest recruitment methods in the industry. Recruitment has seen a 360-degree shift in the way how employers connect with potential candidates. Professional recruiters and employers have moved away from traditional methods like newspaper ads to newer techniques and are using social media channels for talent acquisition. Social recruiting is the latest trend where recruiters use social media channels to source and recruit candidates instead of direct sourcing or job boards. Today social recruiting is not just a novelty, it's a must have for any successful recruitment strategy.

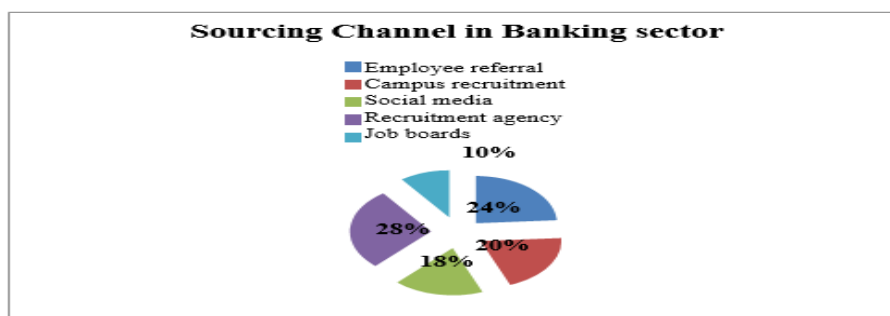
1. **Content is king:** The importance of content marketing has grown significantly over the last few years. Content marketers are constantly focusing on creating content that would be suitable for prospective clients/customers. However, one target segment that most marketers tend to overlook is prospective employees. Various content marketing techniques can be used to attract and engage with potential employees. Even if the company is not hiring at the moment, it is considered ideal to create content that would appeal to prospective employees. So, in the future when you need to hire someone, you are already on your prospective employees' radar.
2. **Rise of Facebook recruitment:** Facebook's substantial talent pool along with its numerous ad types and thousands of possible ad targeting parameters, make it the perfect platform for companies to find and engage with potential employees. An easy way to do this would be to create a job advertisement for the open position and target the relevant audience segment in order to reach qualified candidates. Facebook allows you to target people based on multiple criteria's so you can filter and reach only those who are the right fit. To begin with, the simplest way is to target people based on their age, gender, and location. For more advanced options, you can decide to show your ad only to people of a certain education level, field of study and colleges that they have graduated from. For an example if you are looking to hire an MBA from a premium B-school for a managerial role then you can choose to deliver your ad only to those who would be the right match.
3. **Twitter - A recruiter's secret weapon:** When it comes to talent acquisition it helps to be where all the people are and there are over 23 million registered Twitter accounts in India. Twitter is considered an open social network, and it is very easy to use Twitter to connect and build relationships with relevant active users.
4. **Find the perfect hire on LinkedIn:** The recruiting process is constantly evolving and it is essential to stay ahead of the game. However, LinkedIn still remains the top social recruiting tool. With the changing face of the recruitment industry, LinkedIn is a must-have for every recruitment team. LinkedIn groups and sponsored job postings are the most common and effective ways of attracting the right talent. There are other paid LinkedIn options, which include plans specifically designed keeping in mind, the needs of a

recruiter. For an example, Talent Finder lets you access every single profile be it 2nd degree or 3rd degree connections. You have access to premium search filters with the focus on industry, company, years of experience etc.

5. **The good old e-mailer:** Some candidates with a certain technical skill set may not be very active on social media and hence it becomes difficult for recruiters to reach out to these candidates. In such a case, it is advisable to send E-mailers for specific job openings to a relevant database, which can help garner an excellent response. It is essential to ensure that you have a remarkable subject line that can cut through the clutter and entice a candidate into reading more. It is okay to experiment a bit until you find the tone and style that is best suited for your brand.
6. **Career Page is a recruiter's best friend:** In order to have a successful new-age recruiting strategy, a well built and descriptive career page is absolutely necessary. A career page does not have to be necessarily fancy but it must highlight the value proposition. The page should explain the key benefits of working with your company and why candidates must choose you over any other company. An essential thing, over and above all of these is to ensure your careers page is mobile optimized and the process of applying to an open position is as easy and short as possible.
7. **Building a social talent brand:** A company's talent brand is nothing but how their vision and corporate culture are perceived on various social media platforms. This plays an important and immense role in not just reducing the cost of hiring for a company but also its ability to attract top quality candidates. Google, for an example, does a great job when it comes to talent branding. They look like the best place to work and that has become one of their biggest assets in their hiring process. Keep in mind, that it is essential that your company's image, in words, photos, and videos, is consistent across Twitter, Facebook, Instagram, Pinterest and all other social media platforms.
8. **Turn employees into brand ambassadors:** There is nothing more powerful than your own employees speaking about the company and its work culture when it comes to attracting and hiring the best talent. Creating content that goes viral is a difficult task and it is essential to learn how you can multiply your reach.

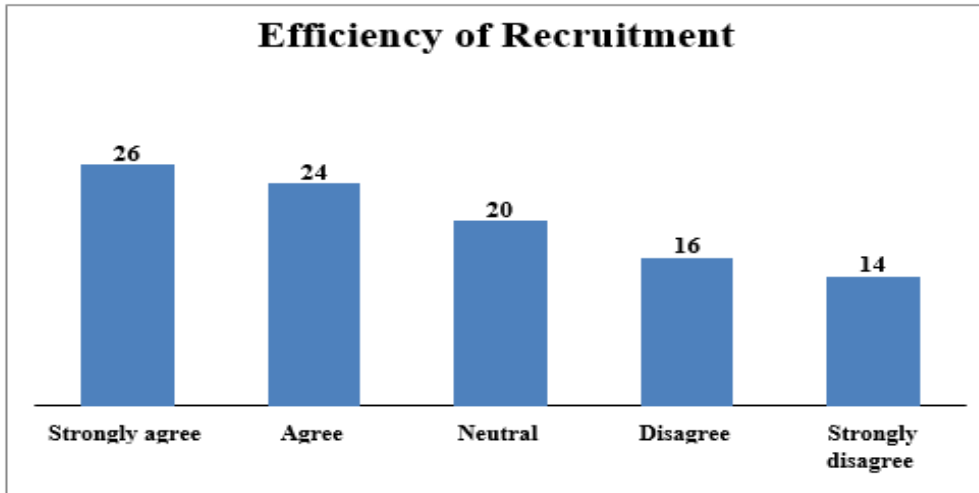
Analysis and Interpretation

1. Which of the following sourcing channel you prefer



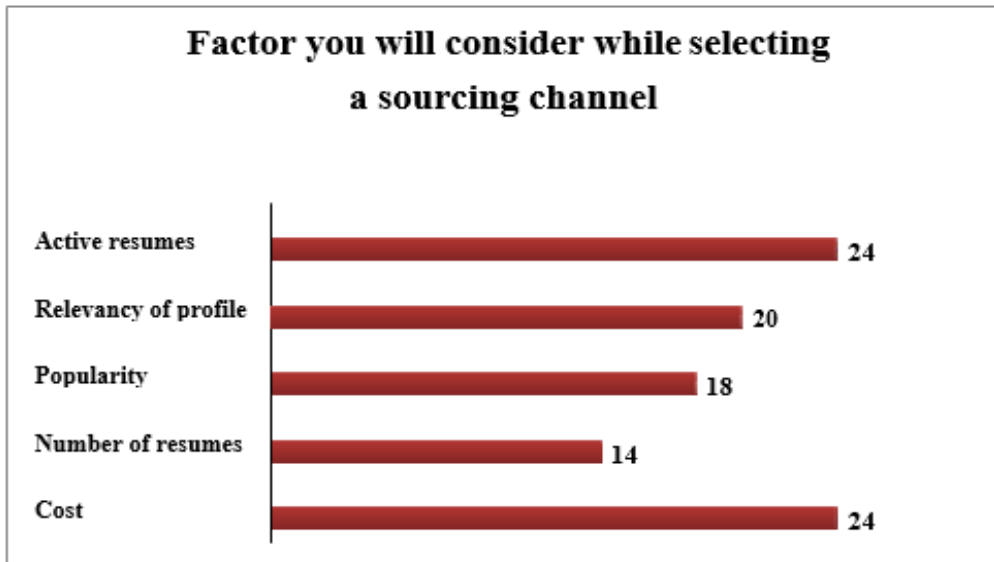
Interpretation: The above pie chart clearly indicates that 28 percent of respondents use hiring companies as their source channel, 24 percent use employee referrals, while 20 percent of them hire by campus recruitment, 18 percent use social media as their source channel, and just 10 percent recruit through work boards.

2. The sourcing channels helps in improving the efficiency of recruitment



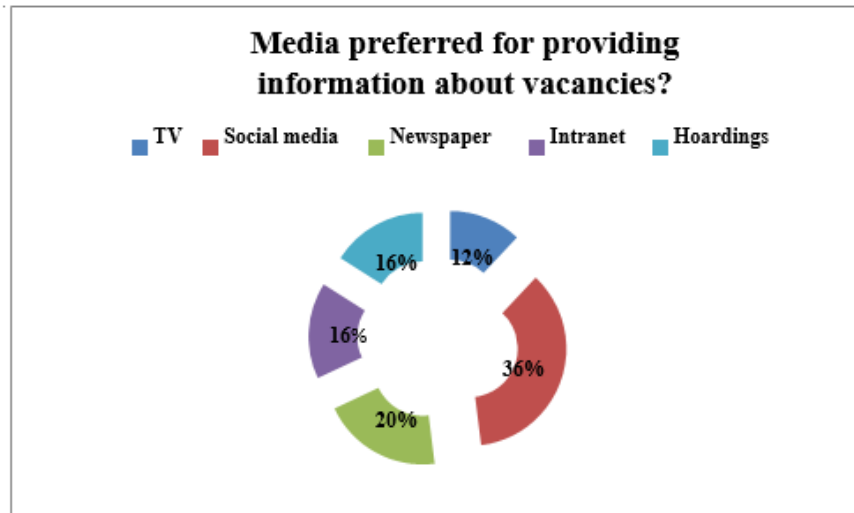
Interpretation: The bar graph above indicates that 26 per cent of respondents strongly agreed, 24 per cent agreed, 20 per cent disagreed, 16 per cent disagreed, and 14 per cent strongly disagreed that the efficiency of recruiting could be increased by different sourcing channels.

3. Which factor you will consider while selecting a sourcing channel?



Interpretation: The graph represents that 24 per cent of respondents considered active resumes and costs as a factor in the selection of the sourcing channel, while 20 per cent considered relevancy of profile as one factor, 18 per cent considered popularity as one factor in the selection of the sourcing channel and only 14 per cent considered number of resumes as one factor.

4. Which media is preferred by you for providing information about vacancies?



Interpretation: The table above reveals that 36% of respondents favored social media as a source of information, while 20% of respondents chose Newspaper as a source, while 16% of respondents gathered information from the Internet and Hoardings. Only 12 per cent preferred TV as one of the sources for vacancy-related information.

FINDINGS

- The most preferred sourcing channel is recruitment agency for sourcing the best candidate. Recruitment agency is ranked as no 1 among all the sourcing channels.
- Online recruitment is best for sourcing candidates.
- Sourcing channel will help in improving the efficiency of recruitment.
- The possibility of data obtained from sourcing channel may be true or not.
- The factors which are considered while selecting a sourcing channel are cost and active resumes. Change in global scenario will alter the preferred sourcing channel.
- Sourcing channel will increase the effectiveness of recruitment.
- There is a neutral chance in getting a candidate from sourcing channel who is suitable for the job. The satisfaction level after selecting a candidate through sourcing channel is neutral.
- Social media is considered to be low cost sourcing channel compared with others.
- Social media is used for providing the information regarding the vacancies at Kotak Mahindra Bank.
- According to the experience social media is preferred by candidates for searching about the vacancies.
- The sourcing channels may help or may not help in developing positive image of organization.

CONCLUSION

From the study of sourcing channels at bank we can conclude that there are different sourcing channels which are used by employees for recruiting the best candidates. Among the entire

sourcing channels recruitment agency is preferred most for sourcing. There is chance of getting fake candidate through sourcing channel which will increase the attrition of candidate and it will not increase the positive image of the organization. The sourcing channels are taking away the traditional way of recruiting the candidate because of its accessibility, availability and effectiveness. It also reduces the cost and time of recruitment than the traditional method but it is not suitable for recruiting all type of candidates. The conclusion is that sourcing channels are the easiest way of sourcing best candidates.

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CUSTOMERS ATTITUDE AND MOBILE BANKING

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ABSTRACT

Mobile banking is an electronic system that provides most of the basic services available in daily, traditional banking, but does so using a mobile communication device, usually a smart phone. In some cases, a well developed mobile banking system can actually provide point-of-sale ability similar to an ATM or credit card, except the purchaser buys by using their phone instead. With the ease of mobile smart phones and their wide variety of applications today, it's not surprising the mobile banking is now coming into full vogue. However, the concept and ability is not a new concept.

Mobile banking is growing yet there are numbers of issues and threats in mobile banking system and the major problem of mobile banking is its non-adoption by the customers. This research focuses on the barriers in adoption of mobile banking. It further focuses on preferred services by the mobile banking customers and influence of demographic variable on mobile banking service adoption. Findings suggest that customers' are worried about the security. Security concern is the major barrier in adopting mobile banking services. As far as preferred services are concern balance check tops, as customers prefer information based services rather than financial services provided by the bank.

INTRODUCTION

The report of Cellular Operators Association of India (COAI), the mobile users' base in India is expected to zoom to 893 million by 2012. This is a 150 million increase of what was projected earlier. India is now the second largest mobile market in the world after China, which has over 650 million subscribers, with India having 400 million mobile users. According to COAI's projection, there will be 1.24 billion mobile users in 2015 - which means one phone for every Indian. With this strong base Mobile banking is expected to be successful if the Banks convince the customers with security.

Mobile banking as a financial tool has been seeing its time of acceptance occur very much thanks to increasing mobility offered by smart phones. Phones essentially pack the capability of a basic computer and Internet access into a communication device. The technological push for increased mobility and function via a phone has begun to take shape with increased capital investment into networks and systems that can support these features.

Mobile banking is an electronic system that provides most of the basic services available in daily, traditional banking, but does so using a mobile communication device, usually a smart phone. In some cases, a well developed mobile banking system can actually provide point-of-sale ability similar to an ATM or credit card, except the purchaser buys by using their phone instead. With the ease of mobile smart phones and their wide variety of applications today, it's not surprising the mobile banking is now coming into full vogue. However, the concept and ability is not a new concept.

STATEMENT OF THE PROBLEM

India is the world's second largest mobile market with over 400 million subscribers, but it still only has 20 million to 25 million registered users for mobile banking, Prathima Rajan, an analyst for Celent, told ZDNet Asia in an e-mail interview. "The active user base is only about 10 percent of the total user base," she said. In India, mobile banking services are offered at no cost. Despite this, the urban mobile subscriber base of over 170 million has made little attempts to make banking transactions. Mobile banking is an electronic system that provides most of the basic services available in daily, traditional banking, but does so using a mobile communication device, usually a smart phone. In some cases, a well developed mobile banking system can actually provide point-of-sale ability similar to an ATM or credit card, except the purchaser buys by using their phone instead. Customers access M-banking services using an intelligent mobile device.

Mobile banking services are usually limited to electronic movement of funds and data retrieval. This includes balance checking, transaction history retrieval, transfer of funds between linked accounts and purchasing through compatible vendor systems. In some cases, investment services can be activated, such as stock trading. Loans and other complex bank services are not included. One of the major hurdles to overcome for successful consumer acceptance of mobile banking is financial systems security. Banks must prove that Mobile Banking is safe so that the customers will come forward to use the new technology. If the Bank knows what are the barriers stopping the customers from using Mobile Banking, they can take steps to remove barriers hence in this article effort was taken identify the barriers in adopting mobile banking. This would help in increasing the usage of mobile banking.

OBJECTIVES OF THE STUDY

To study the consumers attitude towards Mobile Banking services

To know the barriers in using Mobile banking services.

To analyze and compare the perceived utility of various Mobile banking services.

To offer suggestions for the improvement of the usage of Mobile Banking services.

RESEARCH DESIGN

Descriptive research design has been used for this study. This helps in the deliberate selection of a particular unit of universe for constituting sample that represents all units.

SAMPLING DESIGN

The data and information were collected from the respondents on the basis of convenient sampling.

SAMPLE SIZE

The data were collected from a sample of 100 respondents out of the total population in Bellary city.

DATA COLLECTION

The study is based on both primary and secondary data. The primary data were collected through well structured questionnaire.

The demographic and career profiles of the respondents reveal that 41% of the respondents belong to the age group of 20-30 years, 52% are Male, 67% are married, 53% are Graduates, 50% of the respondents have Less than 15000 income and 50% are employed.

PERCEPTION TOWARDS MOBILE BANKING

67% of Mobile Banking users agree that the service is more convenient than traditional banking; transactions can be done faster and allows easier maintenance of transaction activities. 51 % agree that Mobile Banking is better than traditional banking; however, on average the users were uncertain whether Mobile Banking is more reliable or safer and secure (49% were indifferent). It may be said that current Mobile Banking users are overall satisfied with the service which shows an opportunity to increase the customer base in future and in turn helps in financial inclusion i.e. providing banking facility to the one who is not having access to traditional financial system and through this research it is clear that by creating the awareness about Mobile Banking security dilemma of users that whether it is safe or not will also eradicate.

BARRIERS IN USING MOBILE BANKING

The respondents were asked to rank the barriers in using Mobile Banking. Garrett Ranking was used. The ranking made by the respondents for the barriers in usage of Mobile Banking using Garret Ranking method. It reveals that security concern, insufficient operating guidance, difficulty in handling mobile phone, network problem and cost per transaction were allotted I, II, III, IV and V rank respectively.

PERCEIVED UTILITY OF MOBILE BANKING SERVICES

The second objective of the research referred to the customers' perceives utility of various Mobile banking services. Respondents were provided with a list of 17 Mobile Banking services and in relation to these services respondents were asked to indicate the degree of perceived utility they attach to particular the service.

Rank Mobile Banking Service (cumulative %)

1. Review accounts balances (86%)
2. Recent transactions / Mini statements (60%)
3. Review credit cards balances (45%)
4. Status on cheque, stop payment on cheque (2%)
5. Alerts on account activity (4%)
6. Change of PIN (9%)
7. Ordering check books (7%)
8. Bill payment processing (7%)
9. Access to loan statements (7%)
10. Domestic fund transfers (0%)
11. Credit card payment due date (0%)
12. Mobile recharging (4%)
13. Branch location (3%)
14. Managing loan account (1%)
15. ATM Location (0%)
16. Withdrawal at banking agent (0%)

17. Deposit at banking agent (0%)

18. Mutual funds /equity statements (0%)

The Mobile banking services perceived to have high utility were Review (checking) accounts balances (86%), Recent transactions / Mini-statements (60%), Review credit cards balances (45%), Status on cheque/ stop payment on cheque (2%) and Alerts on account activity (4%) This suggests that overall most of the customers prefer information based services rather than financial services provided by the bank. It is clear that major mobile banking users are interested in having the information of various types like checking balance, review mini statement, review credit card balances rather transaction based services is not preferred by the customer it may be due to lack of security, network problem or insufficient operating guidance as founded in this research as a major barrier.

FINDINGS

67% of Mobile Banking users agree that the service is more convenient than traditional banking; transactions can be done faster and allows easier maintenance of transaction activities. 51 % agree that Mobile Banking is better than traditional banking. It reveals that security concern, insufficient operating guidance, difficulty in handling mobile phone, network problem and cost per transaction were allotted I, II, III, IV and V rank respectively.

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SUGGESTIONS

The customers are indeed happy with the advantages of mobile banking but reluctant to use it for want of security. If steps are taken on the part of the Bank to eradicate this fear and provide proper operational guidance then sure majority of the Mobile users could be deviated from traditional Banking to Mobile Banking.

CONCLUSION

One of the major hurdles to overcome for successful consumer acceptance of mobile banking is financial systems security. The idea of managing funds over a cell phone or similar, with a signal that can easily be grabbed by others with the right equipment, is a scary idea for many consumers. The customers must be made to understand the system and explain its safety and make them overcome their fear. If this is done in future there is a possibility the usage of Mobile Banking Will go up to 100%

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INVESTMENT ANALYSIS OF BSE 200 COMPANIES: A RISK AND RETURN PERSPECTIVE

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ABSTRACT

Risk and return are the two important variables that need to be ascertained in any investment. The variability in risk proportion differs from the type of investment and the factors that influence the investors to buy or sell a particular stock. This study is an attempt made to analyse the risk and return of BSE 200 companies for the period of 5 years from 2015-2019. Statistical tools like ANOVA and regression were used to find the significance of the study. The findings are significant with the hypothesis drawn.

Keywords: Risk, return, BSE 200, investment

1. INTRODUCTION:

Investment is the commitment of current money and other resources to get future returns. Investment involves the sacrifice of current consumption in expectation of future benefits. In investment the commitment of funds takes place at present which is certain but the returns we receive in future which is uncertain. This feature of investment relates with Risk. The Risk is nothing but variability in returns. The Risk and return are two faces of the investment. But Risk and Return goes hand in hand. Higher the risk higher the expected return and vice versa. But investors always wanted to earn highest return but they are not willing to take any risk. With this backdrop an attempt is made by the author to analyse the risk and return of BSE 200 companies and analyse the findings of the study and offer valuable suggestions to the investors.

2. LITERATURE REVIEW:

Vikkraman and Varadharajan (2009) the present study is an attempt made by the authors to analyze the risk and return of select automobile companies. A sample of top five automobile companies for a period from 2004 to 2007 are chosen and studied. The authors conclude that investors should not consider only the risk and return attributes but a knowledge about the financial market is necessary for right decision-making. **Karthika and Karthikeyan (2011)** in this article the authors analyze risk and return of a sample of 10 companies chosen from Sensex 30 companies for a period from Jan 2008 to May 2011. The author uses beta to measure the risk. The study concluded that out of the stocks selected, automobile, pharmaceutical and housing related stocks are less risky compared to banking and power sector. **Nagarajan and Prabhakaran (2013)** the authors studies risk-return analysis of select companies for a period of 12 months using co-variation and volatility study. The results found that HUL and ITC companies had higher variance compared to other companies. They suggested investors that an in-depth equity analysis would help the investors to better decide which stock to choose for buying and selling. **Dr. Prema Chandran (2016)** the author in this article made an attempt to study nifty bank index volatility for a period of one year from 1st April 2015 to 30th March 2016. To conduct volatility study, standard deviation and beta are used. The study found that among the banks studied, Kotak bank had highest standard deviation compared to other banks. **Dr. M. Ravichandran and T. Iswarya (2016)** the author examines the risk and return of select mutual fund schemes using Sharpe, Treynor and Jensen measures. The statistical tools used for the study are beta, alpha, standard deviation. The author concludes that in the long-run, private

sector companies have performed better than public sector companies. **Soni (2017)** analysed risk and return of various asset classes to verify whether there is a positive correlation between risk and return of all asset classes. **Choi et.al. (2017)** in this study analysed risk and return of 10771 security holdings of institutional investors from 72 countries and found that the investment strategies in international markets are optimal. **Bali et.al. (2014)** estimated hedge fund and mutual fund to measure macroeconomic risk as a measure of economic uncertainty. The results reveal that uncertainty betas have a significant proportion of cross-sectional dispersion in hedge fund returns. Hence, they conclude that macroeconomic risk is a powerful measure for cross-sectional differences in hedge fund returns. **Levitz (1974)** examined beta stability between single stock and portfolio and found that beta is stable in portfolio and highly stable in individual stocks. **Soumya Guhadeb nad Sagarika Misra (2011)** found that there was a signal of instability of betas particularly in shorter period of time and the instability was condensed when the beta estimation period is increased.

3. OBJECTIVES OF THE STUDY:

1. To study the variation in the stock returns.
2. To analyse the market performance of BSE 200 companies in terms of risk and return.
3. To offer meaningful suggestions to the investors based on the findings of the study.

4. HYPOTHESIS:

Ho: There is a significant difference in the risk and return patterns of securities.

H1: There is a significant difference in the risk and return patterns of securities.

5. RESEARCH METHODOLOGY:

Secondary data is used to collect the information. This study analysis the risk and return of BSE 200 companies of five years (2015-2019). the data is collected through capitaline database.

6. ANALYSIS AND FINDINGS:

Table 6.1 Risk and return of 5 years (2015-2019)

Company	2019	2018	2017	2016	2015
3M India	0.016457	0.031105	0.051913	0.036118	0.05289
Abbott India	-0.00742	-0.02929	-0.04095	-0.0494	-0.01638
ACC	-0.05984	-0.0488	-0.04099	-0.03299	-0.04503
Adani Enterp.	-0.0298	0.005311	-0.02432	-0.04813	0.42065
Adani Gas	0.006356	0.170926	0.184796	0.252444	-0.00779
Adani Ports	0.097077	0.019938	-0.04253	-0.05755	0.00232
Adani Power	-0.04088	0.174847	0.16233	0.050786	0.19525
Adani Transmission	0.21602	-0.00134	-0.01421	0.150571	0.26689
Aditya Bir. Fas.	-0.0182	0.007462	0.488704	0.263788	0.02798
Aditya Birla Cap	-0.02833	0.633615	0.010553	0.037581	-0.02112
AIA Engg.	1.098483	-0.00376	0.019353	-0.00411	-0.04972
Ajanta Pharma	-0.02782	0.037432	-0.02937	-0.02487	0.302
Alkem Lab	0.065288	-0.03975	-0.04647	-0.02827	-0.05775
Amara Raja Batt.	-0.04166	-0.04027	0.237188	0.287986	-0.02155
Ambuja Cem.	-0.0463	0.24371	-0.03795	-0.04074	0.61189
Apollo Hospitals	0.344687	-0.04298	-0.02886	-0.02628	-0.03898
Apollo Tyres	-0.04558	-0.0186	0.564477	0.592908	0.06972
Ashok Leyland	-0.02927	0.51166	-0.00801	-0.02925	-0.0098

Asian Paints	1.180322	-0.01367	0.012912	0.073919	-0.0261
Astral Poly	-0.01728	-0.01132	0.019041	-0.00699	0.05585
AU Small Finance	-0.01319	0.009126	-0.00227	-0.03301	0.46497
Aurobindo Pharma	0.015944	0.071937	-0.05484	0.185112	-0.05475
Avenue Super.	0.085941	-0.0386	0.246574	0.352788	0.14508
Axis Bank	-0.04351	-0.04932	0.357424	-0.01239	0.00087
B H E L	-0.03152	0.195592	-0.02494	0.105167	-0.04544
B P C L	0.330749	0.379018	0.118249	-0.00779	-0.02797
Bajaj Auto	0.336506	0.009373	-0.02352	-0.0148	-0.00317
Bajaj Fin.	0.025841	0.089097	-0.01373	-0.04003	0.13754
Bajaj Finserv	0.073723	-0.03459	-0.01575	-0.00855	0.33747
Bajaj Holdings	-0.0365	-0.03223	-0.00215	0.23844	-0.06
Balkrishna Inds	-0.03755	0.003236	0.161332	0.405654	-0.01446
Bandhan Bank	-0.01108	-0.03219	0.347266	-0.03843	0.2354
Bank of Baroda	-0.05751	0.038674	-0.05011	-0.0241	-0.02043
Bank of India	0.011923	0.33104	-0.02717	0.171513	0.01474
Bata India	0.944508	0.213246	0.159001	-0.01483	-0.04527
Bayer Crop Sci.	0.076753	-0.05354	-0.01711	0.013834	17.9639
Berger Paints	-0.02836	0.002086	0.017061	-0.00363	-0.03977
Bharat Electron	-0.03949	0.204507	-0.0294	8.771743	-0.03722
Bharat Forge	0.212407	-0.0199	6.19861	-0.0571	-0.00812
Bharti Airtel	0.004369	-0.00365	-0.05622	-0.04163	0.0056
Bharti Infra.	-0.00338	0.000229	-0.02411	0.008678	-0.03037
Biocon	0.007897	4.151515	-0.01379	-0.01216	0.32578
Bosch	3.55595	-0.04319	-0.01388	0.016185	-0.06084
Britannia Inds.	-0.05261	-0.05777	0.003063	0.10114	0.2487
Cadila Health.	-0.03904	-0.00998	0.109134	-0.01842	0.11451
Canara Bank	-0.01913	-0.01067	-0.04689	0.122194	-0.03743
Castrol India	-0.0108	0.046142	0.062164	0.136151	-0.0196
Cholaman.Inv.&Fn	0.058398	0.061498	0.175027	-0.02733	0.2017
Cipla	0.054479	-0.03634	-0.03064	-0.00617	-0.04089
City Union Bank	-0.03563	0.037112	-0.01099	0.258188	0.17276
Coal India	0.009492	0.218371	0.000392	-0.04038	-0.04827
Colgate-Palm.	0.314291	-0.04305	0.19765	0.165459	1.47924
Container Corpn.	-0.0369	0.005725	-0.05084	-0.03562	-0.05333
Coromandel Inter	-0.00146	-0.03765	0.083689	1.461729	18.1572
Crompton Gr. Con	-0.03404	0.160504	-0.00959	-0.05733	-0.061
Cummins India	0.127581	-0.01999	0.62053	11.15365	-0.03927
Dabur India	-0.02861	0.133988	-0.02224	-0.05281	-0.02639
Dalmia Bhara.	0.0951	-0.0458	6.435067	-0.04912	0.03994
Divi's Lab.	0.038964	0.59936	-0.06184	-0.02079	2.34811
DLF	-0.04122	-0.01779	0.037735	0.092021	-0.04338
Dr Reddy's Labs	0.848481	5.535392	-0.02252	0.0077	0.19515
Edelweiss.Fin.	-0.012	-0.04972	-0.0154	2.752614	-0.05158
Eicher Motors	6.642579	0.096243	0.102924	-0.0373	-0.03746
Emami	-0.05447	-0.03799	-0.00667	0.16326	1.67874
Endurance Tech.	0.132729	-0.03247	0.810849	-0.05609	0.00145

Exide Inds.	-0.0518	0.323197	-0.02401	-0.06039	-0.01512
Federal Bank	-0.02997	-0.04673	0.232672	2.253855	0.07859
Future Retail	0.255593	0.061296	-0.05275	-0.00067	-0.05988
GAIL (India)	-0.02805	1.340888	-0.03847	-0.00669	0.70116
General Insuranc	0.048017	-0.03389	1.922442	0.074215	-0.06337
Gillette India	1.672018	0.238389	-0.0087	-0.05613	0.05341
Glaxosmi. Pharma	-0.04195	-0.05731	-0.00379	-0.00897	0.04962
GlaxoSmith C H L	0.295464	-0.05067	0.070972	0.635553	0.01233
Glenmark Pharma.	-0.01651	2.628585	-0.02998	-0.01135	0.27593
GMR Infra.	-0.048	-0.00684	-0.00785	0.023734	-0.04232
Godrej Consumer	2.214538	0.019758	0.583444	0.009134	-0.05921
Godrej Inds.	-0.0142	0.031455	-0.04461	0.034944	-0.02184
Godrej Propert.	0.059967	-0.0578	0.016901	0.266152	3.98321
Grasim Inds	-0.00485	-0.00346	0.004877	-0.04982	-0.06154
Guj.St.Petronet	-0.0401	0.756943	0.046061	-0.03359	0.12251
Gujarat Gas	0.022446	-0.02755	-0.01815	0.025764	-0.04039
H D F C	0.585628	0.052785	0.614435	3.933186	0.00561
H P C L	-0.0434	-0.01491	-0.028	-0.03623	0.70669
Havells India	0.098808	0.116419	-0.04096	0.04193	-0.02385
HCL Technologies	-0.0163	-0.03205	-0.00068	-0.02699	-0.02099
HDFC AMC	0.192603	0.387087	2.837544	-0.02088	-0.00501
HDFC Bank	-0.04155	-0.02575	-0.05533	0.574734	0.58745
HDFC Life Insur.	-0.01053	-0.05313	0.028802	-0.03433	-0.00847
Hero Motocorp	0.242	-0.01294	0.077054	0.037554	-0.02027
Hind. Unilever	-0.0101	5.427939	-0.04381	0.020028	0.05904
Hind.Zinc	-0.05133	-0.05451	0.007955	0.357359	-0.05073
Hindalco Inds.	-0.01447	0.060445	0.918656	-0.013	0.02012
Honeywell Auto	8.178933	0.103172	-0.04534	-0.02226	0.01872
I O C L	-0.05725	-0.03134	-0.02345	0.046952	-0.01517
ICICI Bank	0.129676	-0.05413	0.063436	-0.01676	0.50268
ICICI Lombard	0.092131	-0.01206	0.281411	-0.02762	0.02973
ICICI Pru Life	-0.01624	1.047868	-0.02269	-0.0353	-0.02048
IDBI Bank	0.000391	-0.02901	-0.0205	0.007648	0.1314
IDFC First Bank	0.004543	-0.03794	0.087566	0.065174	-0.0677
Indiabulls Hous.	0.359925	0.068403	-0.02746	0.153882	0.9514
Indian Bank	0.01956	0.335125	-0.02855	-0.0113	-0.03913
Indian Hotels	-0.02964	-0.01093	-6.2E-05	0.018167	0.19771
Indraprastha Gas	0.100179	-0.02687	-0.01286	0.089343	-0.0458
IndusInd Bank	0.204571	0.044176	0.127059	-0.00423	-0.03975
Info Edg.(India)	0.044938	-0.01297	0.105	-0.02112	-0.03755
Infosys	-0.04699	-0.03484	0.012298	0.554407	0.13828
Interglobe Aviat	0.076799	-0.00104	-0.01369	-0.0257	1.26918
Ipca Labs.	-0.01497	-0.03769	0.068835	0.141838	-0.05613
ITC	-0.0458	0.221741	-0.01049	-0.033	0.02966
Jindal Steel	-0.00246	0.165335	0.006179	-0.0174	-0.03243
JSW Energy	-0.04235	-0.0201	0.235391	-0.03894	0.08573
JSW Steel	0.192526	-0.00813	0.035532	0.149643	0.02091

Jubilant Food.	0.266615	0.102556	-0.02961	0.875938	5.65363
Jubilant Life	-0.01002	0.027864	0.04523	-0.00345	-0.06136
Kansai Nerolac	-0.0155	-0.0499	-0.01247	0.010333	0.08488
Kotak Mah. Bank	0.126746	0.496644	-0.00899	-0.02901	-0.03298
L & T Infotech	0.007674	0.000548	-0.0297	0.102054	0.02836
L&T Fin.Holdings	-0.02805	-0.03705	0.094198	0.044512	7.01409
L&T Technology	0.72103	0.050209	1.418118	4.654724	-0.06405
Larsen & Toubro	-0.00637	-0.00165	-0.05227	-0.00751	0.30641
LIC Housing Fin.	-0.02987	-0.02083	-0.01225	0.062205	-0.00026
Lupin	0.04152	-0.05091	-0.01282	-0.00528	0.04638
M & M	-0.01158	0.167711	0.183857	0.022266	0.02784
M & M Fin. Serv.	-0.01813	1.444681	-0.02294	4.938976	-0.00712
M R P L	-0.03072	-0.05873	5.859849	-0.05087	0.95903
Marico	0.309126	0.062487	-0.04121	0.203919	0.05145
Maruti Suzuki	1.101586	-0.02831	0.066259	0.012217	-0.04717
Max Financial	-0.05297	0.167639	-0.06239	0.014701	1.30498
Mindtree	0.054673	0.024246	0.027449	0.056673	-0.06072
Motherson Sumi	-0.03182	4.147155	3.660102	-0.01391	1.26099
Motil.Oswal.Fin.	0.221993	-0.06846	-0.06464	1.078136	-0.05678
Mphasis	0.023613	0.058884	0.232316	0.058922	0.0444
MRF	4.152034	-0.052	0.008156	-0.04676	-0.04382
Muthoot Finance	-0.04612	0.014325	0.024097	0.911721	0.00553
Natco Pharma	-0.00127	5.487896	0.071145	-0.04772	0.01049
Natl. Aluminium	-0.04761	-0.05653	-0.01354	0.692582	0.12641
NBCC	0.022153	0.209938	1.0435	-0.03581	-0.02211
Nestle India	13.30312	0.018847	0.081307	0.070154	0.1424
NHPC Ltd	-0.07232	0.022653	-0.0512	-0.08396	-0.03758
NMDC	0.230156	0.113714	1.174785	0.047797	3.52692
NTPC	0.00837	-0.03183	-0.03183	-0.01243	0.11829
O N G C	0.017953	1.139958	0.47204	0.270042	-0.05609
Oberoi Realty	0.158655	0.106387	-0.03084	0.011667	0.03083
Oil India	-0.04249	-0.05851	0.123199	-0.06589	0.00181
Oracle Fin.Serv.	1.176358	1.953991	-0.01228	0.248506	-0.04572
P & G Hygiene	0.151878	-0.05092	-0.05753	-0.04762	0.14582
P I Inds.	-0.02997	0.655989	0.04112	6.369151	-0.01981
Page Industries	0.970186	-0.01779	-0.01599	0.129633	0.04645
Petronet LNG	-0.06147	0.085904	0.238896	-0.04351	0.03761
Pfizer	0.798117	-0.00195	0.012779	0.017584	-0.03846
Pidilite Inds.	-0.03949	-0.05523	-0.00653	0.016772	0.11092
Piramal Enterp.	0.056355	0.077399	-0.03831	-0.02555	-0.00013
PNB Housing	-0.0048	-0.01723	0.181348	0.156419	-0.02968
Power Fin.Corp.	-0.0486	0.373786	-0.09013	-0.02729	0.14048
Power Grid Corp.	0.042299	-0.02199	3.62701	0.076949	0.22576
Punjab Natl.Bank	-0.0418	0.000338	1.724027	-0.05518	-0.03844
Quess Corp	0.519205	-0.03827	-0.0617	0.067044	-0.01595
Rajesh Exports	-0.00016	0.421353	0.022894	-0.03179	0.11836
RBL Bank	0.026935	-0.01765	0.021003	0.143172	-0.03224

REC Ltd	-0.04343	-0.01988	-0.0474	-0.01267	0.15251
Reliance Inds.	0.530893	4.525451	0.061379	-0.03676	-0.03899
Reliance Nip.Lif	0.013906	-0.03459	0.034528	0.203774	-0.01269
S A I L	-0.0259	1.778085	0.031665	0.172825	0.0591
Sanofi India	8.114568	-0.05476	-0.04275	-0.03779	0.66416
SBI Life Insuran	-0.03001	-0.01117	0.096632	0.01024	-0.0668
Shree Cement	1.269609	0.05705	-0.03999	0.038489	0.29543
Shriram Trans.	-0.05606	-0.04827	0.095636	-0.03148	-0.03826
Siemens	0.02598	0.063435	-0.02414	0.188459	-0.0317
SRF	0.063992	0.032913	-0.02763	-0.05561	0.02813
St Bk of India	-0.05202	0.037192	0.310775	0.006527	0.13113
Sun Pharma.Inds.	0.024149	-0.04593	0.091061	0.053322	0.0979
Sun TV Network	0.023411	0.104542	-0.04413	0.516836	-0.03373
Supreme Inds.	0.06681	-0.0414	0.050094	-0.04719	-0.03051
Syngene Intl.	-0.05076	0.020898	0.02154	0.336847	0.08607

Table 6.2 Summary of output for the year 2015

Multiple R	0.055297
R Square	0.003058
Adjusted R Square	0.002581
Standard Error	5.233839
Observations	2095

ANOVA

	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	175.8497	175.8497	6.419496	0.01136
Residual	2093	57333.7	27.39307		
Total	2094	57509.55			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.374984	0.114389	3.278161	0.001062	0.150657	0.599312	0.150657	0.599312
	-5.58187	2.203075	-2.53367	0.01136	-9.90232	-1.26142	-9.90232	-1.26142

INTERPRETATION:

The value of R square is found to be 0.30 which is low. The regression analysis table shows that the level Of significance for the variables is above 0.05 therefore we can assume that the effect of bonus on stock price have significant positive value.

Table 6.3: Summary Output for the year 2016

<i>Regression Statistics</i>								
Multiple R	0.104743							
R Square	0.010971							
Adjusted R Square	0.010519							
Standard Error	4.555977							
Observations	2192							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	504.2485	504.2485	24.29302	8.89E-07			
Residual	2190	45457.67	20.75693					
Total	2191	45961.92						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.342848	0.09741	3.519638	0.000441	0.151822	0.533874	0.151822	0.533874
	-5.54254	1.124523	-4.9288	8.89E-07	-7.74779	-3.3373	-7.74779	-3.3373

INTERPRETATION:

The value of R square is found to be 0.10 which is high .the regression analysis table shows that the level of significance for the variable is above 0.05 therefore we can assume that the effect of bonus on stock price have significant positive value.

Table 6.4 Summary output for the year 2017

<i>Regression Statistics</i>					
Multiple R	0.119213				
R Square	0.014212				
Adjusted R Square	0.013783				
Standard Error	3.149088				
Observations	2301				
<i>ANOVA</i>					
	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	328.6796	328.6796	33.14387	9.70E-09
Residual	2299	22798.62	9.916755		
Total	2300	23127.3			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.257007	0.065707	3.911418	9.44E-05	0.128156	0.385857	0.128156	0.385857
	-4.7328	0.822084	-5.75707	9.70E-09	-6.3449	-3.12069	-6.3449	-3.12069

INTERPRETATION:

The value of R square is found to be 0.14 is high. The regression analysis table shows that the level of significance for the variable is above 0.05 therefore we can assume that the effect of bonus on stock price have significant positive value.

Table 6.5 Summary output 2018*Regression Statistics*

Multiple R	0.05445
R Square	0.002965
Adjusted R Square	0.002488

Standard Error 3.369501

Observations 2095

ANOVA

	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	70.66153	70.66153	6.223746	0.012681
Residual	2093	23762.95	11.35354		
Total	2094	23833.62			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.286029	0.073639	3.884208	0.000106	0.141616	0.430442	0.141616	0.430442
	-3.63284	1.456198	-2.49474	0.012681	-6.48859	-0.77709	-6.48859	-0.77709

INTERPRETATION:

The value of R square is found to be 0.02 which is low. The regression analysis table shows that the level of significance for the variable is above 0.05 therefore we can assume that the effect of bonus on stock price have significant positive value.

Table 6.6 summary output for the year 2019*Regression Statistics*

Multiple R	0.055297
R Square	0.003058

Adjusted R	
Square	0.002581
Standard	5.233839
Error	
Observations	2095

ANOVA

	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	175.8497	175.8497	6.419496	0.011359829
Residual	2093	57333.7	27.39307		
Total	2094	57509.55			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.374984	0.114389	3.278161	0.001062	0.150657095	0.599312	0.150657	0.599312
	-5.58187	2.203075	-2.53367	0.01136	-9.902317965	-1.26142	-9.90232	-1.26142

INTERPRETATION:

The value of R square is found to be 0.10 which is low .the regression analysis table shows that the level of significance for the variable is above 0.05 therefore we can assume that the effect of bonus on stock price have significant positive value.

7. FINDINGS:

1. The value of R square is 0.30 which shows variation between dependent and independent variable. The level of significance for the variables is above 0.05 in regression analysis.
2. The value of R square is 0.10 shows high variation .The regression analysis table shows that the level of significance for the variables is above 0.05 regression analysis.
3. The value of R square is 0.14 is which shows variation between dependent and independent variable the level of significance for the variable is above 0.05 regression analysis.
4. The value of R square is 0.02 is which shows variation between dependent and independent variable the level of significance for the variable is above 0.05 regression analysis.
5. The value of R square is 0.10 is which shows variation between dependent and independent variable the level of significance for the variable is above 0.05 regression analysis.

CONCLUSION:

The variability in risk proportion differs from the type of investment and the factors that influence the investors to buy or sell a particular stock. This study is an attempt made to analyse the risk and return of BSE 200 companies for the period of 5 years. The results conclude that there is a varied level of risk and return in the securities. Investor should make a careful investigation of the risk and return and analyze various factors before investing.

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A STUDY ON COMPARISON OF INDIAN STOCK MARKET WITH DOLLAR PRICE

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ABSTRACT:

The researcher's main objective is to analyze the interest that undertakes how impact exists in dollar prices on the stability of the stock market between dollar price shifts and nifty returns. The research is to determine how Indian stock market compares with dollar rates. Paper is Titled as "Measuring stock market volatility with dollar price instability- A Study on Comparison of Indian stock market with Dollar prices." The study helps us to know how the relationship exists between both the markets i.e., nifty returns and dollar price. The performance of Indian stock market is influenced by other micro economic factors like monetary policy, FDI, usual market conditions, performance of industry etc. There is inter relationship between Dollar prices and Nifty returns, as one can influence the other in same direction, such as exchange rate primarily depends on the demand for a currency and the supply for money in the economy, even there is also correlation between stock market and Dollar rate.

Keywords: Indian Stock Market, Nifty returns, dollar price, FDI, economy.

INTRODUCTION

The exchange rate shows the relation between one country currency with the other countries' currencies. Fundamentally, it is the rate at which you will exchange one currency with other. The rate at which you exchange one currency for the other does not remain fixed. It changes, and the changes are very fast. These changes in the value of exchange rate give the signal for strengthening or weakening of a particular currency against the other. You are smart enough to keep track of the movement of these changes. This will give you a fair indication of the status of the **stock market trend** in your country.

LITERATURE REVIEW

Chowdhury (2018) Their study has depicted to learn how short-term fluctuations arise in the stock market due to currency value. To find an rise in the value of stock market investment with the aid of FDI & FII. If there is an increase or decrease in currency depreciation effects due to economic constraints and technical improvements to the economy.

Abburi Venkata Sasi Rekha & Stella Mary (2017) Their study showed that the effect of currency fluctuation and Nifty with respect to the dollar, euro & pound where the exchange rate on Nifty is extremely unpredictable due to certain cases. But in fact there is an interrelation between the exchange rate . Thus the exchange rate does not impact the performance of the Indian stock market, but because of certain microeconomic factors.

Raju (2016) Their research examined that the key impact for the stock market is attributable to the dollar price. Where Nifty can take restricted rates as Nifty market can also be influenced by unexpected events as well. This may also be influenced by foreign currency exposure factors. We will also know the movement of currency movements in the stock market with the aid of business status and other factors.

Haque (2015) The researchers aim for this study to understand how the movement affected the Sensex and Nifty through FDIs and FIIs. With the aid of the Indian economy, there is a flow of

FDIs and FIIs to provide incentives for change in Indian industries in terms of technology, global market access and ways to find ways to do so. For optimum usage and competitive advantage by global performance. This results in a positive link between Sensex and Nifty's FDI and FII intermediaries.

Palakkod (2012) Their analysis has shown that there is an overflow of uncertainty between the commodity market and the currency market, however the commodity market has no overflow consequences. Where the coefficient is negligible on the commodity market, however, the degree of correlation is strong between the stock market and commodity market in which there is event of delayed variables values.

Clara (2011) Their study established how the factors predict the return on the stock market can be calculated using macroeconomic variables risk. This helps to evaluate predictable components in the return on the stock market, thereby allowing these investors to identify and use ways to more efficiently manage their returns.

OBJECTIVES OF THE STUDY

To measure and determine the volatility of dollar rates and nifty returns. To find out correlation between foreign exchange rates and stock market returns and market volatility.

To examine the extent of impact of exchange rate on stock market.

RESEARCH METHODOLOGY

Descriptive Research Design: Descriptive research is a sort of study that involves surveys and observations of evidence. The primary purpose of empirical analysis is to figure out the state of affairs as it actually exists.

Data collection: Data collection is a term used to describe a process of yak and data collection, the purpose of data collection is to provide information to be registered, to make decisions about weighty issues and pass on knowledge to others.

Methods of data collection:

Secondary Data: Secondary data is a data which is considered for reason of the analysis, may be described as the data composed before. Any data which is readily available in advance for the project to begin the investigation is secondary data

Data for Indian Stock Market and the nifty returns is collected from 1st January 2017 to 31st December 2019. Monthly observations of nifty returns and dollar prices were gathered from past data division of www.nseindia.com, and www.moneycontrol.com.

Tools for collection of data.

Sample size: The sample size is the dollar prices.

Statistical tools: Systemic risk and return, standard deviation, covariance and coefficient of correlation.

DATA ANALYSIS AND INTERPRETATION

Analysis of Risk and Returns of Nifty and Dollar Price for the Year 2019

Months	Nifty	R_i	$R_i - E(R_i)$	$[R_i - E(R_i)]^2$	Dollar	R_m	$R_m - E(R_m)$	$[R_m - E(R_m)]^2$	$R_i - E(R_i) * [R_m - E(R_m)]$
JAN	10830.95	-0.0029	-0.0129	0.00017	70.958	1.6954	1.4940	1.2223	-0.0193
FEB	10792.5	-0.0036	-0.0136	0.00018	70.857	-0.1423	-0.3437	0.1181	0.0047
MAR	11623.9	0.0770	0.0670	0.25886	69.17	-2.3809	-2.5823	6.6683	-0.1730

APR	11748.15	0.0107	0.0007	0.02665	69.706	0.7749	0.5735	0.7573	0.0004
MAY	11922.8	0.0149	0.0049	0.07007	69.652	-0.0775	-0.2789	0.0778	-0.0014
JUN	11788.85	-0.0112	-0.0212	0.00045	68.947	-1.0122	-1.2136	1.4728	0.0257
JUL	11118	-0.0569	0.0469	0.21659	68.843	-0.1508	-0.3522	0.1240	-0.0165
AUG	11023.25	-0.0085	-0.0015	0.00000	71.457	3.7970	3.5956	1.8962	-0.0054
SEP	11474.45	0.0409	0.0309	0.17581	70.616	-1.1769	-1.3783	1.8997	-0.0426
OCT	11877.45	0.0351	0.0251	0.15846	71.0155	0.5657	0.3643	0.6036	0.0091
NOV	12056.05	0.0150	0.0050	0.07078	71.697	0.9596	0.7582	0.8707	0.0038
DEC	12168.45	0.0093	-0.0007	0.00000	71.385	-0.4352	-0.6366	0.4053	0.0004
		ΣR_i =0.1199		$\Sigma [R_i - E(R_i)]^2$ =0.97802		ΣR_m =2.4170		$\Sigma [R_m - E(R_m)]^2$ =16.1161	$\Sigma R_i - E(R_i) * [R_m - E(R_m)]$ =-0.2140

Note: The returns for the month of January is taken from the previous year December month of 2018 the closing prices for Nifty and Dollar rates i.e., 10862.55 and 69.775.

Calculation of Average returns for Nifty, Dollar, Standard Deviation of Nifty, Dollar Price, Beta and Correlation.

$$\Sigma(R_i) = R_i/n = 0.1199/12 = 0.999$$

$$SD = \sqrt{\Sigma[R_i - E(R_i)]^2/n} = \sqrt{0.97802/12} = 0.902 \quad E(R_m) = R_m / n = 2.4170 / 12 = 0.201$$

$$SD = \sqrt{\Sigma[R_m - E(R_m)]^2 / n} = SD = \sqrt{16.1161 / 12} = 1.159 \quad \text{Covariance (COV ND)} = 1/12 (0.2140) = 0.017$$

$$\text{Correlation Coefficient} = \text{COV ND} / (\sigma_n)(\sigma_d) = 0.017 / (0.999)(1.159) = 0.015$$

Average dollar price returns	Average nifty returns	Standard deviation of dollar price	Standard deviation of nifty returns	Beta	Correlation
0.201	0.999	1.159	0.902	-0.09	0.015

Interpretation: From the above table it is clear that in 2019, the average return of Nifty is 0.999 i.e., it is positive, and the risk is 0.902. Here the returns are high and the risk is low, which is not desirable outcome to the Investors. Whereas, the average returns of Dollar price is 0.201 i.e., positive, but the risk is 1.159. Here also the returns are high and the risk is low. This shows there is a positive correlation between Nifty and Dollar rates i.e., 0.015.

Analysis of Risk and Returns of Nifty and Dollar Price for the Year 2018

Months	Nifty	R_i	$R_i - E(R_i)$	$[R_i - E(R_i)]^2$	Dollar	R_m	$R_m - E(R_m)$	$[R_m - E(R_m)]^2$	$R_i - E(R_i) * [R_m - E(R_m)]$
JAN	11027.7	0.0472	0.0436	0.20892	63.582	-0.4587	-0.30774	0.0947	-0.0134
FEB	10492.85	-0.0485	-0.0520	0.00270	65.21	2.5605	1.7941	1.3394	-0.0934
MAR	10113.7	-0.0361	-0.0396	0.00157	65.13	-0.1227	-0.8891	0.7905	0.0352
APR	10739.3	0.0619	0.0584	0.24157	66.51	2.1188	1.35236	1.1629	0.0789
MAY	10736.15	-0.0003	-0.0038	0.00001	67.41	1.3532	0.5868	0.7660	-0.0023
JUN	10714.3	-0.0020	-0.0055	0.00003	68.51	1.6318	0.8654	0.9302	-0.0048
JUL	11356.5	0.0599	0.0564	0.23740	68.535	0.0365	0.7299	0.8544	0.0411
AUG	11680.5	0.0285	0.0250	0.15798	71.005	3.6040	2.8376	1.6845	0.0708
SEP	10930.4	-0.0642	-0.0677	0.00458	72.5	2.1055	1.3391	1.1572	-0.0907
OCT	10386.6	-0.0498	-0.0533	0.00191	73.96	2.0138	1.2474	1.1169	-0.0665
NOV	10876.75	0.0472	0.0437	0.20895	69.62	-5.8680	-6.6344	44.0153	-0.2896
DEC	10862.5	-0.0013	-0.048	0.00002	69.775	0.2226	-0.5438	0.2957	0.0026
		ΣR_i =0.0425		$\Sigma [R_i - E(R_i)]^2$ =1.06565		ΣR_m =9.1973		$\Sigma [R_m - E(R_m)]^2$ =54.2077	$\Sigma R_i - E(R_i) * [R_m - E(R_m)]$ =-0.3320

Note: The returns for the month of January is taken from the previous year December month of 2017 the closing prices for Nifty and Dollar rates i.e., 10530.75 and 63.875.

Calculation of Average returns for Nifty, Dollar, Standard Deviation of Nifty, Dollar Price, Beta and Correlation.

$$(R_i) = R_i/n = 0.0425/12 = 0.354$$

$$SD = \sqrt{\sum [R_i - E(R_i)]^2/n} = \sqrt{1.06565/12} = 0.298$$

$$E(R_m) = R_m / n = 9.1973 / 12 = 0.766$$

$$SED = \sqrt{\sum [R_m - E(R_m)]^2 / n} = SD = \sqrt{54.2077 / 12} = 2.125$$

$$\text{Covariance (COV ND)} = 1 / 12 (0.3320) = 0.028$$

$$\text{Correlation Coefficient} = \text{COV ND} / (\sigma_n) (\sigma_d) = 0.028 / (0.354) (2.125) = 0.037$$

Avg dollar price returns	Avg nifty returns	Standard deviation of dollar price	Standard deviation of nifty returns	Beta	Correlation
0.766	0.354	2.125	0.298	-0.01	0.037

Interpretation: From the above table it is clear that in 2018, the average return of Nifty is 0.354 i.e., it is positive; and the risk is 0.298. Here the returns are high and the risk is low, Which is not desirable outcome to the investors. Whereas, the average returns of the Dollar price is 0.766 i.e., positive but the risk is 2.125. Here the returns are high and the risk is low. This shows there is a positive correlation between Nifty and Dollar rates i.e., 0.037.

Analysis of Risk and Returns of Nifty and Dollar Price for the Year 2017

Months	Nifty	R_i	$R_i - E(R_i)$	$[R_i - E(R_i)]^2$	Dollar	R_m	$R_m - E(R_m)$	$[R_m - E(R_m)]^2$	$R_i - E(R_i) * [R_m - E(R_m)]$
JAN	8561.3	0.0459	0.0437	0.2092	67.446	-32.554	-35.713	1275.42	-1.5623
FEB	8879.6	0.0372	0.0157	0.1251	66.674	-1.145	-4.304	18.52	-0.0674
MAR	9173.75	0.0331	0.0116	0.1075	64.86	-2.721	-5.880	34.57	-0.0679
APR	9304.05	0.0142	-0.0074	0.1075	64.3	-0.863	-4.022	16.18	0.0296
MAY	9621.25	0.0341	0.0126	0.0148	64.51	0.327	-2.832	8.02	-0.0355
JUN	9520.9	-0.0104	-0.0320	0.0010	64.63	0.186	-2.973	8.84	0.0950
JUL	10077.1	0.0584	0.0369	0.1920	64.2	-0.665	-3.824	14.62	-0.1409
AUG	9917.9	-0.0158	-0.0374	0.0014	63.935	-0.413	-3.572	12.76	0.1334
SEP	9788.6	-0.0130	-0.0346	0.0012	65.31	2.151	-1.008	1.02	0.0348
OCT	10335.3	0.0559	0.0335	0.1829	64.755	-0.850	-4.009	16.07	-0.1341
NOV	10226.55	0.0297	0.0082	0.0903	64.47	-0.440	-3.599	12.95	-0.0333
DEC	10530.7	0.0297	0.0082	0.0903	63.875	-0.923	-4.082	16.67	-0.0333
		ΣR_i =0.2587		$\Sigma [R_i - E(R_i)]^2$ =1.0383		ΣR_m = 37.910		$\Sigma [R_m - E(R_m)]^2$ =1435.64	$\Sigma R_i - E(R_i) * [R_m - E(R_m)]$ =1.6332

Note: The returns for the month of January is taken from the previous year December month of 2016 the closing prices for Nifty and Dollar rates i.e., 8185.800 and 67.855

Calculation of Average returns for Nifty, Dollar, and Standard Deviation of Nifty, Dollar Price, Beta and Correlation.

$$E(R_i) = R_i/n = 0.2587/12 = 0.215$$

$$SD = \sqrt{\sum [R_i - E(R_i)]^2/n} = \sqrt{1.0383/12} = 0.294$$

$$E(R_m) = R_m / n = 37.910 / 12 = 3.159$$

$$SED = \sqrt{\sum [R_m - E(R_m)]^2 / n} = SD = \sqrt{1435.64 / 12} = 10.938$$

$$\text{Covariance (COV ND)} = 1 / 12 (1.6332) = 0.136$$

$$\text{Correlation Coefficient} = \text{COV ND} / (\sigma_n) (\sigma_d) = 0.136 / (0.215) (10.938) = 0.058$$

Avg dollar price returns	Avg nifty returns	Standard deviation of dollar price	Standard deviation of nifty returns	Beta	Correlation
3.159	0.215	10.938	0.294	-0.001	0.058

Interpretation: From the above table it is clear that in 2017, the average return of Nifty is 0.251 i.e., it is positive ; and the risk is 0.294. Here the returns are low and the risk is high , Which is undesirable outcome to the investors. Where as the average returns of the Dollar price is 3.159 i.e., positive but the risk is 10.938. Here the returns are high and the risk is low. This shows there is a positive correlation between Nifty and Dollar rates i.e., 0.058.

Examining the impact of correlation between Nifty and Dollar price. Showing correlation between Nifty returns and Dollar rates.

Year	Correlation of Nifty and Dollar
2019	0.015
2018	0.037
2017	0.058

Interpretation for the following years is given below.

2019: In the Year 2019 there is a positive correlation between Nifty and Dollar i.e., 0.015 which is low comparable to the years i.e., 2017 & 2018.

2018: In the Year 2018 there is a positive correlation between Nifty and Dollar i.e., 0.037 ,Which is moderate and low to the years i.e., 2017 and 2019.

2017: In the Year 2017 there is a positive correlation between Nifty and Dollar i.e., 0.058, which is high comparable to the years i.e., 2018 & 2019.

Findings, suggestions and conclusion

Findings: From the Data analysis and the Interpretations of the Comparison of Indian stock Market with Dollar price below mentioned were the findings:

Findings for Nifty and Dollar price returns:

For the year 2019, both Nifty (0.999) and Dollar price (0.201) are positive. Which shows the Nifty has higher return compared to Dollar price.

For the year 2018, both Nifty and Dollar price are positive i.e., (0.354) & (0.766) Which shows the Dollar price has higher return compared to Nifty.

For the year 2017, both Nifty and Dollar price are arrived at a positive value i.e., (0.251) & (3.159). Which shows the Dollar price has higher return compared to Nifty .

Findings for correlation of Nifty and Dollar price returns:

For the year 2019 the Correlation between Nifty and Dollar price return is appeared in a positive value i.e., 0.015, which indicates there is a positive relationship.

For the year 2018 the Correlation between Nifty and Dollar price return is appeared in a positive value i.e., 0.037, which means to say there is a casual relationship.

For the year 2017 the Correlation between Nifty and Dollar price return is high compared to all the years and arrived at a positive value i.e., 0.058, which indicates there is a positive relationship.

SUGGESTIONS:

The blend uncovered that the dollar cost is more grounded than the Indian rupee, if there is raise or fall in rupee then it leads to large scale monetary matters,

For example: Moderating financial development, corporate profit and market under predictability.

SUGGESTIONS FOR DOLLAR PRICE RETURN:

In the year 2019, Dollar price has depreciated i.e., (0.251), so from the investors perspective it is suggested to buy or invest in the stock market.

In the year 2018, Dollar price has appreciated i.e., (0.766), so from the investors perspective it is advised to buy or invest in the stock market.

In the year 2017, Dollar price has appreciated drastically i.e., (3.159), so the investors would be benefited to buy or sell in the stock market.

CONCLUSION

After the analysis, it is concluded that the dollar price is stronger than the Indian rupee, i.e., 2017-2019, there is fortunate relationship between the Nifty and Dollar prices. The fluctuations in the dollar rates will alter the deviations in Nifty. It is also concluded that all the analytical results indicate exchange rate is not the core factor influence the performance of the stock market. The performance of Indian stock market is influenced by other micro economic factors like monetary policy, FDI, usual market conditions, performance of industry etc. There is inter relationship between Dollar prices and Nifty returns, as one can influence the other in same direction, such as exchange rate primarily depends on the demand for a currency and the supply for money in the economy, even there is also correlation between stock market and Dollar rate.

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LANDSCAPE OF FINTECH REVOLUTION IN INDIA

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ABSTRACT

Fintech refers to usage of financial technology to enhance or improve the activities related to finance and automate the delivery and use of financial services. With the innovations in technology, the Fintech ecosystem at the global level in general and at the national level in particular continues to grow at rapid pace. Penetration of mobile phones and digital banking has kept the momentum going. India has close to 2174 Fintech start ups. Fintech start ups are emerging in the segments of Payments, Lending, Wealth, Insurance and such others. This paper attempts to understand the growth of Fintech investments in India, the key triggers that are causing/enhancing Fintech revolution in India and also highlights the future prospects of Fintech revolution.

Keywords: Fintech Revolution, Start Up, Digital Lending, Wealth Management

INTRODUCTION

Financial technology popularly known as Fintech refers to an industry composed of companies that use technology to improve activities related to finance and automate the delivery and use of financial services. Fintech comprises of both start-up's and established financial institutions and technology companies trying to enhance the usage of financial services provided by existing financial companies. India's fintech journey began in 2009 with the creation of two institutions First was the National Payments Corporation of India, which took over the ATM networks to modernize retail payments and settlements. Second was the establishment of the Unique Identification Authority of India, spun out of the government's economic planning commission.

With the innovations in technology, the Fintech ecosystem at the global level in general and at the national level in particular continues to grow at rapid pace. US has been the leading destination housing massive number of Fintech start ups. However, as per the Fintech reports 2020, India has come out of the shadows to emerge as one of the fastest-growing Fintech hubs with full of start ups and support from Banking sector and Government. India has witnessed a phenomenal growth in Fintech startups between 2015 and 2020. The start ups emerged in the segments of Payments, Lending, Wealth, Insurance and such others. India has emerged as a progressive Fintech hub in the backdrop of implementation and formalisation of Aadhar, Pradhan Mantri Jhan Dhan Yojna (PMJDY), usage and access to IMPS, UPI apps. Demonetisation also became a blessing in disguise particularly for Fintech firms to bank on digital transactions. Apart from it, some of the key triggers that caused/enhanced Fintech revolution are

- Penetration of smart phones – India being the second largely populated and third largest smart phone/internet user in the nation is expected to have 820 million smart phone users by 2022 (Statista, 2021). There has been an unprecedented growth in the usage of Mobile or Digi banking apps. These are changing the way we think and act (brick-mortar banking to click - order banking). All these changes have helped in raising a green flag for Fintech start-ups.
- Fintech and Venture Capital Firms - Fintech firms are offering customised and tailor-made solutions to SMEs. Khatabook, one of the fastest growing FinTechs, is digitizing the

business ledger of small merchants and kirana stores at scale. Large firms like FAANGs (Facebook, Amazon, Apple, Netflix and Google) have started to gain interest in fintech. Large home grown businesses like Reliance and Tatas are also exploring the arena of fintech. Many venture capital firms Accel Partners, KPCB, Green Visor Capital, BBVA Ventures etc and business tycoons/seasoned entrepreneurs are funding fintech firms. (MEDICI Report)

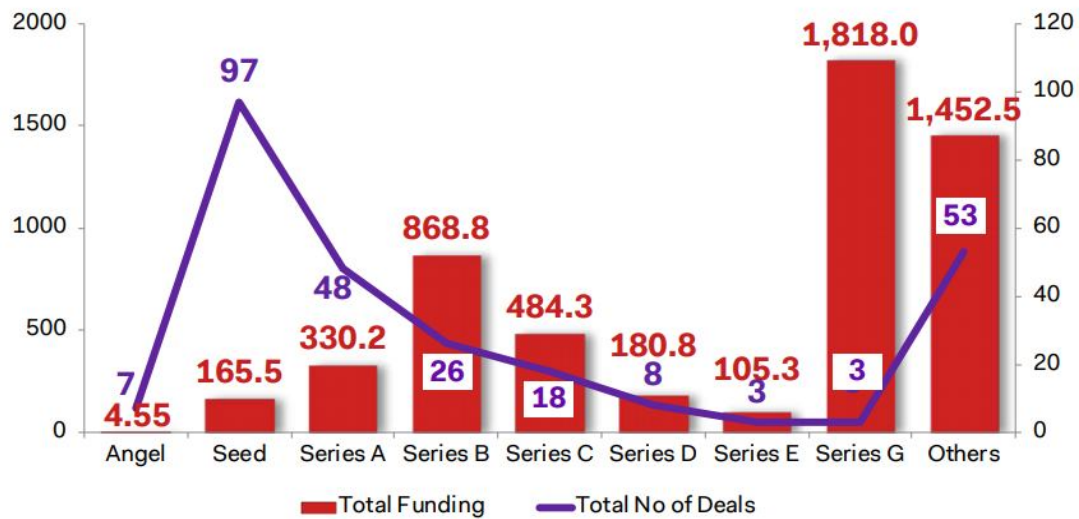
- **Fintech and Financial Inclusion** - Using of Fintech for financial inclusion looks promising from the view of penetration and getting the unbanked under the purview of banking and making them participate in the digital economy. Indian mobile wallets have penetrated well, for instance, Paytm has more than 200 million users, which includes women and rural families, similarly, Paytm also has over 15 million acceptance points (QR codes), making it ubiquitous. PhonePe has 10 million merchants as its customer base, and Razorpay has on boarded over 0.8 million merchants to its platform. Online brokerage firm Zerodha, has the largest customer base of brokerage firms and has 19.4 lakh active clients (MEDICI Fintech Report, 2020)
- **Support from the Regulatory Bodies** - Both the Indian Government and the regulatory bodies such as SEBI and RBI are promoting the cashless and digital economy in India. India being the 3rd largest user of smart phone enables us to switch to digital economy sooner. To keep up the momentum, the Government is working hard towards developing and strengthening the digital under the Digital India program. State governments are also taken favourable steps to foster Fintech start-ups. To empower digital India program in a democratic way, GOI launched an open API (Application Programming Interface) Policy. This set of open API is known as the India Stack – which offers plethora of opportunities for Fintech start ups.

India currently has 2174 Fintech Start Ups. 42% of the start ups are based out of Bangalore and Mumbai.

Cities in India	No. Of Fintech Companies
Bengaluru	447
Mumbai	437
Delhi	208
Hyderabad	133
Gurugram	128
Chennai	104
Pune	88
Noida	77
Kolkata	47
Ahmadabad	35
NCR	413+

FINTECH INVESTMENT TRENDS IN INDIA

The total Fintech funding during 2019 – 2020 stood at a whopping 5.4 Billion dollars. The top funding deals were for Paytm, One97, Navi Technologies Policybazaar, PhonePe and such others. The below chart shows the fund raised with number of deals during 2019-20



Source: MEDICI Report

Amid Covid 19 Pandemic, with the practice of SMS (Sanitizer, Mask and Social Distancing), digital transactions continued to grow remarkably. The below table gives a quick snapshot of some of the Fintech firms that raised funds amidst Covid Pandemic

Name of the Fintech Startup	Fund Raised	Nature of Business
Jai Kisan	30 Million	Rural Fintech full-stack platform to cater to the financial needs of customers in rural emerging markets.
Setu	\$ 15 Million	Infrastructure provider that connects regulated financial institutions to other companies that wish to offer financial services to their customers.
NIRA	\$2.1 Million	Small-ticket loans to blue and grey-collared workers via its mobile app and website
YAP	\$4.5 Million	App that enables access to credit, corporate banking solutions, cross border payments, and the freshly minted Neo banking stack.
Khatabook	\$60 Million	App that helps micro, small, and medium-sized businesses track business transactions
Lendingkart	319 Cr	To expand the startup's lending base, and further, reach out to small and underserved micro and small enterprises.
Nium	Unknown	To Build diversified payment infrastructure offering
HomeCapital,	Unknown	To support home buyers in eight cities
Aye Finance	180 Cr	To empower the economic transformation of micro enterprises
Mera Cashier	\$1.5 Million	App for small and micro businessmen to record and manage credit transactions.
Recko	\$ 6 Million	Enterprise fintech startup - AI-powered reconciliation of digital transactions.

PROSPECTS OF FINTECH REVOLUTION IN INDIA:

With IndiaStack and neobanking systems, the usage of Fintech revolution by small, medium and large firms is undergoing massive transformation. India Stack is the most ambitious societal

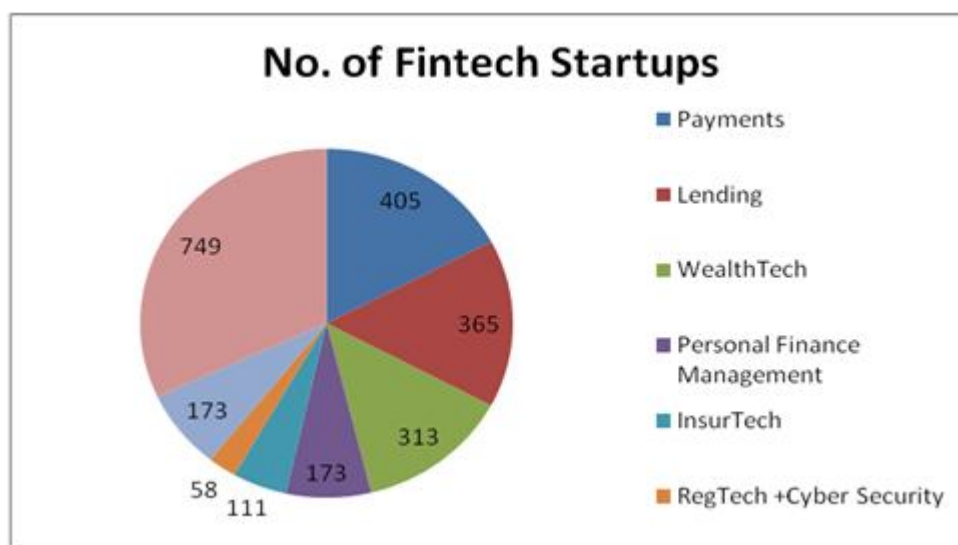
initiative globally, aimed at putting up a public digital infrastructure based on open APIs in order to promote public and private digital initiatives. IndiaStack has played a catalytic role in India's digital foundation and evolution. Its core principles are

1. Presence less or capable of being authenticated from anywhere
2. Paperless or reliant on digital records
3. Cashless or truly universalizing the access and usage of digital payments
4. Consent-based or allowing secure movement of data authenticated by its owners

Neobanks - An online bank, internet-only bank, virtual bank or digital bank is popularly called as neobank. It is a direct bank that operates exclusively online without traditional physical branch networks.

Fintech Start ups are popularly seen in the area of digital payments and Digital Lending, Wealth Tech, Insurtech, Personal Finance and such others. The below pie chart gives a summary of segment wise distribution.

Segment Wise distribution of Fintech Start ups

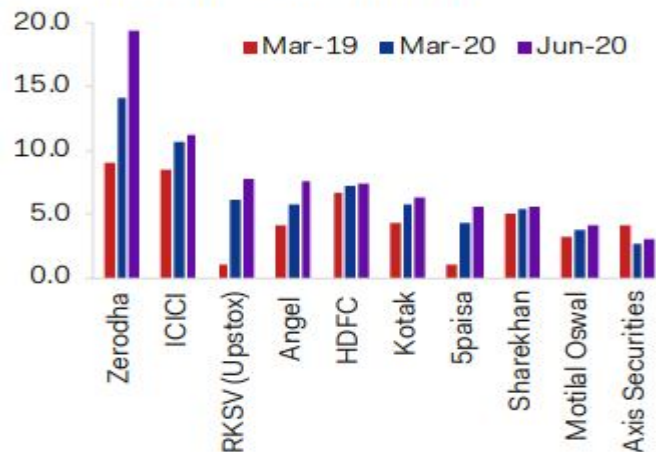


Source: MEDICI Fintech Report

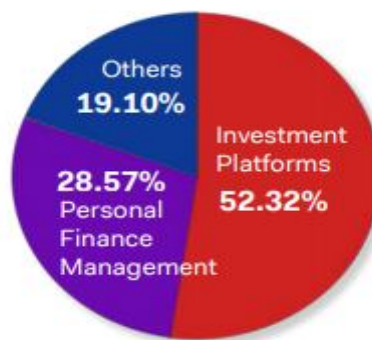
1. **Digital Lending** –Traditional banks have been focusing on creditworthy borrowers and process approximately 25 to 40% of loan applications, this is mainly due to lack of access to credit history of other borrowers. With digital lending in place, access to credit scoring data such as number and quantity of transactions, behaviour, location, habits and other social information is made available and these methods are capable of tapping another 10 to 15% which is a huge market opportunity. As per the reports of MEDICI, there are 338 digital lending Fintech start-ups which are working on leveraging Aadhaar authentication, eKYC and UPI platforms for quick background checks and process loans to rural and underprivileged populations.
2. **WealthTech** – Wealth management has been another promising area that has witnessed much advancement. Usage of algorithms, decision trees and artificial intelligence has become common in stock market investments and other long term financial planning.

Today, wealth managers are leveraging technology to offer best yet low cost advisory services to a large segment of people. One such product is Robo advisors. The usage of Robo advisors is growing in India. People and businesses are optimistic in using the robo advisory services. At present, there are close to 440 Start ups managing the areas of personal finance management, robo-advisory, marketplaces and investment brokerage.

**Top Retail Brokers in India
by No. of Active Clients –
2020 (Value in Lakhs)**



**WealthTech Funding:
Breakdown of \$213
Million**

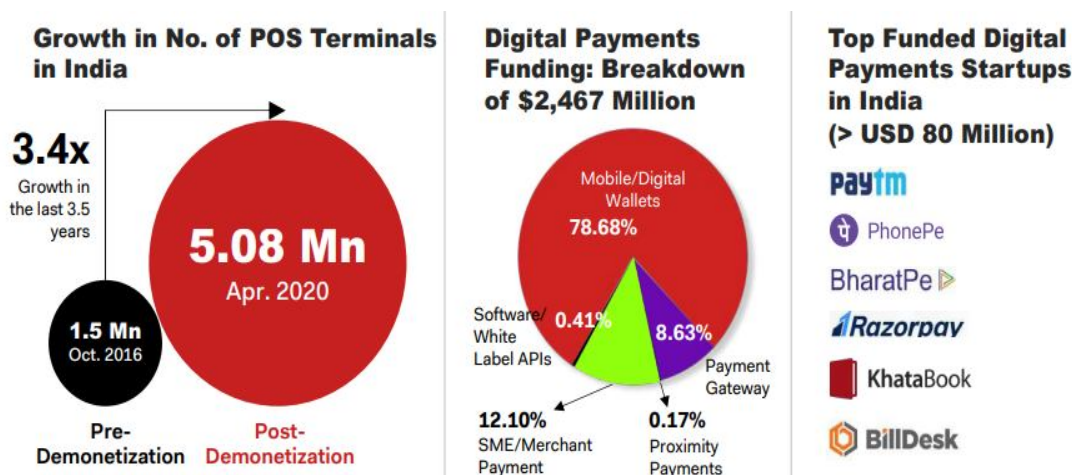


Source: MEDICI Report

3. **InsurTech** – This is relatively new in Indian context. The insurance providers have been able to tap only a meagre of 2.76% in life insurance and 0.93% non-life insurance compared to the global average of 6.5%. Insurance players are exploring ways to capture the market. Some of the methods adopted are embedded policies (offering insurance policies while customers purchase product or services), digital insurance, sachet insurance

offered by IRCTC, Pradhan Mantri Bhima Yojana (Small-Ticket Insurance priced at less than 10 rupees), micro insurance.

4. **Digital Payments** – Digital payments are game changers and are the norm of the day. Customers have plethora of exciting options and offers like UPI, QR Code, biometric payment, e wallets etc.



Source: MEDICI Fintech Report

5. **Other segments** – Apart from the core financial services industry, start ups in other segments such as Healthcare, Real Estate And Agri Business are also coming up and using digital platforms. Some of the Agritech start ups are NinjaCart, JaiKisan, PayAgri which are working deep to understand the agricultural value chain. The health tech firms such as HealthFin, Practo, Medgenome are trying to convert unstructured, fragmented, and inaccessible data into real time health data. Prop apps like PropTech, Flatons, Paymatrix are using new age technologies to counter the existing difficulties.

CONCLUSION

Fintech innovations are growing massively and exponentially in India. India being second in the digital adaptation index after Indonesia, has helped the nation to move at a fast pace and accept technology in finance. Penetration of smart phones, investments by venture capitalists, support from regulators has been helping the nation to progress towards Digital India and also bring the unbanked underprivileged people under the purview of banking. Today, India is a Fintech hub housing many start ups in the area of Payments, Lending, Wealth management, Insurance and such others. With IndiaStack and neobanking systems in place, the growth and usage of Fintech revolution will be phenomenal in the years to come.

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GST FOR INDIAN TAXATION REFORMS

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ABSTRACT:

Goods and Services Tax is a biggest reform for indirect taxation in India under the concept of one nation one tax; GST will simplify indirect taxation, reduce complexities, and remove the cascading effect. It will have huge impact on the businesses like big and small firms, and change the way of the economy functions. Its main objective is to consolidate all indirect tax levies into a single tax, replacing multiple tax levies, overcoming the limitations of existing indirect tax structure, and creating efficiencies in tax administration. The Goods and Service Tax Act was passed in the Parliament on 29th March 2017 and came into effect on 1st July 2017. This chapter will help you to understand the basics of Goods and Services Tax, and its important concepts. GST stands for "Goods and Services Tax", and is proposed to be a comprehensive indirect tax levy on manufacture, sale and consumption of goods as well as services at the national level and how this might affect your business in the long run. Students of finance, business professionals, entrepreneurs, tax practitioners and accountants will find this comprehensive and helpful in understanding GST. In other words, Goods and Service Tax (GST) is levied on the supply of goods and services. Goods and Services Tax Law in India is a comprehensive, multi-stage, destination-based tax that is levied on every value addition. GST is a single domestic indirect tax law for the entire country.

Keywords: Goods and Services Tax, CGST, SGST, IGST, Government, Tax, Indirect Tax, levies.

There are various taxes that have to pay at every stage and differently collected by State and Central Government and rates differ from one state to another. If we talk about GST, it will be unified whole nation and taxes will be divided among Central and State Government, which will make easier to provide services and goods across country, as no more additional state taxes will be imposed.

1.1 Why in India, there is a need for GST?

Imposing several taxes on goods and services can lead to high cost and inefficient tax structure which can subject to shirking and revenue disclosures. The need for **GST** in Indian Taxation System will add value at each stage and will set off the rates both at state and at central level. Introducing GST, will increase the efficiency of taxation, improves the economic growth and it will bring whole nation to one national market.

What happen in present scenario? Our present taxation system is very complex and very confusing, corruption chance is there, which leads to distrust of government, there are hidden tax for exports, whereas no charge applicable on Importing of Goods/Services from one state to another.

Just to overcome these issues, Rajya Sabha introduced **GST** bill, which will bring transparency to taxation and consumer will get to know how much tax amount they are paying to government for sale/ purchase/ manufacturing.

Following are some of the points that can easily explain the need for **GST**:-

- **Tax Structure will be Simple:** – At present, there are huge number of taxes that has to pay by consumers, with GST it will single tax to pay, which is much easier to understand. For businesses, accounting complexities will reduce and results less paperwork, which will save both time and money. GST will increase economic **GDP** by 2%-2.5%.
- **Tax revenue will increase:** Simple tax structure will bring more tax payers and in return it will be revenue for government.
- **Competitive pricing:** What GST will do? Well, it will eliminate all other taxes of indirect taxes and this will effectively mean that tax amount paid by end users (consumers) will reduce. As in Economics, lower will the prices, more will be demand for that product, results in more consumption of goods, which will be benefited to companies.
- **Boost to exports:** If Indian market will be competitive in pricing, then more and more foreign players will try to enter the market, which results in more numbers of exporters and benefits to Indian Market. As far there is no tax rate is finalized, but yes GST is much needed in the countries where, it lacks transparency and Complex taxation system.

There is a question in everyone's mind. Do we have to pay tax at different rates and at different levels? Is there no solution to this? Yes, the solution to this is **implementation of GST**. GST will take away cascading effect of various taxes that are charged on sale/ production/ purchase and so. Products reaches to customers at very high rate as compared to manufacturing, so with **GST** there will be only one tax and it will reduce burden to pay off.

Alcohol for human consumption, Petroleum Products viz. petroleum crude, motor spirit (petrol), high speed diesel, natural-gas and aviation turbine fuel and electricity are exempted.

1.2 OVERVIEW OF INDIRECT TAXES:

Tax: A tax may be defined as a pecuniary burden lay upon individuals or property owners to support the Government; a payment exacted by legislative authority. A tax “is not a voluntary payment or nation, but an enforced contribution, exacted pursuant (accordance) to legislative authority.” In simple words, tax is nothing but money that people have to pay to the Government, which is used to provide public services.

1.2.1 Taxes are broadly classified into Direct and Indirect Taxes:

- **Direct Taxes:** A direct tax is a kind of charge, which is imposed directly on the taxpayer and paid directly to the Government by the persons (juristic or natural) on whom it is imposed. A direct tax is one that cannot be shifted by the taxpayer to someone else. A significant direct tax imposed in India is income tax.
- **Indirect Taxes:** They are transferable tax from one person to another. The entire burden of tax is on ultimate consumer, but immediate liability to pay tax is on supplier of goods or services.

They are also called consumption-based tax & regressive in nature because they are not burden principle of ability to pay. All consumers including bagger bear the burden of tax.

Indirect taxes are levied on goods or services but not on income or property. From 1st of July 2017 all indirect taxes on goods or services are merged into one unified code called as **GOODS AND SERVICE TAX (GST)**.

1.3 Difference between Direct Tax and Indirect Taxes:

Direct Tax	Indirect Taxes
It is levied on income earned activities conducted.	It is levied on product or services
It is paid, directly by person concerned	It is paid by one person but he recover the same from another person i.e. person who actually bear the tax ultimate consumer
It is paid after the income reaches in the hands of tax payer	It is paid before goods/ service reaches the tax payer
Tax collection is difficult. E.g. Income tax, wealth tax etc.	Tax collection is relatively easier E.g. GST, excise duty, custom duty, sale tax, service tax etc.,

1.4 Features of Indirect Taxes:

- 1. An important source of revenue:** Indirect taxes are a major source of tax revenues for Governments worldwide and continue to grow as more countries move to consumption-oriented tax regimes. In India, indirect taxes contribute more than 50% of the total tax revenues of Central and State Governments.
- 2. Tax on commodities and services:** It is levied on commodities at the time of supply, manufacture or purchase or sale or import/export thereof. Hence, it is also known as commodity taxation. It is also levied on provision of services.
- 3. Shifting of burden:** There is a clear shifting of tax burden in respect of indirect taxes. For example, GST which is paid by the seller of the goods is recovered from the buyer by including the tax in the cost of the commodity.
- 4. No perception of direct pinch:** Since, value of indirect taxes is generally inbuilt in the price of the commodity, most of the time the tax payer pays the same without actually knowing that he is paying tax to the Government. Thus, tax payer does not perceive a direct pinch while paying indirect taxes.
- 5. Inflationary:** Tax imposed on commodities and services causes an all-round price spiral. In other words, indirect taxation directly affects the prices of commodities and services and leads to inflationary trend.
- 6. Wider tax base:** Unlike direct taxes, the indirect taxes have a wide tax base. Majority of the products or services are subject to indirect taxes with low thresholds.
- 7. Promotes social welfare:** High taxes are imposed on the consumption of harmful products (also known as, sin goods) such as alcoholic products, tobacco products etc. This not only checks their consumption but also enables the State to collect substantial.
- 8. Regressive in nature:** Generally, the indirect taxes are regressive in nature. The rich and the poor have to pay the same rate of indirect taxes on certain commodities of mass consumption. This may further increase the income disparities between the rich and the poor.

1.5 Tax Incidence and Indirect Taxes:

When a tax is imposed on some person, it is quite possible that it may be transferred by him to a second person, and this tax may be ultimately borne by this second person or transferred to others by whom it is finally borne.

Thus, the person who originally pays the tax may not be actually bearing its money burden as such.

This problem is, therefore, to determine who bears the tax, ultimately. This is known as incidence of taxation.

The concept of “incidence” of taxation has been variously described by different economists. Dalton, for instance, considers incidence as the direct money burden of tax on the person who ultimately pays it. Incidence, thus, rests on the person who cannot shift the money burden of the tax to any other person.

For example, when a sales tax is imposed on Bata shoes, but the company’s shop recovers it from the buyers, so the incidence of this tax lies on the buyers since they ultimately bear its money burden.

A tax incidence is an economic term for the division of a tax burden between buyers and sellers. Tax incidence is related to the price elasticity of supply and demand. When supply is more elastic than demand, the tax burden falls on the buyers. If demand is more elastic than supply, producers will bear the cost of the tax.

1.5.1 Types of Indirect Taxes:

1. **Service Tax:** Service tax is a tax which is levied on the service provided by entity. If an entity is providing any service, they are required to levy service tax on the same. This service is collected from the recipient of service and deposited with the central Government. Small service providers with an income of less than INR 10 lakh per annum are exempted from paying this tax.
2. **Excise Duty:** Excise duty is an indirect tax levied on those goods which are manufactured in India. The taxable event in this case is manufacture and the liability of central excise duty arises as soon as the goods are manufactured. It is a tax on manufacturing which is paid by the manufacturer who passes its incidence on to other customers and recovers the same from them. This indirect tax in India is levied by the Central Government and works according to the provisions of the Central Excise Act, 1944.
3. **VAT:** Vat stands for Value Added Tax and is levied on the sale of movable goods in India. VAT is a multipoint destination-based system of taxation with tax being levied on value addition at each stage of transaction in the production / distribution chain. The term value addition implies the increase in value of goods and services at each stage of production or transfer of goods. VAT is a tax on the final consumption of goods or services and is ultimately borne by the consumer.
4. **Customs Duty:** Customs duty is a type of indirect tax which is levied on goods which are imported into India. In some cases, it is also levied when the goods are exported from India. The Customs Act, 1962 provides regulations on the levy and collection of this duty, import and export procedures, penalties, prohibitions, and offence.
5. **Securities Transaction Tax (STT):** This indirect tax is imposed when stocks are sold or purchased through any Indian stock exchange. STT was introduced in 2004 and is applicable to shares, mutual funds, and future and options transactions. STT was imposed to reduce the short-term capital gains tax and eliminate long-term capital gains tax.
6. **Stamp Duty:** This is an indirect tax charged by state governments on the transfer of immovable property within their jurisdiction. In addition, stamp duty is mandatory on all types of legal documents. Its rates vary from one state to another.

7. **Entertainment Tax:** The state governments charge such tax on every transaction related to entertainment. Some examples are movie tickets, video game arcades, stage shows, exhibitions, amusement parks, and sports-related activities. Apart from the above-mentioned indirect taxes there are several other indirect taxes in India as well as like Luxury Tax, Sales Tax, Octroi etc.
8. **Luxury Tax:** A luxury tax is an ad valorem tax placed on products or services that are deemed to be non-essential or unneeded. The luxury tax is an indirect tax in that the tax increases the price of the good or service, a price inflationary burden which is only incurred by the end consumer who purchases or uses the product.
9. **Sales Tax:** A sales tax is a consumption tax imposed by the government on the sale of goods and services. A conventional sales tax is levied at the point of sale, collected by the retailer, and passed on to the government.

1.6 OVERVIEW OF GST AND MODEL GST LAW (CGST & SGST):

GST is an Indirect Tax which has replaced many Indirect Taxes in India. The Goods and Service Tax Act was passed in the Parliament on 29th March 2017. The Act came into effect on 1st July 2017; Goods & Services Tax Law in India is a comprehensive, multi-stage, destination-based tax that is levied on every value addition.

In simple words, Goods and Service Tax (GST) is an indirect tax levied on the supply of goods and services. This law has replaced many indirect tax laws that previously existed in India. GST is one indirect tax for the entire country.

It is a destination-based tax on consumption of goods and services. It is proposed to be levied at all stages right from manufacture up to final consumption with credit of taxes paid at previous stages available as set off. In a nutshell, only value addition will be taxed and burden of tax is to be borne by the final consumer.

1.6.1 Advantages of GST

- a. Removing Cascading tax effect
- b. Higher threshold for registration
- c. Composition scheme for small business
- d. Online simpler procedure under GST

1.6.2 Benefits of GST

1. **Creation of unified national market:** GST aims to make India a common market with common tax rates and procedures and remove the economic barriers thus paving the way for an integrated economy at the national level.
2. **Mitigation of ill effects of cascading:** By subsuming most of the Central and State taxes into a single tax and by allowing a set-off of prior-stage taxes for the transactions across the entire value chain, it would mitigate the ill effects of cascading, improve competitiveness and improve liquidity of the businesses. Eradication of "tax on tax" & allows cross utilization of input tax credits by making the entire supply chain tax neutral- benefit to industry sector.
3. **Elimination of multiple taxes and double taxation:** GST will subsume majority of existing indirect tax levies both at Central and State level into one tax i.e., GST which will be leviable goods and services. This will make doing business easier and will also tackle

the highly disputed issues relating to double taxation of a transaction as both goods and services.

4. **Boost to 'Make in India' initiative:** GST will give a major boost to the 'Make in India' initiative of the Government of India by making goods and services produced in India competitive in the national as well as international market.
5. **Buoyancy to the Government Revenue:** GST is expected to bring buoyancy to the Government Revenue by widening the tax base and improving the taxpayer compliance.

1.6.2.1 Benefits of GST from Different Prospects

➤ For overall business sector:

1. **Easy in compliance process:** As its technology driven. There will be simplified & automated procedure for various processes, such as registration, returns, tax payment etc.
2. **Speedy decisions:** As reduced human interface between the tax payer and tax administration through a common portal GSTN.
3. **More transparency & accountability:** Online electronic verification, matching of input tax credit across India will lead to encourage culture of compliance.
4. **Harmonized laws, procedures & rates of tax:** This will make compliance easier & simple also lead to greater certainty to taxation system.
5. **Reduced compliance cost:** Removal of multiple taxation of same transaction will alleviate the need for multiple record keeping for variety of taxes, thus lesser manpower in maintaining records.

➤ For the Consumer:

1. Single & transparent tax proportionate to the value of goods & services under there would be only one tax from manufacturers to the consumer & thus lead to transparency of taxes paid to final consumer.
2. Relief in overall tax burden as result of better control mechanism & prevention of this will reduce tax on most of commodities & ultimately lead to reduced prices leakages which will benefit the consumer.

➤ For Central & State Government

1. **Higher revenue efficiency:** By widening tax base & improved taxpayer compliance it will reduce cost of collection of tax revenues of the government.
2. **Simple and easy administration:** As multiple indirect taxes at the Central and State levels are being replaced by GST. Backed with a robust end-to-end IT system, it would be simpler & administer than the current indirect tax law.
3. **Better control mechanism:** As a result of better compliance through robust IT infrastructure, and an in-built mechanism in design of GST that would incentivize tax compliance by traders.

1.7 Evolution of GST in India:

The idea of a Goods and Services Tax (GST) for India was first proposed sixteen years back, during the Prime Minister of Shri Atal Bihari Vajpayee. Thereafter, on 28th February, 2006, the then Union Finance Minister in his Budget for 2006-07 proposed that GST would be introduced from 1st April, 2010. The Empowered Committee of State Finance Ministers (EC), which had formulated the design of State VAT was requested to come up with a roadmap and structure for the GST. Joint Working Groups of officials having representatives of the States as well as the

Centre were set up to examine various aspects of the GST and draw up reports specifically on exemptions and thresholds, taxation of services and taxation of inter-State supplies. Based on discussions within and between it and the Central Government, the EC released its First Discussion Paper (FDP) on GST in November, 2009. The FDP spelled out the features of the proposed GST and has formed the basis for the present GST laws and rules.

In March 2011, Constitution (115th Amendment) Bill, 2011 was introduced in the Lok Sabha to enable levy of GST. However, due to lack of political consensus, the Bill lapsed after the dissolution of 15th Lok Sabha in August 2013.

On 19th December, 2014, The Constitution (122nd Amendment) Bill 2014 was introduced in the Lok Sabha and was passed by Lok Sabha in May 2015. The Bill was taken up in Rajya Sabha and was referred to the Joint Committee of the Rajya Sabha and the Lok Sabha on 14th May, 2015. The Select Committee submitted its report on 22nd July, 2015. Thereafter, the Constitutional Amendment Bill was moved on 1st August 2016 based on political consensus. The Bill was passed by the Rajya Sabha on 3rd August 2016 and by the Lok Sabha on 8th August 2016. After ratification by required number of State legislatures and assent of the President, the Constitutional amendment was notified as Constitution (101st Amendment) Act 2016 on 8th September, 2016. The Constitutional amendment paved way for introduction of Goods and Services Tax in India.

After GST Council approved the Central Goods and Services Tax Bill 2017 (The CGST Bill), the Integrated Goods and Services Tax Bill 2017 (The IGST Bill), the Union Territory Goods and Services Tax Bill 2017 (The UTGST Bill), the Goods and Services Tax (Compensation to the States) Bill 2017 (The Compensation Bill), these Bills were passed by the Lok Sabha on 29th March, 2017. The Rajya Sabha passed these Bills on 6th April, 2017 and were then enacted as Acts on 12th April, 2017. T 2015. 6 on 08.09.2016

Thereafter, State Legislatures of different States have passed respective State Goods and Services Tax Bills. After the enactment of various GST laws, GST was launched with effect from 1st July 2017 by Shri Narendra Modi, Hon'ble Prime Minister of India in the presence of Shri Pranab Mukherjee, the then President of India in a mid-night function at the Central Hall of Parliament of India.

EXISTING TAXES ARE SUBSUMED UNDER GST / THE GST WOULD REPLACE THE FOLLOWING TAXES:

1.7.1 Taxes currently levied and collected by the Centre:

- **Central Excise duty:**

1. Duties of Excise (Medicinal and Toilet Preparations)
2. Additional Duties of Excise (Goods of Special Importance)
3. Additional Duties of Excise (Textiles and Textile Products)
4. Additional Duties of Customs (commonly known as CVD)
5. Special Additional Duty of Customs (SAD)
6. Service Tax
7. Central Surcharges and Ceases so far as they relate to supply of goods and services

- **State taxes that would be subsumed under the GST are:**

1. State VAT

2. Central Sales Tax
3. Luxury Tax
4. Entry Tax (all forms)
5. Entertainment and Amusement Tax (except when levied by the local bodies)
6. Taxes on advertisement
7. Purchase Tax
8. Taxes on lotteries, betting and gambling
9. State Surcharges and Ceases so far as they relate to supply of goods and services

1.8 Concept of Destination Based and Consumption based Tax:

The tax would accrue to the taxing authority which has jurisdiction over the place of consumption which is also termed as place of supply.

For Example: Consider goods manufactured in Maharashtra and are sold to the final consumer in Karnataka. Since Goods & Service Tax is levied at the point of consumption, in this case, Karnataka, the entire tax revenue will go to Karnataka and not Maharashtra.

➤ **Destination Based Taxation:**

Destination Based Taxation as the name suggests is the taxation based on destination or consumption of the goods or services. This principle seeks to tax the goods and services on simple theory that the goods or services should be taxed at the stage where their consumption takes place rather than the point where their origin takes place i.e. production and the entire revenue relating to the goods or services should accrue in the jurisdiction where they are being ultimately consumed.

For Example, If A in Gujarat produces the goods and sells the goods to B in Karnataka, then in such case the tax should be levied and collected and should accrue on the goods in the State of Karnataka and not in the State of Gujarat. The revenue in the case of destination-based taxation belongs to the place, where the goods are finally consumed and not to the state where the goods are produced.

➤ **Origin Based Taxation:**

Origin Based Taxation as the name suggests is the taxation based on origin or source where the goods and services are produced. This principle seeks to tax the goods and services on the basis of the principle that the goods and services should be taxed at the stage where their production or origination takes place rather than where their consumption takes place. Therefore, in case of origin-based taxation, the revenue accrues to the jurisdiction where goods and services are produced.

For Example, If A in Gujarat produces the goods and sells the goods to B in Karnataka, then in such case the tax should be levied and collected in the State of Gujarat and not in the State of Karnataka. The revenue in the case of origin-based taxation should accrue to the place, where the goods or services are produced and not to the State where they are consumed.

➤ **A Mix of Origin Based and Destination Based Taxation:**

GST is a consumption-based tax. This implies that all SGST collected will ordinarily accrue to the State where the consumer of the goods or services sold resides. On the other side, revenue from proposed levy of Additional tax on inter-state supply of goods @ 1% will be assigned to States from where supply originates (exporting state). For this purpose, Point of Origin Rules

are also proposed to be framed. Hence, it will make GST law partly origin based and partly destination based.

1.9 Dual Levy / Dual Model of GST:

The Goods and Services Tax (GST) is a comprehensive value added tax (VAT) on the supply of goods or services. France was the first country to introduce this value added tax system in 1954 devised by a public servant. In India, due to non-consensus between central and state government, the proposal is to introduce a Dual GST regime i.e. Central and State GST.

Dual GST: Many countries in the world have a single unified GST system i.e. a single tax applicable throughout the country. However, in federal countries like Brazil and Canada, a dual GST system is prevalent whereby GST is levied by both the federal and state or provincial governments. In India, a dual GST is proposed whereby a Central Goods and Services Tax (CGST) and a State Goods and Services Tax (SGST) will be levied on the taxable value of every transaction of supply of goods and services.

1.9.1 Types of GST:

1. **Central Goods and Services Tax (CGST):** CGST is a Central Goods and services tax. It is applicable on suppliers dealing within the state. Taxes which are collected will be shared with the central authority body.
2. **State Goods and Services Tax (SGST):** SGST is a state Goods and services tax. It is applicable to suppliers who dealing within the state. Taxes which are collected will be shared to state authority body. **OR Union Territory Goods and Services Tax (UTGST):** If the transaction is related to any union territory (Andaman and Nikobaar Island, Lakshadweep, Dadra and Nagar Haveli, Daman and Diu and Chandigarh)
3. **Integrated Goods and Services Tax (IGST):** IGST stands for an Integrated Goods and services tax. It is applicable to suppliers who dealing interstate business and import transaction. Taxes which are collected will be shared to central and state authority body.

1.9.2 Benefits of Dual GST:

The Dual GST is expected to be a simple and transparent tax with one or two CGST and SGST rates. The dual GST is expected to result in:

1. Reduction in the number of taxes at the Central and State level.
2. Decrease in effective tax rate for many goods.
3. Removal of the current cascading effect of taxes.
4. Reduction of transaction costs of the taxpayers through simplified tax compliance.
5. Increased tax collections due to wider tax base and better compliance.

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ISBN: 978-81-949278-4-6

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9. Goods and Services Tax-Sanjeet Sharma and Shaileja Anand
10. Goods and Services Tax (GST)- CA Anup Modi & C A Mahesh Gupta

CORPORATE INCOME RETENTION AND FIRM PERFORMANCE: A LITERATURE SURVEY

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ABSTRACT:

The distribution of dividends by the firm to its shareholders is very distinct when it is viewed from the vantage point of the company life cycle. Firms in the earlier stages have a higher chance to pay dividends compared with decline stage firms. The managers of any given firm face the problem with financial decision making which aims at maximization of firm value and also the decision about appropriation of net income after taxes between dividend issuance and retained earnings can have a significant influence on the firm value. The managers of any firm is ripped between payment of dividends to shareholders at large, small or zero percentage of earnings or to retain them for future investment opportunities. The present paper aims at providing the reader a comprehensive understanding of retained earnings and underlying theories like pecking order theory, trade-off theory, free flows of cash and also to present empirical works upon retained earnings, various factors that affect retained earnings. The results of the study have shown retained earnings, profitability, leverage have an impact on firm performance surprisingly in few studies results found to be mixed and also found that cash dividend per share and income retention have weak association in some studies.

Key words: Retained earnings, pecking order theory, firm value, trade-off theory, leverage.

INTRODUCTION:

Financial management is majorly concerned with acquisition and effective management of assets of business in order to achieve the financial motives of firm like wealth maximization of shareholders. The financial manager focus upon acquiring funds that is essential required to meet the business obligations and also to invest those funds in advantageous ventures that results in maximization of shareholders wealth also yielding positive returns to the business concern. The major focus of financial management is efficient and judicious usage of resources which helps in attainment of firm objectives.

Financial manager has to focus upon three broad areas of financial management like a) Investment decisions b) Financing decisions and C) Dividend decisions.

Investment decisions determines how scarce resources in terms of funds available to employ in profitable ventures, investment in fixed assets requires supporting investments related to working capital in terms of inventory, receivables, cash etc. Investment decisions should aim at investments in assets only when they expected to generate greater returns than a minimum acceptable return which is known as hurdle rate, Investment decisions relates to the heedful selection of viable and profitable investment proposals, allocation of funds to the investment proposal with an view to acquire net present value of future earnings of the firm and also to maximize the value of firm.

Financing decisions concerned with cost of raising finance, identification of financial instruments, risk hedging and obligations to be fulfilled by the firms and the important principle to be considered with respect to financing decisions includes long term assets are financed with long term debt and short term assets are financed by short term debts and financial manager has

to identify cost of funds, various sources of financing, determining capital structure, impact of taxation, earnings per share to the equity shareholders, financial strain on business firm.

Dividend decisions are concerned with the determination of quantum of profits to distributed to owners and also frequency of dividend payments the dividend decisions of any firm can be viewed from two outlooks i.e the amount of earnings to be distributed and to view the influence upon stock prices and b) the amount of profits to be retained for financing future investment opportunities and ultimately to improve the performance of firm.

The distribution of dividend and retention of profits will have a significant impact on the firms wealth. The firms should retain the profits in the form of reserves and surplus for future financing activities in terms of growth and expansion concerns. The conservative dividend policy of the firms may have adverse impact upon the share prices of firms in market place hence optimum dividend issuance policy results in maximization of shareholders wealth.

Firm needs constant funds to meet their business obligations the requirement of funds can be met with internal sources and external sources of finance and the sources of financing have an impact on the overall performance of firm. The external sources of finance includes debt and equity finance such as borrowing loans from banks and financial institutions, public deposits, issuing equity etc. the cost incurred on external financing is high which includes payment of loan sums, redemption of redeemable debentures, shares , floatation costs.

With the due consideration of above aspects the researcher intends to conduct a literature survey upon retained profits and also to highlight the importance of retained earnings as an internal source of financing. Internal financing is considered to be less expensive for firm. Net income retained in the business firm can be used to acquire additional earning assets results in increased income in future period.

THEORETICAL REVIEWS:

1) Pecking order theory:

Pecking order theory of Myers (1984) hypothesize that firms should finance first with retained earnings, then safe debt and risky debts and at last equity as last option. Pecking order theory represents the cost of asymmetric information. It proposes internal finance to be used first when it is exhausted, then debt is used and when it is no longer available , equity finance can be used.

2) Agency cost theory and free cash flow theories:

The agency cost theory and free cash flow cost theories propose that there exists conflicts between managers and firm owners. Shareholders incurs agency cost related to monitoring managers behaviors also speaks about payment of dividends may leads to reduction of discretionary funds available to managers and hence line up with interests and alleviate the problems between managers and shareholders. According to MM theory of perfect capital market it assumed that there is no conflicts exists between shareholders and managers but in real world the assumption misfits.

3) Trade-off theory:

The trade-off model of Myers (1984) claims that firms should set the target level of retention by weighing the marginal costs and benefits of holding cash. The major advantages of holding cash includes financial distress since these holdings act as buffer between retained earnings and investment opportunities and results in minimization of external financing costs.

Al-Najjar (2013) opines that firms may lose the fortuity to invest in profit-making projects and may even impeditment their profitable ventures to retain cash, if they hold large reserves.

According to Ferreira and **vilela (2004)** speaks about the trade-off theory, several firm characteristics bring around cash holding decisions of firms. These firm characteristics include firm size, cash flows, leverage, payment of dividends and availability of cash.

Opler et al (1999) in their research work they found that firms have an optimum cash holding levels and support trade-off hypothesis in which firms strike the balance between costs and benefits of cash holdings to find optimum balance and findings of the study had shown that firms often hold cash levels that are higher than predictions of trade-off theory.

EMPIRICAL LITERATURE REVIEW ON RETAINED EARNINGS:

Ravi Thirumalaisamy (2020) the aim of the study was to examine the investment efficiency of corporate retained earnings the author opines that if retained earnings are invested in positive net present value projects that results in enhancement of shareholder value in long run. The study considers a sample of 27 high growth firms, profitable Indian firms and traced their retained earnings from the period 2002 to 2016. Simple and multiple regression analysis were executed at three levels it was performed to test association between ratios which is used to describe the financial performance of the companies ROE is found to be more significant ratio, the capital expenditure to revenue and debt ratio to market value are found to be significant at 5% level of significance very low impact on the return on shareholder enrichment R^2 explains only 39% variation in return on shareholder investment. The results of the study revealed that firms were put retained earnings as ineffective use by select firms and earnings measures the wealth of shareholders but not the health of shareholders.

Dr. P. Jayasubramanian and Ms.Kannammal (2019) had conducted a study to identify the effect of retained earnings on stock returns of automobile sector listed in Bombay stock exchange the study considers three major variables like dividend per share, stock prices and capital gain/loss yields and its relationship with income retention and the other three variables represent stock returns, the study used spearman correlation and linear regression analysis. The study revealed that very weak and insignificant relationship between variables like cash dividend and capital gain/loss yield found to be moderately positive and significant relationship between income retention and stock prices.

Akinkoye Ebenezer et.al (2018) the objective of the study was to examine the effects of retained earnings on market value of listed firms controlling of earnings per share, dividend payout and financial leverage in context of Nigerian stock market. A sample of 75 non-financial firms listed in NSE index during the period 2003 to 2014 .The annual data of those 75 firms were collected they considered variables like Net asset value, price to book value, dividend yield and also authors considered earning components like undistributed profits, earning ratio, earning per share, dividend per share and other variables like size, age of firm were considered. The data was analyzed with the help of ordinary least square techniques, E-view 9 statistical software was used and the other descriptive statistics were used. Results of the study revealed that coefficient of Tobin-Q was strong, $P=0.01, 0.05$ this study established positive relationship between retained earnings and the market value.

Jeffrey Royer (2017) the aim of the study was to explore the advantages of equity capital projects based on retained earnings from funding sources may provide cooperatives and their patrons that differs from traditional equity finance. The analysis was based on model used to examine financier benefits from cooperative and distribution of cash benefits. The findings of the study revealed that retained earnings will provide greatest net present value for any particular set of parameter values.

Bassey Eyo Bassey, Godwin onyam Edom (2016) the objective of the study was to evaluate the importance of retained earnings as an alternative source of financing activities of firms. the study was based on ex-post facto research design and sample of Niger mills limited, calabar from the year 2001 to 2010 researcher employed co-relation coefficient and t-test for hypothesis testing ,calculated r value of 0.696 at 0.05 level of significance and 8 degree of freedom is greater than table value of 0.186 , null hypothesis is rejected and alternative hypothesis is accepted the study concludes that there is a significant relationship exists between retained profits and future earnings of the Niger mills limited. The study had revealed that firms should retain profits rather than paying dividends to the shareholders.

Falak Javed and Faiza Maqbool Shah (2015) the study tries to identify the effect of retained earnings on stock returns of food and personal care good industry listed at Karachi stock exchange the study considers the three variables of stock returns i.e capital gains/loss, stock prices, dividend per share and identify the relationship with retained earnings, the descriptive statistics of the dependent variable cash dividend per share and the average cash dividend per share is Rs.38.59, the highest and lowest value of dividend per share was Rs.163 , the skewness of cash dividend per share in statistic was .944 and std error was .365, skewness in statistics was 1.568 and std error was .374 there is a very high difference of stock prices among companies in food and personal care industries. The last dependent variable is capital gain /loss yield skewness statistics is 1.491 and standard error was.378 it clearly indicates that firms suffers from losses. The study concludes that retained earnings have weak and insignificant relationship with stock returns.

Fatima Ruhani and Md Aminul Islam (2014) the paper reviews the various research works on determinants of stock price and they considered three major determinants like dividend, retained earnings, earnings per share. The results of the study revealed that contents of dividend, information asymmetry, signaling theory, dividend clientele effect and dividend yield have found to be more significant impact on market prices of stock.

Asma Rafique Chughtai , Aamir Azeem et.al (2014) had conducted a study to develop the relationship between select companies with specific factors and stock prices of companies listed at Karachi stock exchange, the researcher considers factors such as dividend per share, capital employed, retained earnings, earning per share, the results of the study revealed that capital employed and retained earnings are statistically insignificant with stock prices and they suggested that companies should focus upon dividend per share and earning per share to get desired finance and for the welfare of economy.

Leif Atle Beisland (2014) the author has examined the statistical association between stock returns and income statement information he opines that retained earnings have a significant impact on the market prices of the shares.

Tirmizi and Ahmed (2013) in their studies they found that firms can enhance their shareholders value by efficiently utilization of retained earnings when the firms does not have any investment opportunities they should not go with retained earnings studies have revealed that shareholders enrichment is not secure by large volume of retained profits but it can be done through effective utilization of retained earnings.

Hardiningsih and oktaviani (2012) have opined that high growth firms utilize more internally generated funds for financing the growth Jensen(1976) highlights that the firms with higher growth potential would reduces dependency on debt as, creditors would normally prefer high returns on their investments when firms plans to employ their financial resources in risky investment proposals.

Ramesh Jnagili and Sharad kumar (2011) in his research work empirically examined the determinants of private corporate sector savings in Indian firms results of panel regression model had shown tax rates, cost of borrowings, depreciation and inventory to sales are negatively associated with retained earnings while profit after taxes, external sources of fund , interest rates, value of production have positive association. It has been found that corporate tax rates, external fund availability, cost of borrowings and inventory to sales ratio are found to be significant determinants of larger firms while corporate taxes and value of production found to be significant in smaller firms.

Inessa Love,(2011) had examined corporate saving pattern of industrial companies in Egypt . They focused on two measures like financial savings and physical savings. Employment of retained earnings in physical assets like plant, equipment etc is considered as physical savings whereas investments made upon financial assets like cash holdings, marketable securities are considered as financial savings. Regression results of the study had revealed association between variables and financial savings exhibit more volatility, with respect to level of debt there is no significant relationship exist between debt and financial savings . No effects of financial cash flows on financial savings are found. Firm growth rate, rate of sale growth does not shown any relationship between internal savings in physical assets, effect of interest rate and net income are positive and significant.

Khan (2009) had found that impact of earnings distributed is more significant than retained earnings he concludes his study with distribution of earnings have greater impact on firm performance.

Kaushik (2007) have examined that domestic and multinational companies have different attitude towards profit earmarking. Author had found that multinational companies are not much concerned about industrial growth while domestic firms are highly concerned about industrial growth of parent companies. Retention ratio is found to be higher in case of domestic companies than multinational companies and retained earnings contributes more in asset restructuring of multinational companies in contrast with domestic companies. The practice of managing retained earnings in domestic and multinational companies differ. Thus findings of the study revealed that domestic and multinational companies in India manage their retained earnings and also their perception differs in retention.

Mahakud (2005) had analyzed the trends of retention and determinants of retained earnings researcher has carried out his work upon public, private and foreign companies in India and also he studied the determinants of retained earnings with the help of panel data related to 500 companies listed in S&P CNX 500 Index. Results of the study revealed that retained earnings in India has not increased much and remained at low level during the period of his study Profit after tax, availability of external funds, dividend policy, cost of borrowing, investment opportunities and share holding patterns are found to be major determinants of retained earnings.

Brigham and Houston (2004) have found that firms with captivating investment opportunities will avoid share issues the results of the study were conflicting between dividend distribution and income retention in terms of providing returns to shareholders remains vague in general shareholders generally believe in firm's performance when they determine to choose the stock for investment.

DISCUSSION:

Corporate finance is considered as important and responsible for sourcing capital in form of equity or debt finance, when a firm generates a profit, management can payout the earnings to

the share holders as a cash dividends or to retain in business as an internal source of funds to expand the business or to invest those funds in potential growth projects and also those funds can be employed in acquiring assets, to increase the inventory level, research and development activities and also used in future growth of the company.

Growth of firms in India is majorly financed by retained earnings because there were no transaction and bankruptcy costs associated with retained profits and it is considered as important source of internal finance. If there is a potential growth opportunities for a firm then for such firm's demands for internally generated funds is higher. Growth of firm's is a major driving force that makes corporate firms to focus on income retention. Both internal and external funds found to be very important in long term financing of business. The corporate investments in India are highly responsive to internally generated funds rather than external funds. In finance literature earnings and dividends plays a pivotal role in finance and accounting research. However, the area of significant effect of retained earnings on different factors dividend per share, capital gains, growth, cost of borrowings, tax rates, cash flows were found to be key determinants that have a significant impact upon firm performance and also it is found that very few studies had carried on stock returns and still the topic remained subject to debate. The amount of retained earnings has gaining significant importance to shareholders and investors because it is considered as important method to determine the potency of management to enhance the market value of firms.

SUGGESTIONS:

Still the topic remains untapped and open to the question due to its implications on stock market prices and impact upon dividend payouts to the shareholders very few studies have taken up for determining stock returns and few literary works have shown impact of retained earnings on capital gains, dividend payout policies, capital gain/loss etc from the existing literature survey researcher had found that retained earnings contribute more towards firm growth.

CONCLUSION:

It is very much captivating to view some of the reviews on corporate earnings retention of firms and maintenance of savings, and also the major factors affecting retained earnings from the literature survey it was found that growth rate had a significant impact on income retention and still it remain as an open question while selection of alternative sources of finance available for investments in profitable ventures. The firm with higher potentials will retain the earnings while the firms with low growth opportunities and expansion activities prefer to distribute earnings in the form of dividends. The level of income retention influences growth rate of firms. Retained earnings reflects the ability of long term profitability, Income retention have a significant impact on the likelihood of dividend payout policies compared with the profitability, growth opportunities and firm size. A company's life cycle has not clearly glimpse in developing countries in few research studies it was found that company ROA, size variable has a positive and strong impact on dividend change and also leverage and average growth rate had no significant impact upon dividend change. Still there is a scope to examine the impact of retained earnings on stock performance in the market, the existing literature supports the key determinants that affects retained earnings and in many studies growth is found to be a significant and strong determinant. The study found that relationship between income retention and cash dividend per share is found to be weak in some cases.

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EMPLOYEE TURNOVER: A CASE OF IRON AND STEEL MANUFACTURING UNIT OF A PRIVATE SECTOR

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ABSTRACT

Employee turnover affects operational efficiency of all size of the organizations. Managing of employee turnover requires effective implementation of HR policies and practices like recruitment and selection policy, compensation policy, training and development practices, performance appraisal policy, conflict management, employee engagement, employee satisfaction, career growth and opportunities, etc. 52 employees of iron and steel manufacturing unit of private sector were chosen following convenience sampling technique and survey method was used to collect the primary data by administering a structured questionnaire with five point likert rating scale. The present study identifies influence of the organizational variables – employee pay, benefits and incentives, career development, work environment, supervisor support and job satisfaction, on employee turnover. Percentage method was used to analyze the data and data was put in table form.

It was found and concluded that organization factors like pay scale, benefits and incentives, work environment, supervisor support etc. have negative influence on job satisfaction which will result into employee turnover. It was suggested that the organizations should introduce effective retention strategies that are capable of meeting employee expectations and needs.

Keywords: Employee turnover, operational efficiency, job satisfaction, questionnaire, HR policies

1. INTRODUCTION

KPMG Annual Compensation Trends Survey India 2017 says that better pay elsewhere (28.1%), better career opportunity (23.4%), and personal reasons (19.6%) are the top reasons for employee attrition rate in India. Employee turnover refers to the number or percentage of employees who quit an organization and are replaced by new employees. Employee turnover has cost implications on the organization. Calculation of employee turnover helps the organization to control the cost implications and identify the reasons for employee turnover. This in turn helps the organization to determine the budget for HR maintenance. Labors leave the organization for various factors like pay dissatisfaction, absence of incentives, work environment, superior support, peers support team members support etc. employee turnover can be voluntary or involuntary. 1. Voluntary turnover - where employees decide to quit the present job 2. Involuntary - organization forces the employees to quit the job due to unacceptable job performance. Both types of turnover create a cost for the organization.

Generally, **employee turnover** is the loss of talent in the workforce over time due to employee departure, including resignations, layoffs, terminations, retirements, location transfers, or even deaths. Employee turnover may be calculated quarterly or annually. The study of employee turnover in terms of which employees are leaving the organization, when they are leaving, and why they are leaving the organizations will help the organizations to formulate the strategies for retaining the employees by employee exit survey. The attrition rate differs from sector to sector

and organization to organization based on industry factors and organizational factors like the job opportunities, compensation package, sector growth rate, company management style, etc.,

REASONS FOR EMPLOYEE TURNOVER

- Rude behaviour of peers and superiors.
- Work-life imbalance.
- Poor pay.
- Poor employee management.
- Mismatch between the job expectations.
- Employee misalignment.
- Coaching and feedback are lacking.
- Organizational instability.
- No Growth opportunities.

EFFECTS OF EMPLOYEE TURNOVER ON ORGANISATION

- Reduced organizational efficiency.
- Replacement of qualified staff.
- Increased cost of employee attraction, training and development.

CONSEQUENCES OF EMPLOYEE TURNOVER:

- High rate of employee turnover leads to poor organizational productivity.
- Organization will be deprived from having competitive edge over its competitors.
- Repetitive HR functions like recruitment and selection, training and development, employee engagement activities, etc.

2. LITERATURE REVIEW:

- a) Jones (2010)** the study finds out the employee turnover in the construction professionals with descriptive research approach. The required data was collected via online survey with the size of 320 and the responses received were 117. Hypothesis testing was used to test the data related to factors like quality, performance, responsibility, advancement and growth. It was found that lack of employee career growth opportunities employees left the organization. The study concludes that the organization should focus on career advancement programs for its employees.
- b) Iqbal (2010)** descriptive research design was applied. Data was collected through online survey with 13,376 respondents. SPSS was used to measure the variables - personal factors and employee attitudes, performance evaluation and input, lack of personal and professional development. The study concludes that employee retention requires a good recruitment practice.
- c) Biru (2013)** the study examines the repatriated employee's turnover intentions among the Indian IT professionals. Exploratory research approach applied with the sample of 375. Responses were 295. Five point likert rating scale was used to measure the data through SPSS 17.0. The variables tested in the study were job satisfaction, organization

commitment, and personal factors. It was found that there was no cordial employee-employer relationship. Concludes that to achieve organizational goals good employee-employer relationship is must.

- d) **S. Sethunga and I. Perera (2018)** the study was conducted using qualitative method through online survey. The respondents were software professional from Sri Lankan Software organizations. The study attempts to find an effective reward type that can reduce the employee turnover in IT organizations. Pearson correlation and Linear Regression was used for data analysis. The current study shows that monetary rewards, non-monetary rewards and reward frequency were negatively correlated with employee turnover. Further the study examines that long term monetary rewards are essential for employee retention.
- e) **Macko (2012)** the study assesses the relationship between employee engagement and employee turnover in a largest retail store in the United Kingdom. Questionnaire was administered to collect the primary data. Questionnaire was distributed to the sample of 85. Responses received from 64 respondents. Variables like supervisor relation and work environment, team building were studied. The study concludes that good employer-employee cooperation is must to attain organizational goals.
- f) **Nyaga (2015)** study evaluates the relationship between employee turnover and organizational efficiency. Descriptive research design was applied to collect the required data. The sample of 420 respondents from various levels of management were chosen through a stratified random sampling technique constituting 30 respondents from top level, 70 from middle level, and 320 from low level management. Data analysis was done quantitatively and qualitatively. A safe and healthy work environment, organization structure, latest office facilities and equipments, proper employee communication, employee reward program were the major causes of employee turnover that impacted negatively on organization.

3. RESEARCH METHODOLOGY:

Descriptive type of research was adopted with the sample size of 52. Convenience sampling method was applied to select sample units. The sample size constitutes employees from various departments of the organization and from all the levels of management. Primary data and secondary data of sources were used. Primary data was collected through administering a self structured questionnaire with five point likert rating scale. Personally employees were met to collect the survey data. Variables identified for the study are Remuneration, Benefits and Incentives, Work environment, Supervisor support, Career growth and Job satisfaction. Percentage method was used to analyze the data and data was put in table form.

Objectives:

1. To determine the influence of organization factors on employee turnover.
2. To determine the influence of job satisfaction on employee turnover.

4. ANALYSIS AND INTERPRETATION

Factors		Frequency	Percentage
Gender	Male	52	100
	Female	Nil	Nil
Total		52	100
	20-30	Nil	Nil

Age	31-40	52	100
	40-50	Nil	Nil
	Greater than 50	Nil	Nil
Total		52	100
Marital status	Married	52	100
	Single	Nil	Nil
Total		52	100
Nature of Employment	Full Time	52	100
	Part Time	Nil	Nil
Total		52	100
Management Level of Employees	Low	35	67
	Middle	13	25
	Top	4	8
Total		52	100
Experience	Less than one year	Nil	Nil
	One to two years	Nil	Nil
	Two to five years	Nil	Nil
	5 and above	52	100
Total		52	100

Organization Factor Analysis:

Factors		Frequency	Percentage
Department	CPP	12	23
	Pipe Mill	23	44
	DRI	13	25
	Vehicle	4	8
Total		52	100
Remuneration (Salary administration is not fair)	strongly agree	8	15
	agree	34	65
	neutral	0	0
	disagree	10	20
	strongly disagree	0	0
Total		52	100
Remuneration (Not paid enough for the Work)	agree	32	62
	strongly agree	12	23
	unbiased	6	12
	disagree	2	4
	strongly disagree	Nil	Nil
Total		52	100
Remuneration (Not paid enough for the Work)	strongly agree	1	2
	agree	1	2

	unbiased	20	39
	disagree	10	19
	strongly disagree	20	38
Total		52	100
No bonus or incentives provided to employees	strongly agree	29	54
	agree	16	31
	neutral	0	0
	disagree	6	11
	strongly disagree	2	4
Total		52	100
Benefits and Incentives (Not Sufficient)	strongly agree	24	47
	agree	10	19
	neutral	0	0
	disagree	6	12
	strongly disagree	12	23
Total		52	100
No incentives for extra effort /more work done	strongly agree	32	61
	agree	12	23
	unbiased	2	4
	disagree	6	12
	strongly disagree	0	0
Total		52	100
Pay/incentives doesn't match with cost of living	strongly agree	11	21
	agree	32	61
	unbiased	0	0
	disagree	7	14
	strongly disagree	2	4
Total		52	100
Career goals and organizational goals not aligned	strongly agree	9	17
	agree	41	79
	unbiased	2	4
	disagree	Nil	Nil
	strongly disagree	Nil	Nil
Total		52	100
No Career opportunities	strongly agree	2	4
	agree	4	8
	unbiased	26	50
	disagree	8	15
	Strongly disagree	12	23
Total		52	100
Job not secure	strongly agree	2	4
	agree	3	5
	neutral	Nil	Nil
	strongly disagree	4	8
	disagree	43	83

Total		52	100
No support from manager for my career development	strongly agree	8	16
	agree	3	6
	unbiased	7	13
	strongly disagree	12	23
	disagree	22	42
Total		52	100
Lengthy working hours	agree	22	42
	strongly agree	4	8
	unbiased	15	29
	disagree	9	17
	strongly disagree	2	4
Total		52	100
No flexible work schedule	strongly agree	5	10
	agree	21	40
	neutral	16	31
	disagree	10	20
	strongly disagree	Nil	Nil
Total		52	100
Absence of system, rules and procedure	strongly agree	Nil	Nil
	agree	1	2
	neutral	2	4
	disagree	36	69
	strongly disagree	13	25
Total		52	100
Heavy workload	strongly agree	2	4
	agree	2	4
	unbiased	Nil	Nil
	disagree	32	61
	strongly disagree	16	31
Total		52	100
No/absence of safety conditions	strongly agree	14	27
	agree	19	36
	unbiased	3	6
	disagree	13	25
	strongly disagree	3	6
Total		52	100
I am not provided with adequate restrooms, seating place	strongly agree	Nil	Nil
	agree	Nil	Nil
	unbiased	1	2
	disagree	46	88
	strongly disagree	5	10
Total		52	100
No toilets, washrooms	strongly agree	Nil	Nil
	agree	Nil	Nil

	unbiased	Nil	Nil
	disagree	3	6
	strongly disagree	49	94
Total		52	100
My supervisor does not treat employees fairly	strongly agree	4	8
	agree	3	6
	unbiased	2	4
	disagree	39	75
	strongly disagree	4	7
Total		52	100
My supervisor does not consider employees opinion	strongly agree	5	9
	agree	38	73
	unbiased	8	16
	disagree	1	2
	strongly disagree	0	0
Total		52	100
Supervisor is not co-operative and friendly	strongly agree	Nil	Nil
	agree	Nil	Nil
	neutral	4	8
	disagree	21	41
	strongly disagree	27	51
Total		52	100
Supervisor does not guide or mentor me	strongly agree	Nil	Nil
	agree	Nil	Nil
	unbiased	3	6
	disagree	35	67
	strongly disagree	14	27
Total		52	100
Employees do not enjoy the work	strongly agree	17	33
	agree	32	61
	unbiased	3	6
	disagree	Nil	Nil
	strongly disagree	Nil	Nil
Total		52	100
Employee abilities are not recognized	strongly agree	22	42
	agree	29	56
	unbiased	1	2
	disagree	Nil	Nil
	strongly disagree	Nil	Nil
Total		52	100

5. FINDINGS AND SUGGESTIONS:

Total of 52 employees of iron and steel manufacturing unit of a private sector took part in the survey and total of 52 questionnaires were received. The questionnaires contain questions on demographic variables like name, age of the employee, marital status, level, department, gender, experience, nature of employment and questions organizational variables like pay scale,

benefits and incentives, career development, work environment, supervisor support and job satisfaction.

Demographic Analysis:

In the analysis it was observed that widely held of the survey feedback are from male (100%) falling in the age group of 30-40 years (100%). All the respondents are married (100%), all the respondents do full time job (100%). Most of the employees belong to low level management (67%) and majority of the employees belong to Pipe Mill department (44%) and have experience between 5 years and above (100%).

Organization factors Analysis:

The impact of organization aspects on employee turnover is remuneration. Most of the respondents agree that the pay they receive from the company is not enough for the work they do (61%). Most of the employees agree that salary administration is not fair (34%). The other organization factor which affects the employee turnover is benefits and incentives. Majority of the employee strongly agree that the benefits provided by the organization are not sufficient (46%). Most of the feedback survey do approve that there is no incentive for the extra efforts (61%). Most of the employees agree that their career objectives and company objectives are not aligned (79%). Other organization factors that also affect employee turnover are work environment and job satisfaction. Majority of the respondents agree that they have a lengthy working hours (42%) and most of the employees agree that they do not enjoy the work which they do in the company (61%), and the major reason for the employee turnover is absence of safety conditions as respondents agree (36%).

As per the data analysis, the major organization factors which influence the employee turnover is pay of the employees. Employees must be paid fairly for their work and they must be provided with extra benefits and incentives for extra work. Career opportunities should be provided to the employees to grow professionally. Most of the employees are not satisfied with job as the employees have no positive opinion about existing pay scale, supervisor attitude towards subordinates, benefits and incentives. Employees' needs must be fulfilled and organization should create better working conditions for its employees.

CONCLUSION:

As per the data analysis, it shows that major factors that lead to employee turnover are pay, work environment (safety) benefits and incentive plans, job satisfaction, career development, supervisor support to subordinates.

SUGGESTIONS:

Employee retention plays important role in every organization. To retain the employees each organization should concentrate on the pay, work environment, flexible work hours. Organization should recognize the employee efforts and should reward them for their work and they must be encouraged to achieve career growth.

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WORKPLACE SPIRITUALITY AND WORK-LIFE BALANCE: A CRITICAL STUDY

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ABSTRACT

To lead quality life, every individual irrespective of his profession should maintain balance between work life and personal life. These two domains in every one's life are very important as both are interrelated with mutual influence. Coping up with the situations that are encountered in the work life in the covid - 19 scenarios has become more challenging. Every individual has compelled to adopt new normal conditions in the workplace. In the course of delivering the responsibilities in the changed patterns of works in the present covid conditions, there is a possibility of arising role conflict among intra personal behaviors of an individual. In these circumstances, it is very important to attain harmony in life with physical, emotional, and spiritual health. There is a need of spiritual component in both personal & professional life to avoid role conflict. Spirituality at Workplace describes more on employees complete selves at work by finding meaningfulness in their work by connecting themselves with Organization and community rather work just for their survival. These opinions had sown a thought to conduct study on concept of workplace spirituality and Work-life Balance. The present study has been carried out to understand the importance of Work-life Balance in every individual life and how Workplace spirituality can help Individuals to maintain balance in his both work and personal life.

Keywords: Workplace spirituality, Work-life Balance, Quality of life, Covid-19, Spiritual component

INTRODUCTION

The present pandemic condition has forced the working professionals to adapt various patterns of work styles. Drastic changes have been taken place because of long term lock downs, restricted lifestyles both in personal and professional lives. The consequences of these changes have result in negative influence on employee performance, productivity and overall satisfaction. The outbreak of covid 19 pandemic compelled the organizations to obligate their employees to perform work from home by adopting different online modes. Employees working in the sector in which involved in delivering perishable services has faced more challenges. Professionals in the service sector has to maintain face to face communication, in-person dealings in order to satisfy the clients to whom so ever they are obligated to deliver their services. But pandemic restricted their work environment and forced to adopt online platforms to deliver services. In this process professionals of various sectors fell stressful as they were unable to deliver their services to the extent of their customers' satisfaction. To deliver services through digital mode, professionals are required with tech equipment such as Laptops, uninterrupted internet connections, VPN connection, digital platforms which ensure continuity of operations even in the remote conditions. All these are financial constraints that are putting professionals in more stress as everyone is facing cuts in their revenues due to slow down in the economy in pandemic which in turn results in to negative effects in the lives.

Though circumstances are turning in to normal, individual, to some extent are still in distress and loosing quality in life. To come back to normal conditions of mind state and become psychologically, physically and emotionally strong, every individual should learn to maintain balance in work life and personal life. Attaining balance in life is very important to have quality in it. This can be possible when there is proper functioning on the roles, an individual holds by

avoiding conflict among them. Everyone come in to dilemma of how to fulfill all the demands that encounter in both personal and professional domains. He/she should maintain balance in order achieve heights in every aspect of life. These views stimulate an opinion on importance of maintaining work Life Balance. But practically maintaining balance in life is not possible all the time, as we all may undergo emotional or psychological constraints. In this context, spirituality at workplace helps individuals to maintain balance in life. Spirituality has various perspective and some perceive spirituality with religious connotations. Spirituality is not confined to any particular religion but it is all about integrating energies that are part of us to self and society well being (Mitroff 1999). Spirituality interconnects inward (Krishna kumar 2002) and outward worlds of humans and allows to connected and feel passionate at work (Kinjerski 2004) without stressing out. These views make us clear that workplace spirituality can become one of the important factors that helps to maintain balance in life without pressurizing ourselves.

LITERATURE REVIEW

WORK LIFE BALANCE (WLB)

Work life Balance is a part of sociology research which begins around 1950s. In 1954, Caplow (1954) defined Work life balance as work relationship with the determination of individual prestige in the allocation of social privileges (Caplow 1954). Max Weber worded concept as maintaining occupation and prestige according to the social status. According to Rapoport & Rapoport (1965) , work life balance is a structure of inter relationship between work and family. When individuals, irrespective of gender, started prioritized their work over family life, the research towards WLB has gained importance between 1970s and 1980s (Mansour 2009). The WLB concept gained importance in research in academics in 1986.

MEANING

The core meaning of WLB is maintaining stability or steadiness among professional obligations and personal responsibilities without effecting to productivity in both the domains. Maintaining the equilibrium is the main essence of the concept of WLB.

There is no single meaning or definition of WLB as every one of us has different priorities and different lives and it subject to vary over time, often on daily basis. Sometimes the steadiness we adopted in our thoughts and work today may be varied or different for tomorrow's requirements. Demand for the fulfillment of multiple roles in the personal & professional lives is erasing an opportunity to have quality life that he/she really enjoys. These situations created lack of distinction between work and family time. But it is important to maintain distinction to have quality life. In general, Work life Balance can be explained as – ‘ The amount of time you spend doing your job compared with the amount of time you spend with your family and doing thing you enjoy.’ WLB is a comfortable state of equilibrium achieved between employees' primary priorities of their employment position and their private life style. Individuals constantly tied with the job roles for the consistent period of time may suffer stress and burnout and that eventually effects their personal life also. This also results in to decrease in the performance in the job roles.

Kanter (1989) opinioned that work and family life are not considered as separate world as these are overlapped in nature. Gutek et al (1991) perceived WLB as the relationship between hours spent in paid and family work without conflict. Clark (2000) defined as the ‘ satisfaction and smooth operational at work and at home with a minimum role conflict’. Hill et al (2001) defined WLB as ‘ the extent to which an individual can concurrently balance the emotional, behavioral and time demands of both paid work , personal and family responsibilities.’ The definition given by Hill et al (2001) has been supported by Green haus (2002) and he defined WLB as ‘satisfaction and good functioning at work and at home with minimum of role conflict. It means

the extent of an individual is equally engaged and equally satisfied with his or her work and family role

It has been identified from the study conducted by Lowe (2005) that one of the four employees experience high levels of conflict between work and family. Among 60% of employees surveyed, experienced work family conflict, if roles are overloaded. Aycan et al (2007) explained the concept of Life balance from the perspective of family and work . some other researchers define WLB as the relationship between the institutional and cultural times and spaces of work and non work in societies where income is predominantly generated and distributed through labour market (Felstead et al 2002). WLB is all about fulfilling demands satisfactorily in the three basic areas of like namely, Work, Family & Private (White et al 2003)

DETERMINANTS OF WLB

There are many determinants which decides the extent which decides the extent of life balance and it varies from individual to individual. Variation in maintaining the level balance depends on situations that individual passes through and the factors which that individual prioritize. From the literature, it has identified some set of determinants of work life balances as Individual, Social Environment, Work & Organization, and Family. The following table provides important determinants WLB identified in the literature

SNo	RESEARCHER	FOCUS	VARIABLES
1	Caplow (1954)	The research focus on one's occupation positioning according to society's social class system. In addition, the difficulties of married women faced to integrates with family and occupation roles. Linking workfamily domain has perceived as an issue for women but not to men.	Work and family conflict
2	Kanter (1989)	The dominant influence of occupation from occupation's structure and organization affects work-family domain.	Work and family spill-over
3	Kahn et.al. (1964)	Inter-role conflict (work-family) in which the role pressures from work and family domains are mutually incompatible.	Work and family conflict
4	Rapoport and Rapoport (1965)	Family and individual behaviours affected by work domain. Family structure, organisation, and functioning depended entirely organisation and work domain.	Work and family spheres mutual interdependence
5	Greenhaus and Beutell (1985)	Work-family conflict exists when: 1) Time dedicated to the requirements of one role makes it challenging to fulfil requirements of another. 2) Constrain from participation in one role makes it difficult to fulfil requirements of another. 3) Specific behaviors required by one role make it difficult to fulfil the requirements of another.	Role pressure (time, strain, behavior) from work and family conflict.
6	Gutek et.al (1991)	Extensive time commitment to work domain was found positively correlated	Work-family conflict

		with work-family conflict.	
7	Clark (2000)	Work satisfaction and effective functioning at home minimises conflict.	Work-family integration
8	Hill et.al. (2001)	Flexibility in work location and time affects balance on work-family.	Flexibility work time and location
9	Guest (2002)	Descriptive theories explaining WLB model (compensation, conflict and instrumental, border and enrichment)	Positive thinking approach
10	Greenhaus et.al. (2003)	WLB were constructed from time balance, satisfaction balance and involvement balance.	Equal balance and satisfaction between work and life
11	Byrne (2005)	WLB were defined as eight(8) important of determinants life - Work, Family, Self, Finances, Hobbies, Social, Health and Spiritual	Achieve a balance amongst these eight different segment of life
12	Muna and Mansour (2009)	Juggling work and personal life dimensions is dynamic and gradual process; varies from one individual to the other; and thus is not easily replicated.	Balanced scorecard of work and family
13	Kossek et.al. (2012)	Work-family policies implementation through tele-work. Women may have the flexibility to to be involved in both work and their family lives, giving a higher sense of well-being.	Work Family polices

WORKPLACE SPIRITUALITY

To cope up with the changes in the business and the economic world, numerous management theories are evolved since last century. These theories and practices are in the form of paradigm shifts at work environments like adopting open end systems rather to closed end systems (Dooley 1997), changing work environments which includes care, trust and support (Kanungo & Conger, 1988), change in leadership styles i.e. from Autocratic, Beurocratic, transactional to Transformational leadership ; directing focus on quality of life, social responsibility from profit-centered (Renesch 1995; Deefoore 1995; Margolis, Walsh, & Weber 2003), flexible work arrangements (Barham, Kelloway, Gottieb 1998), encouraging employees participation and involvement in organizational activities (Cotton 1993, Hyman & Mason, 1995). These shifts help the organizations to make their employees come out with their full potentials at their work. But increasing complexities, dynamic changes in the process of conducting business, diverse work environments leads to increase the stress levels, poor engagement levels at work among the employees. This paves ways for researching and adopting new paradigm 'spirituality' in the academic literature.

This is a new dimension which includes Employees' search for meaning (Ashmos & Duchon 2001), interconnectedness (Marques, Dhiman & King 2007). The word 'spirituality' has been given with a meaning in dictionaries as "disposition of mind which can be observed through individual's assertiveness". Howard (2002) mentions spirituality dimension as a most

significant dimension in the management studies. Since 1990s, interest has grown drastically towards the studies on spirituality in secular context. We can find more than 3000 books in the famous virtual bookstore Amazon which are related to spirituality in organization or work context. Books like “*Liberating the corporate soul*” (Barrett, 1998), “*Spirit at work*” (Conger 1994), “*Leading with soul*” (Bolman & Deal, 1995); “*The heart aroused: poverty and preservation of the soul in corporate America*” (Whyte 1994); “*The soul of a Business: managing for profit and the common good*” (Chappell 1993) have been among the best sellers. The present section provides the extant of literature that exists under following headings.

MEANING AND MEASURABLE DIMENSIONS OF WORK PLACE SPIRITUALITY

The concept of spirituality has extended from individual point of view to organizational point of view and explained that organization should frame its values so that employees can experience transcendence in their progress and also facilitate the environments in which they are connected to others with the feeling of joy and completeness. (Giacolone & Jurkiewicz 2004). Ashmos & Duchon (2003) conducted study on 696 employees working in various health care organizations with the dimensions as inner life,. The scale has been developed to measure spirituality from both individual and organizational point of view with the dimensions of “*inner life, meaningful work and sense of community*”. They defined workplace spirituality as “*The recognition that every employees has an inner life that nourishes and can be nourished by meaningful work which takes place in the context of community*” (Ashmos & Duchon, (2000).

Milliman and his colleagues has conducted their study on the basis of Ashmos & Duchon work and came out with one more dimension as ‘Alignment with organizational values’. They conducted survey on 167 part time M.B.A students in southeast U.S.A with the dimensions – work meaningful, community sense, alignment of organizational value.

According to Ashforth and Pratt (2003), the three dimensions of are: ‘Transcendence’ which they define as connecting oneself with greater purpose; ‘holism and Harmony’ which they associate with authenticity, balance and perspective; ‘Growth’ which they mention as a realization of one’s aspirations and potentials. They stated that spirituality is a continuous process of transcendence with harmony in living for the purpose of growth in one’s life. Krishna Kumar & Neck (2002), suggested three views as – the feeling from inside that includes to be connected with one’s self that can be termed as ‘our consciousness’ (‘Intrinsic origin point of view’); following beliefs of a particular religion(‘The Religious point of view’); searching the meaning in work in which we are performing at workplace and It includes questions like – what is the meaning of the work I am doing; why am doing this work and where does this leads me; is there any reason for my existence and organizational existence? (‘Existentialist point of view’)

Guillory (2000) states that spirituality is far side of existed belief systems, all the formal and ceremonial connotations of religion as it is “non denominational, , non-hierarchical and non-ecclesiastical” which provides fulfillment in life (Graber (2001)) irrespective of mixed images, thoughts, feelings and perceptions based on particular objects (Heaton, Schmidt – Wilk & Travis (2004)) . One more conceptual understanding of workplace spirituality has introduced by Kolodinsky, Giacalone & Jurkiewicz (2008) in 3 levels. According to the study, Spirituality at personal level is all about how individual’s spiritual values that he carries to his work place influences the work and its outcomes. Spirituality at organization level i.e. spiritual climate or spiritual culture of an organization reflects its values and perception of an individual towards those spiritual values present in organizational settings. Karakas (2010) conducted exploratory study by reviewing extant of literature of nearly 140 articles. The result of the study established the relation between spirituality and organizational performance. The three different

perspectives of spirituality that enables performance of organization are “*Human resource, philosophical, and interpersonal perspectives, that deals with well being and quality life of employee, providing purposeful and meaningful work and providing a sense of being a part of work community*” Karakas, (2010). The study concluded by providing potential benefits suggested cautions on implementation of spiritual programs as these to be implemented carefully. Ashar & Lane-Maher (2004) explains, workplace spirituality is integrating one’s personal life with professional life for the service of greater good and be a part of principal community to serve others with meaningful work and experiencing the wholeness at work. Duchon & Plowman (2005), conducted study in six of U.S in the healthcare settings with 2033 informants by using a set of dimensions as – community, meaning at work, inner life, workunit community, and meaningful work. Adam and Csiernik (2010) states that spirituality at work directs the behavior of individual towards achieving meaningful goal and energies the people to be responsible for their own destiny. Spirituality enhances creativity and caring behaviors which results to positive sharing. Pawar (2016) carried on empirical examination to assess whether employee’s experience of workplace spirituality has positive relationships with employee wellbeing. He identified positive relationships with four form of emotional, psychological, social & spiritual wellbeing. Soder (2016), Pradhan et al (2016), assessed the association of workplace spirituality with work intentions mediated with ethical leadership and identified spiritual connectedness, compassion, meaningful work, alignment of values. LK Jena (2017), empirically assessed that workplace spirituality positively influencing HR effectiveness

SPIRITUALITY AND WORK LIFE BALANCE

According to Indian philosophy, Spirituality is an important and integral aspect as it stresses more on maintaining balance in every aspect of life. It has been mentioned in Upanishads that there are two types of knowledge – Logical knowledge and Spiritual knowledge. Perceiving the external forms of objects with senses and ability to understand them in the form of sciences has been identified as logical understanding. Maintaining knowledge about internal aspects i.e. soul is all about spiritual knowledge. In Upanishads these two are mentioned as vidya (spiritual knowledge), and avidya (logical knowledge). The knowledge which leads to more attachments, worldliness is considered as inferior one and knowledge which helps to perform self purification is considered as superior one. Upanishads states both (vidya & avidya) are important. But in the present modern world which is highly competitive, innovative, and includes with complex dynamism is concentrating more on Avidya (knowledge on worldly things) than on Vidya (knowledge of self). This is the reason for so many confusions illusions and dualistic opinions on each and every aspect, either in a business, society, relationships etc. which in turn leads to imbalances in lives.

we should understand an important point that, Logical knowledge is not underestimated but should not elude the importance of ‘knowledge of maintaining balances’. The whole essence of Indian philosophy enunciates that every individual should make use of Avidya (worldly knowledge) in a strategic manner with the support of Vidya (spiritual knowledge or knowledge of self) for the betterment of society and establishing moral standards. Making use of spirituality can improve the quality of life. According to Swami Nikhilananda ‘Spirituality allows in leading a highly rational, value based and active life that helps to culminates Balances in each and every domain of life’. The Metaphysics of Indian philosophy is to improve the people’s quality of life which integrates the physical and spiritual dimensions of human existence through righteousness (dharma).

According to Westren society also, there are two perceptions in the pursuit of Individual well being which are Hedonic and Eudemonic approach (Fromm, 1976 Westman et.al, 2009).

Fromm (1976) mentioned that the hedonic approach stating that the goal of life is to maximize self-interest pleasure and minimize pain. On the other hand, the eudemonic approach focused on self-expression, the degree to which an individual is fully functional, and lives in accordance with own self true values (Ryan and Deci, 2000; Ryff, 1989 cited in Westman et.al. 2009). However, the eudemonic theory suggest that not all goals are worth pursuing because some may not yield well-being but gives only pleasure even when achieved (Westman et al., 2009). However the eudemonic theory suggest that not all goals are worth pursuing because some may not yield wellbeing but gives only pleasure even when achieved (Westman et al., 2009).

The journey to pursuit WLB is not part of hedonic approach of pleasure which often may lead an individual to feel discontented (Westman et al., 2009). Ryan and Deci (2001) suggested that achieving WLB should lead to the experience of eudemonic well-being which is associated with the three fundamental psychological needs (relatedness, competence and autonomy) that is necessary for individuals to thrive and grow psychologically (Westman et al., 2009). The fulfilment of basic psychological needs will act as mediator to facilitate the journey of achieving eudemonia goals and WLB that is conducive to individual development and growth in contrasts of pursuing materialistic and monetary goals. Effective behavioral interventions in the organization set up can be established by revitalizing the both the aspects of workplace spirituality and workplace balance (Jena & Pradhan ,2014).

Researchers of both Eastern and Western parts of the world, asserts that, unless until individuals adopts and inculcate the spiritual component which helps to nurture individual's intrapersonal ability, he/she cannot maintain equilibrium in the personal and professional life. From the views of extensive literature, it is clear that spirituality Quotient definitely establishes stability and symmetry in each and everyone's life irrespective of his/her profession or way of life.

FUTURE RESEARCH IMPLICATIONS OF THE STUDY

In the area of management research, mainly in the context of organization behavior, and Human Resource Management, Work place Spirituality occupies an important position as it proved its significance and nurturance towards employees' wellbeing. Measuring Spiritual competence in the organizational settings had strong foundation with the valid conceptual frameworks and empirical evidences with varied measurable variables of constructs. Workplace spirituality has been proved as prominent predictor of various organizational attitudinal variables like Job satisfaction, Employee Engagement, Organization citizenship behavior, commitment, Employee wellbeing, HR Effectiveness, Person- organization fit, and so on. Though, extensive empirical research has carried out to find out eminent predictors which will improve employee creativeness psychological, physical and emotional involvement in work, still gap exists in attaining these outcomes and the reason is evolving continuous changes in the work environments with the restricted lifestyles.

By presuming this gap, the present conceptual study proposes future research to be carried out to identify Workplace spirituality as one of the prominent predictors which helps to improve employees' inter & Intra personal skills, psychological health in turn helps to maintain equilibrium in individual's life so that he/she can able to cope up with the unprecedented challenges.

CONCLUSION

Every Organization's success depends on its stake holders comprises of clients/ customers, Employees, Share holders, who are major pillars of every establishment. But it is generally observed that employees are given with least importance while taking crucial decisions in the board rooms (Jain 2011). It is an appreciated fact that fully engaged employees are the only

means through which every organization can get customers/ clients with maximum satisfaction. Work environments with demanding long hours, Intrusion of work demands in to personal life heightened stress and emotional exhaustion among the employee professionals (Hyman et al, 2003).

According to Social Exchange theory, if employees are treated favorably by the organization, then in response, employees feel obliged to respond with positive attitudes and behaviors (Blau, 1964). However the primary objective of Management of every organization is to constantly get the work done through its human capital to meet the needs of their clients and customers. Hence organizations need to emphasis upon the HR strategies which are especially of employee centric that enhances psychological health and spiritual competence in order to balance themselves in the mounting external pressures.

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**IMPACT OF CHANGE MANAGEMENT ON ENTREPRENEURIAL DEVELOPMENT:
A STUDY OF SMALL SCALE AND TINY ENTERPRISES IN KARNATAKA**

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ABSTRACT:

The unprecedented growth in Indian manufacturing as well as other sectors has pushed the Indian economy on a growth path. To grow further, there is a strong need for reorganization of few elements such as, financial policies, international trade policies and business incubation. These can provide an additional support in terms of increase in trade activity or international exposure. However, the benefit of these changes may not directly reach the small scale and tiny entities. The large and medium scale entities absorb the benefits as they have sectoral lobbies in the government. Therefore, to nurture the small and tiny industries becomes a job of their respective owners i.e. 'Entrepreneurs'.

In practice, it is observed that an entrepreneur faces many problems while setting up an enterprise. These problems are divided into two types i.e. internal and external. Small scale and large scale entities face almost identical problems. However, scope of this paper is limited to small and tiny entities. During this study, we will be touching upon the internal factors.

Keywords: Change management, Innovation, Entrepreneurship, Resistance to change, Export/Import oriented.

1. INTRODUCTION:

Industrialization is considered as one of the most striking features of the modern civilized world. It is regarded almost axiomatic for the attainment of higher economic growth and raising the standard of living of the people. Further, an important dimension of industrialization is the evolution of, in consonance with the socio-cultural and economic environment of the country, a complex pattern of interrelations between industrial and other sectors, between different industries and undertakings having variance in size and product range. In a developing country like India, development of small –scale industries (SSI) and their close relationship with large industrial units are considered essential in any scheme of industrialization. “Modern manufacturing industry is neither complete and nor efficient unless it has both large and small units”. Thus, modern large-scale industries and SSI's are interrelated, interdependent and complementary to each other.

Successful new business venture and economic development do not just happen they are the result of the combination of right environment, planning, effort and innovation. Right combination of this can only be achieved by the entrepreneurs. They provide a clear blue print for stimulating research, technology, finance to help promote matured enterprises. At the same time they grow the eco-system and give boost to economic growth. The factors contributing to economic development are labor, technology, natural resources, capital and entrepreneurship. The key factor in this development process is the entrepreneur. This is the domain of the entrepreneur whose policies and strategies cover such broad areas as production marketing, financing, pricing and personal relations. The growth of entrepreneurship largely depends upon effective policies and their efficient implementation. Thus entrepreneurship is the coordination of the production elements.

There are certain characteristics which could be observed with regards to entrepreneurship. These characteristics are stated below.

- Development in any walk of life has always depended on individual qualities of entrepreneurship. A study of human history shows ample evidence of the role of individuals in the process of development.
- Industrial development in almost all countries has always started with individual enterprises.
- Even huge multinational and national corporations have mostly received their inspiration from one or few individuals.
- In the case of small industries, the project is usually centered on a single individual.
- Small enterprises are mostly initiated, managed and developed by one or a few individuals.
- Qualities of entrepreneurship constitute one of the major resources in the promotion of an enterprise.

2. RESEARCH METHODOLOGY

Present research falls under 'exploratory research'. In this type of research design, a specific problem is formulated for precise investigation or a specific hypothesis is formulated from an operational observation. Such studies are also known as formulative studies. Generally flexible research designs are popular for exploratory studies because discovery of ideas and new insights are emphasized. An exhaustive literature survey concerning the subject matter is undertaken.

This design takes into consideration the views and experiences of some selected respondents.

3. AIMS AND OBJECTIVES OF THE STUDY:

1. To find out the relation between "Management functions and entrepreneurship growth."
2. How "Change Management" play a vital role in the success of small and tiny industries.
3. To understand how resistance to change is observed in small and tiny industries.

4. HYPOTHESES:

1. There is significant correlation between the turnover of the enterprise and adoption of controlling methods, such as
 - a) ISO, JIT, ABC analysis
 - b) Productivity
 - c) Ratio analysis
2. There is significant correlation between the turnover of the enterprise and the following factors.
 - a) Staff that controls various production activities
 - b) Staff that controls accounting activity

Sample size determination:

Sample size determination is done by mean statistical method. Most of the variables are measured with interval scale (5 point scale). Hence, sample size is determined by mean method for appropriate sample.

Formula used for sample size determination by mean method is,

$$n = Z^2 * S^2 / e^2$$

Where, n= sample size; z= standard size for 95% level of confidence (1.96);

s= standard deviation

= range/6

= $(\pi - 1)/6$

= 0.666

e= tolerable sample error

= 15%

Hence,

$n = (1.96)^2 \times (0.666)^2 / (0.15)^2$

= $3.84 \times 0.444 / 0.0225$

= 75

Sample size determined is 75 no. During fieldwork total 84 nos. of respondents are covered.

NOTE: Analysis using SPSS – Collected data is analyzed by using SPSS.

Reason for adopting this tool – Variables such as different qualities of entrepreneurs, functions of entrepreneurs, management functions and small scale business variables are to be analyzed, statistical analysis was found suitable for result accuracy.

Chi-square test: -

It proves the relation between (significant association) turnover of the company and

1. Controlling method.
2. Productivity.
3. Ratio analysis.
4. Management staff.
5. Account staff.

Multiple Regression Analysis:-

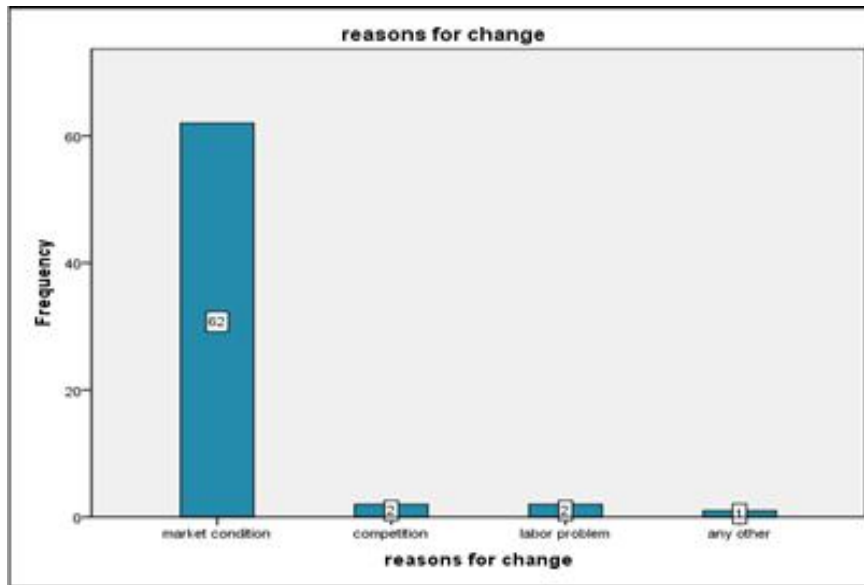
It establishes relation of business growth and different variables related to management functions.

5. ANALYSIS AND INTERPRETATION

1. Reasons for Change

Table No5.1 Reasons for Change

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	market condition	62	73.8	92.5	92.5
	Competition	2	2.4	3.0	95.5
	labor problem	2	2.4	3.0	98.5
	any other	1	1.2	1.5	
	Total	67	79.8		
Missing	System	17	20.2		
Total		84	100.0	100.0	100.0

Figure No.5.1 Reasons for Change**INTERPRETATION:-**

1. 20.2 % industries have not responded to this question.
2. 73.8 % industries responded for Market conditions as a reason for turnover trend.
3. 2.4 % industries claim for competition.
4. 2.4 % industries claim for labor problem.
2. The nature of your product.

Table No.5.2

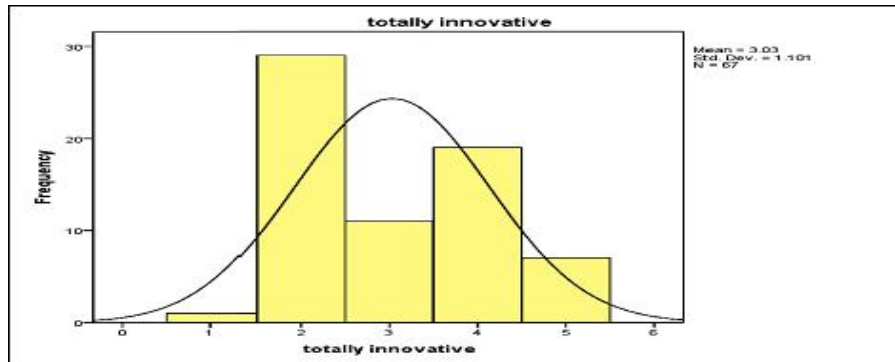
		totally innovative	the product or service not known in our environment	readymade idea / follow established player	import substitution	export oriented
N	Valid	67.000	69.000	76.000	59.000	57.000
	Missing	17.000	15.000	8.000	25.000	27.000
Mean		3.030	3.590	4.070	2.800	2.210
Median		3.000	4.000	4.000	3.000	2.000
Mode		2.000	4.000	4.000	4.000	1.000
Std. Deviation		1.101	1.048	0.914	1.310	1.306
Skewness		0.361	-0.692	-0.778	0.010	0.841
Std. Error of Skewness		0.293	0.289	0.276	0.311	0.316
Kurtosis		-1.197	-0.295	-0.129	-1.408	-0.546
Std. Error of Kurtosis		0.578	0.570	0.545	0.613	0.623
Minimum		1.000	1.000	2.000	1.000	1.000
Maximum		5.000	5.000	5.000	5.000	5.000

3. Totally innovative

Table No. 5.3 Totally innovative

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undecided	1	1.2	1.5	1.5
	strongly disagree	29	34.5	43.3	44.8
	partially disagree	11	13.1	16.4	61.2
	partially agree	19	22.6	28.4	89.6
	strongly agree	7	8.3	10.4	
	Total	67	79.8		
Missing	System	17	20.2		
Total		84	100.0	100.0	100.0

Figure No. 5.2 Totally innovative



INTERPRETATION:

Descriptive statistics for totally innovative product, show mean = 3, median = 3, mode = 2 and standard deviation = 1.1, which is within the suggested range. Skewness is 0.36 i.e. positive, which indicate that curve is right skew curve. Kurtosis is -1.197 which implies that curve is flat. Since mean is 3 as the standard deviation is small (almost 1/3 of mean) mean is representative, we conclude that **most of the respondents disagree that business mission is totally innovative**. Valid percentage is 43.3% and disagrees and partially disagrees respectively.

4. A product or service not known in our environment

Table No. 5.4 The product or service not known in our environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	undecided	2	2.4	2.9	2.9
	strongly disagree	12	14.3	17.4	20.3
	partially disagree	9	10.7	13.0	33.3
	partially agree	35	41.7	50.7	84.1
	strongly agree	11	13.1	15.9	100.0
	Total	69	82.1	100.0	
Missing	System	15	17.9		
Total		84	100.0		

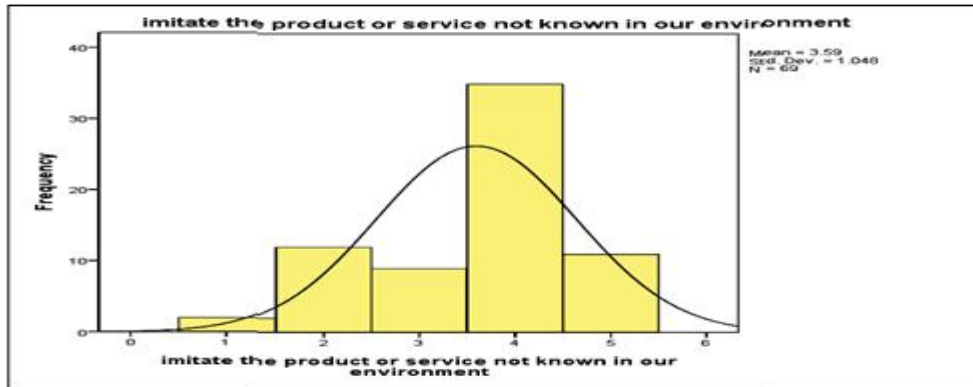
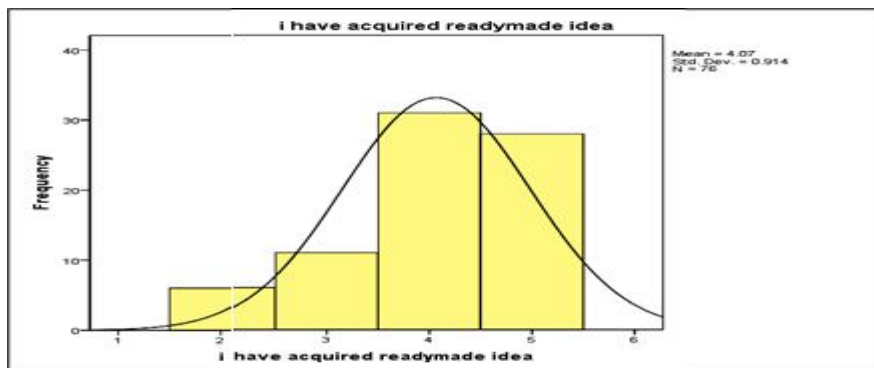
Figure No. 5.3 Imitate the Product or Service not Known in our Environment**INTERPRETATION:-**

Table for statistical details shows mean = 3.59, median = 4, mode = 4, std. deviation 1.048, which is within the suggested range. Skewness is -0.692 which suggest that curve is left skewed. Kurtosis is -0.295 which speaks that curve is flat and spread. Since the mean is 3.59 and as the standard deviation is small (less than 1/3 of mean) mean value is representative we can interpret that majority of the respondent agree that they imitate the product or service not known in our environment.(Valid percentage for partially and strongly agree are 50.7% and 15.9% respectively.)

5. Follow established player.**Table No. 5.5 Readymade idea / Follow established player**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	7.1	7.9	7.9
	partially disagree	11	13.1	14.5	22.4
	partially agree	31	36.9	40.8	63.2
	strongly agree	28	33.3	36.8	100.0
	Total	76	90.5	100.0	
Missing	System	8	9.5		
Total		84	100.0		

Figure No. 5.4 Readymade idea / Follow established player

INTERPRETATION:-

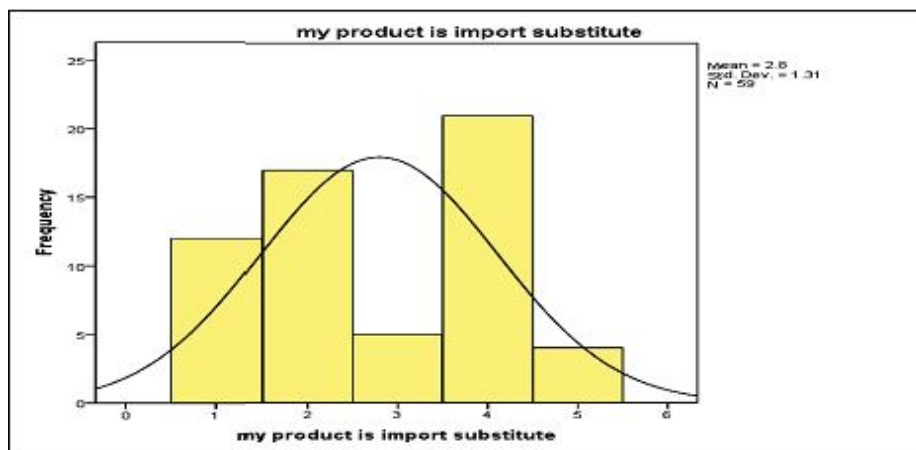
Descriptive statistic table shows the result for the variable 'Ready made idea/Follow established player.' as follows.

Mean 4.07, median 4, mode 4, std. deviation 0.914 which is within the suggested range. Skewness is -0.778 which indicates that the curve is left skewed. Kurtosis is -0.129 which implies that curve is flat and spread.

Since the mean is 4.07 and std. deviation is 0.914 (less than 1/3 of mean) we interpret that **most of the respondent agree they have acquired readymade idea.** Mean value is representative. (Valid percentage for strongly agree and partially agree are 36.8% and 40.8 %)

6. Product is- Import substitution**Table No. 5.6 Import substitution**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	undecided	12	14.3	20.3	20.3
	strongly disagree	17	20.2	28.8	49.2
	partially disagree	5	6.0	8.5	57.6
	partially agree	21	25.0	35.6	93.2
	strongly agree	4	4.8	6.8	100.0
	Total	59	70.2	100.0	
Missing	System	25	29.8		
Total		84	100.0		

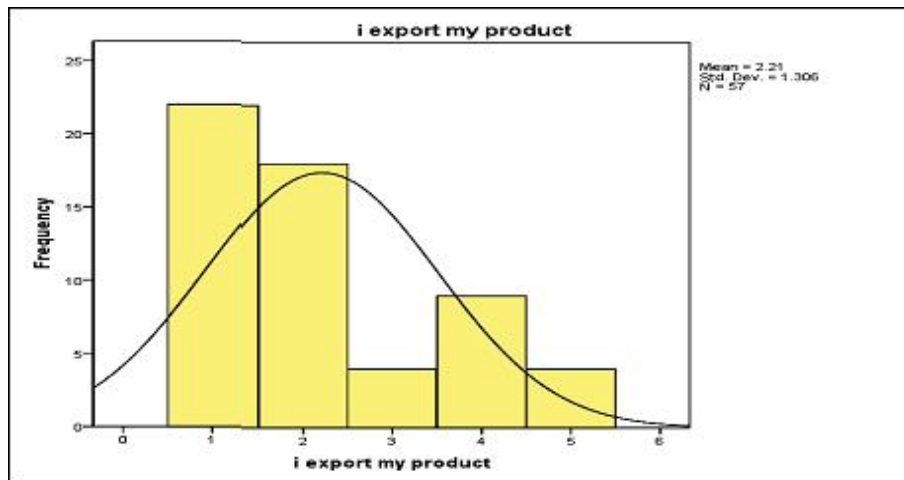
Figure No. 5.5 Import Substitute**INTERPRETATION:-**

Descriptive statistics for the variable 'my product is import substitute' shows mean = 2.8, median = 3, mode = 4, std. deviation = 1.310, which is within suggested range. Skewness is 0.010 which indicate that curve is right skewed.

Kurtosis is -1.408 curves are flat and short. Since the std. deviation is more than 1/3 of mean, mean should be interpreted carefully. 29.8% of respondents are missing, Valid percentage for undecided is 20.3% and 28.8% strongly disagree. Percentage for partially agree is 35.6%. Majority of the **small and tiny enterprise their product is import substitute.**

7. Product is export oriented**Table No. 5.7 Export Oriented**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	undecided	22	26.2	38.	38.6
	strongly disagree	18	21.4	31.	70.2
	partially disagree	4	4.8	7.0	77.2
	partially agree	9	10.7	15.	93.0
	strongly agree	4	4.8	7.0	100.0
	Total	57	67.9	100.0	
Missing	System	27	32.1		
Total		84	100.0		

Figure No. 5.6 Export Oriented**INTERPRETATION:-**

Descriptive statistic table shows result for the variable – product is export oriented, as below mean = 2.21, median = 2, mode = 1, std. deviation 1.306 which is within the suggested range. Skewness is 0.841, which indicate that curve is right skewed.

Kurtosis is -0.546 which proves that curve is flat and spread. Since the std. deviation is more than 1/3 Of mean, mean should be interpreted carefully and with caution. (Valid percentage for undecided and strongly disagree are 38.6% and 31.6% respectively.) Majority of the small and tiny enterprises disagree that their product is export oriented.

6. CONCLUSION

Analysis and interpretation of each question is studied and a conclusion is drawn. Some questions are grouped together and analyzed with common variables. This has helped in drawing conclusions and useful findings. Findings from the analysis and conclusions state:

- Turnover of the small enterprises is not dependent on capital investment alone.
- Turnover of small enterprises depends more on market conditions.
- Entrepreneurs of small scale and micro enterprises are found less innovative in developing new products. They copy products developed by competitors.

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**A STUDY ON THE BRAND PERCEPTION TOWARDS ROYAL OAK
INCORPORATION PRIVATE LIMITED**

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ABSTRACT

World's largest furniture producer and exporter, but its furniture industry has always been at the bottom of the global value chain. Popularity of traditional furniture has strengthened the demand for wood in the manufacturing of furniture in India. Over the past few years, the utilization of wooden goods in home has increased as people have started using wood for furnishing cupboards, decorating and for other purposes. Moreover, the rising growth of wood industry in India further compensates the price of furniture. On the back of these factors the furniture industry is expected to propel in India. Further, the rising trend of online and mobile shopping in India is envisioned to bolster the demand for furniture through online channels. Rapid urbanization in India and growing demand for modular and compact furniture is expected to positively impact the growth of furniture market in near future. Further, growing urbanization in Indian states such as Gujarat, Maharashtra, Tamil Nadu and others is supporting the culture of housing societies. Moreover, the corporate sector in India is uplifting on the back of ease of doing business reforms introduced by the government. These factors are believed to bolster the growth of India furniture market.

Keywords: Furniture, Urbanization, Marketing Mix, Advertising, wood, Marketing.

INTRODUCTION

Furniture industry, all the activities involved in the style design, manufacturing, distribution through different channel, and sale of furniture and decorative objects of household equipment. The modern manufacturing of furniture is different in design and style in production of furniture, is a major production of furniture industry in the U.S, Europe and other advanced nations.

It is very largely a 20th century industry, the growth has been awaited for the mass consumer market as well as the modern development technique for the mass production. Earlier furniture making was a handicraft, going back in the history of ancient civilizations. The ancient furniture are extremely rare, but there is considerable information and knowledge of the pieces made by craftsmen in India, Egypt, China, Greece, and Rome from the pictorial representation. Further, the rising trend of online and mobile shopping in India is envisioned to bolster the demand for furniture through online channels. Rapid urbanization in India and growing demand for modular and compact furniture is expected to positively impact the growth of furniture market in near future. Further, growing urbanization in Indian states such as Gujarat, Maharashtra, Tamil Nadu and others is supporting the culture of housing societies. Moreover, the corporate sector in India is uplifting on the back of ease of doing business reforms introduced by the government. These factors are believed to bolster the growth of India furniture market. Apart from this, the demand for engineered wood furniture is rising in metro cities such as Delhi, Mumbai, Bangalore and other major cities. The reason behind this is the rising popularity of ready to assemble home furniture in these cities. market is expected to expand at a CAGR of 12.91% during the forecast period of 2016-2023. India furniture market

growth is driven by various attributes such as rising trend for modular and state of the art furniture among the population living in urban cities, growing urbanization in Indian states, rising demand for durable and hybrid seating furniture.

Indian share of the wooden furniture market is around Rs 600 million. The world home furniture is worth of Rs 200 billion. During the past year, it grew by 20% a year. According to the world bank study, the organised sector of furniture is expected to increase in 20% a year and India, Russia and Brazil will witness a boom. Various furniture companies such as Pepperfry, Urban ladder and others are creating huge demand from these online channels. Apart from this, the demand for low cost plastic furniture is also increasing in commercial sector. The ease of business doing policies in India gives rise to new businesses across the country. In addition, these increasing numbers of small and medium businesses further boost the demand for low cost plastic furniture products. This factor is believed to foster the growth of India furniture market over the forecast period.

LITERATURE REVIEW

- Kelvin lane keller (1993), has contributed a paper in the topic “conceptualizing, measuring, and managing brand based equity and consumer perception towards brand”. The author has analysed the concept of model measuring the perception of the consumer on the particular brand. It was found that the consumer attitude has positive and negative towards particular brand the consumer holds the strong review towards a particular brand.
- Jagdish N. sheth(1968) in the paper, “A factor Analytical Model of Brand Loyalty towards a brand and consumer holding perception towards loyal brand” with factor analysis as a method of estimating parameters, an model of measuring the brand loyalty on the consumers on the purchased made frequently and the pattern of the purchases made by the individual consumer. It is mainly focused on the research about the brand loyalty scores and measures the probability notions in the research. The results are measured in the probability function in both the terms of frequency and pattern of purchases made by consumer and in brand loyalty scores in the both the terms of frequency and patterns of purchase made by the consumer.
- Cathy J. cobb-Walgren, Cynthia A Ruble and Naveen Donthu(1995) in the paper in their paper titled Brand equity, brand preference and purchase intent, explores the consequences of brand equity. The authors measure the effects of brand equity on the different brands in consumers perception and the purchase of the particular brand by the consumer and their intentions to purchase. The result of the study, on the two categories hotels and household cleansers, the brand with higher promotional investment yields the higher brand equity in the product category leads to higher preference and purchase intentions.
- Peter J. Danaher, Issac W. Wilson and Robert A. Davis(2003) in their paper, A comparison of online and offline consumer perception on brand loyalty, the authors compared the online and offline consumer brand loyalty and the traditional method of shopping for over 100 brands in that category 19 grocery product are categories. They compared the consumer loyalty with baseline model, a new model Dirichlet, which provides the accurate information about the different brands choice and purchasing behaviour of the consumer. The results showed the online brands with higher market share brands has the greater efficiency than small share brands. In contrast, in the offline shopping method, the difference between the observations and predictions in brand loyalty doesn't related to the brand share in the market.

- khalid Al sulaiti , Michael J Baker in their research study “ Effect of country of origin on consumer perceptions of products and services”. The research shows results that the perceptions of the consumers different from product and services and country origin. In perception country of origin is important element which have little known information about the product and services.
- Kashyap, V & Rangnekar, S. (2014). “ The Moderating Role Of Servant Leadership: Investigating The Relationship Among Employer Brand Perception and Perceived Employee Retention ... , 2014” the study has analysed the interrelationship between the employer perception, servant leadership, and perceived employee retention using the direct data collected from the 169 employees from the public and private sector. Servant leadership and employer brand perception was positive correlated with employee retention in the organisation. In the investigation found that the when servant leadership is followed in the organisation then the employee retention is high compare to the different style.
- Adeolu B Ayanwale , Taiwo Alimi , Matthew A Ayanbimipe in their research study “ The influence of advertising on consumer brand perception” The study was conducted on 315 consumer food drinks in cities in southwestern Nigeria, investigated the advertising influence toward popular bournvita drink to examine the consumer perception toward the food drink. The study is conducted to examine the consumer perception toward the food drink in the cut throat market.
- T Sabri Erdil in their research study “Effects of customer brand perception on store image and purchase intention” The study examined the data through face to face interviews through questionnaire method and found the relationship on the image of store and purchase of apparel of customer. The research study conducted on the 146 shoppers and found that the price, store image, and perceived risk.
- Fauziah Sh Ahmad, Ali Ihytiyar, Wu Jing, Mohd Hassan Mohd Osman in the research study “Integrating brand perception, culture dimension and social influence in predicting purchase intention in luxury brand market ” the study is proposed on the theory of brand purchase intention and interrelationship between the luxury brand. It is conducted through qualitative questionnaire and it showed intercultural element and brand development.

RESEARCH DESIGN**STATEMENT OF THE PROBLEM:**

A study to understand brand perception towards Royal Oak incorporation. Brand perception is the one of the important tool to measure the success of company and it helps to know about the consumer perception towards company.

NEED FOR THE STUDY:

The company main focus is on the customers perception. Brand perception is what customer believe the product or service is not what the company presents about the brand. The need for the study is our economy is changing daily and the skills and talents needed for this changing fast growing world is necessary to go hand in hand with the technology. So basically study on brand perception is to know how the customers think about a particular brand or product. For this sufficient information about the customers is needed to gain a competitive advantage and to survive in the market for longer period. Positive Brand perception means consumers are more likely to purchase your product over a competitor.

OBJECTIVES OF THE STUDY:

- ☐ To understand the customer attitude towards royal oak.

- ☐ To study the factors that influence consumer perception.
- ☐ To create a positive attitude toward our products.
- ☐ To suggest the ways to improve the awareness level among consumers and further improve the perception regarding the brand.

SCOPE OF THE STUDY :

Study is to find present position of the Royal oak company in the market and how they are fulfilling their customers needs.it provides us a real life experience about the Royal oak company. It enables us to gain a first-hand experience of working in the real world.it also allows us to gain practical and theoretical knowledge about the customers and preferences.

RESEAECH METHODOLOGY:

A specific method or technique used to identify and solve the problem in a particular area through a systematic way.

Sampling design:

Sampling design is a function that gives you a conclusion of the given sample drawn.it not only teaches how to derive a probability but also gives us new ways of designing a sample fit method.

Research approach

Survey approach was adopted to collect information

Sample size

Sample size is the number of sample units collected from the population. A sample of 100 consumers collected from the population.

Method of data collection

- Primary data
- Secondary data

Primary data: A data collected first hand through direct observation and questionnaire.

Secondary data: it has been collected through journals, company website, internet and books

Types of research

The type of research used for this study was descriptive research

Sample unit

Sample unit for the study consists of consumer.

Sampling technique

In this study random sampling was used for the purpose of selecting the sample size

- The sample size was restricted to 100 respondents, due to the time and financial constrain.
- The study was confined to limited area i.e., Bangalore.
- Many respondents provided the information in hurry, so accuracy cannot be expected.

FINDINGS

- ☐ 41% of the respondents were influenced to buy at Royal Oak furniture because of its product quality.
- ☐ 81% of the respondents frequently shop at Royal Oak furniture.
- ☐ 95% of the respondents agree that Royal Oak product and services easily available in the

market.

- ☐ Hoardings is the major promotional source to know about Royal Oak furniture.
- ☐ 75% of the respondents were satisfied with the pricing of the Royal Oak and 13% of the gave a neutral response about the pricing.
- ☐ 82% of the respondents are happy to suggest Royal Oak furniture to their friends, family and relatives.
- ☐ 93% of the respondents were satisfied with Royal Oak customer service after sales service.
- ☐ 78% of the respondents were happy to purchase Royal Oak products online.
- ☐ 53% of the respondents were associated with the Royal Oak because of its stylish design.
- ☐ 91% of the respondents think that Royal Oak furniture has leading role in the furniture market.
- ☐ 64% of the respondents has purchased the Royal Oak furniture.
- ☐ 65% of the respondents think that Royal Oak furniture has 2nd position in the furniture market.
- ☐ 96% of the respondents agree to the fact that Royal Oak furniture meets their furniture needs.
- ☐ 67% of the respondents were found that Royal Oak furniture is extremely convenient to use and 22% of the respondents were found modestly convenient to use.
- ☐ 94% of the respondents were satisfied with Royal Oak customer service.
- ☐ 41% of the respondents said that Royal Oak furniture quality is good compare to competitors.
- ☐ 56% of the respondents said that Royal Oak furniture respond in shorter time to address to the customer issues.

SUGGESTION

- ☐ Price, quality and availability are major factor associated with Royal Oak. But Royal Oak furniture yet to reach many cities where there is no existence of the Royal Oak furniture.
- ☐ Hoardings are the major promotional channel for Royal Oak furniture and, hence the company should invest in other promotional channel like print media, electronic media and magnizes etc to reach the maximum customers.
- ☐ Company has to upgrade the design of the furniture with a time to enjoy the customer loyalty for the longer period.
- ☐ Certain customers need to change in prices of the product , the company must look to provide at competitive prices as similar as competitors to gain the competitive advantage. The services to the customers, mainly in terms of delivery time and claim procedure of sales return, needs to be improved to maintain the customer loyal

CONCLUSION

Royal oak are one of the leading names engaged in trading, wholesaling and supplying superior quality range of modern furniture. It is well known for its innovative furniture all over the country. Royal Oak furniture has 58 stores all around the country . The main objective of the

company is to provide international comforts to the customer by offering exquisitely designed products.

This project about Brand perception facilitated me to be able to gain a real time learning as it gives an opportunity to obtain valuable first hand information from the customers of the company.

This study was useful in understanding the perception the brand 'Royal Oak' among the consumer. It was useful to understand the level of awareness among the consumer about the company and to suggest ways to improve the perception about the brand

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TEAM BUILDING

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ABSTRACT

Every organization whatever the size has to build a team to run the organization. It is the leader who is responsible to pick-up and builds a robust team that is able to deliver the objectives of the organization, department or the task group. The process of choosing members according to their abilities and the capabilities is called as team building. It is not a random act but a well charted process. While forming a team the leader has to consider various parameters like the preferable qualities required in the member, the size of the team, the time frame of the task, etc. Possibilities are always there that the member picked up may not perform as per expectation; in such situation it is the leader who has to play the role of a mentor and enact to tutor the member. Chances are also there that the choice may be wrong; in such a circumstance it would be necessary to change the member before it is too late. Thus we can say that it is a continuous process and not an end task.

Keywords: Team Building, Goal, Commitment,

INTRODUCTION

When two or more individuals come together to, we call it a team. Every person is part of a team and several teams voluntarily or involuntary. As a family all family members together is a team. But when we talk with reference to “team building”, it means it is a structured process for specific task to be undertaken. It is a process of turning a group of multifaceted/ individuals into a cohesive unit to achieve the given goals in specific time frame.

A winning team is always a motivated team; all members of the team contribute individually to achieve the collective goals. Building a winning team is an arduous task, not everybody's cup of tea. The leader should be shrewd enough to build a team on the basis of the requirement of the task. This means that you require a different team for different task.

You must have seen various team-games being played. Football is one of them and a popular game the world over. You must have observed that the team coach and the manager who are outside the playing field constantly egging their player with direction to score goal or save it. They keep on maneuverings the game from the sideline. They are ready to replace a player who may not be performing in that game or a player who is exhausted or hurt.

Further we can understand this concept by taking the example of cricket teams. The three popular format that cricket is played internationally are Test, Limited Over and T20. If you analysis the composition of teams over the three format you will observe that for each format you have a different set of team composition. Some members are good to play the entire three formats, but not all. We also observe that the captain for each format could be different. This is the real method of building a team. Choose those players who are good to a particular format and results will show.

TEAM BUILDING PROCESS

The process of building a team is not an easy task but a tedious and continuous process. While building a team it is necessary to understand the qualities of the individuals who would become part of the team. Let us try to evaluate the qualities and the process that are advisable for undertaking the task. Team members also should try to inculcate these features in themselves to be a better performer in the team and work in cohesion. The following point can be considered:

1. **Team Goals:** Identify the objective/targets to be achieved by the team, the clearer the vision the better the performance of the team. The leader should be specific on 'what the team has to achieve', better if it writing, it will stick along.
2. **Select members who are compatible:** Each member of the team should be compatible with each other which increase the positive vibes of the team as a whole enhancing the performance of the team. Some people have attitudes and they believe that they are superior and therefore they do not get along with others. Such members are more harmful to the team and should not be selected.
3. **Clearly set the rule:** Every member of the team should be involved in the task of achieving the set goals of the team, for this it is necessary that each member should be clear about the set rule that is the do's and don'ts. When rules are made and communicated to the team it becomes easy for all to work accordingly.
4. **Trust:** Trust is the pillar on which the entire team is build. Trust among each other in is necessary for any team to achieve its collective goal. Trust helps in bonding within the team, that which gives a boost to collective performance without doubting each other.
5. **Common Goal:** Each member should always give his best to reach the goal of the team, in the process the member has to let go his goals, as they will create a conflict in the team. Team goals have to be given priority over individual goals; there should be no two opinions.
6. **Free Communication:** Every person should be able to communicate with the members of the team freely. He should be able to transmit his ideas to the team members and should be ready to take criticism.
7. **Define Roles of each member:** Every member in the team should be well aware about what is expected from him. It is necessary to define the role of each member to get the outcome. When roles are specified and well defined it leaves no space for conflicts among team members.
8. **Time:** A member who becomes part of a team needs to be clearly told that he has to give his time for the team as and when required, no shrugging. Sometimes it becomes necessary to work beyond official working hours, on such occasions members should be ready to do so without excuse.
9. **Bonding:** Each member in the team is an individual unit, but it is necessary that each member has to bond with other members of the team to give collective result. As human we have the trait of not getting along with everyone. Differences will always be there between two people, but they should be set aside when working for the cause of the team.
10. **Get the job done:** One of the qualities required in each member is that he should be able to get the task allocated to him done as per target and in time. Every member in the team has to give the best to accomplish the job.

11. **Commitment:** Every member in the team should be completely committed to the team objectives and give more than hundred percent for achieving the targets. When all members work with commitment the results are bound to be not just as per expectation but beyond expectation.
12. **Resolve conflicts:** It is a human tendency that though he is a social animal he will always have conflict with the members. Having conflict is not bad but allowing the conflict to stay and keep grudge over it is negative. The member should be ready resolve the conflict amicably before it starts hurting the individual and team performance.
13. **Responsibility and Accountability:** Every member in a team needs to take responsibility and accountability so as to contribute in the team progress. Those members who are averse to this cannot be contributor to the team; rather they will become a liability instead of an asset.
14. **Honest:** In any team every member has to play his role to the best of his ability without holding back. There is no substitute to hard work and honesty.
15. **Positive:** Negativity is a trait that pulls down the best of performer. Every member in a team should be in a positive frame of mind towards the task undertaken. If any member feels that the set goals or given goals cannot be accomplished, this negativity will not let him perform, it will generate negative frame of mind and vibes. Members should work with a positive energy which will help them to overcome hurdles.
16. **Confident:** When entrusted with a task the concern member should be confident to finish the given assignment. Self confident plays an important role in boosting not only the morale but the commitment to undertake and accomplish a task.
17. **Multitasking:** Members of the team should learn the art of multitasking. It helps to do more than a single task at the same time, thereby saving time; it is the means of time management. In the current era of fast tracking members have to do many task simultaneously to meet deadlines.
18. **Adaptability:** To adapt to the team culture for the sake of the team should be the foremost intention of every member. Many a times this is not an easy task to accomplish as the member has to forgo his likes and dislikes. Members should remember that the getting along with each other is always beneficial.
19. **Skills:** A member should remember that he or she is part of the team because they possess certain specific skill which the team requires. The member should excel in the inbuilt skills and on the other hand be open to acquire new skills which would make him indispensable. Skilling should be an ongoing process which will always give abundance return in the long term for the individual of course but will benefit the team at large.
20. **Support one another:** Many times it so happens that a team member may not be able to fulfill his task. He may need support from his team members. Every member should practice empathy that is being conscious and aware of the needs of members in the team. Always be the first to extend a helping hand to your team member. Helping to overcome deficiencies of others will contribute towards the
1. **Team Goals:** Team members who focus on personal goals and let their ego come in between the team goals should be reprimanded and if they do not correct themselves they should be out from the team as they will do more harm than good to the team.

2. **Responsibility/Initiative/Accountability:** Members who do not hold each other accountable, keep on accepting mediocrity, who fail to take action/initiative should quit the team for the better.
 3. **Decision making & Commitment:** For building a strong team decision making and commitment play a pivotal role. Those not involving people in decision making process, and giving false promises to achieve goals but not doing so, should be asked to leave the team.
 4. **Open, candid dialogue and constructive conflicts:** For a harmonious working the team members should be open, candid and participate in constructive criticism. On the other hand if any member creates artificial harmony, avoids discussing real issues and conflicts, avoids not speaking up/listening he is bound to destroy the team spirit, this should not be accepted in the larger interest of the group.
 5. **Trust Respect Acceptance Vulnerability needs, competence character strengths:** In case we find that there is opposite of this in any member that is absence of trust, invulnerability and not real in character chances are that the person could be misfit for the team and time for his replacement immediately
21. success of the team.

Dysfunctions: Let us understand the dysfunction that usually is traceable in any team which should actually not exist if we expect the team to perform to its best ability:

6. .

Case Studies

Case Study No.1 Boston Celtics World Champion

Boston Celtics is a basketball team. This team won 11 of the 13 World championships held between the years 1957 and 1969. How did it do so? Red Auerbach, the coach of the team, made sure that every player was on the team as long as he contributed to winning. Everybody's role in the team was clear. Bill Russell (arguably the best basketball player ever), a player on the team, recalls what his coach told him: "He told me that he was counting on me to get the ball off the backboard and pass it quickly. In this case the coach assured Bill Russell that he did not need to improve his score at the cost of team's success.

The coach of the team was intensely focused on bringing out the collective potential of his team. Team learning was a key part of the Celtics' daily practice. The coach and the team used to explore various ways to improve their game and tactics. The team members had a high level of solidarity among themselves. Retiring players used to give tips to new players on the competition. Bill Russell further adds, "On the court, the most important measure of how good a game I'd played was how much better I'd made my teammates play."

Adapted from "Fifth discipline field book," By: Peter M Senge, Art Kleiner, Charlotte Robberts, Richard B. Ross, Bryan J. Smith, Bantam Doubleday Dell Publishing group (1994), p351.

Case Study No.2 Google: Project Aristotle

In 2012 Google ran a project known as Project Aristotle. It took several years and included interviews with hundreds of employees. They analysed data about the people on more than 100 active teams at the company.

Matt Sakaguchi, a midlevel manager at Google, was keen to put Project Aristotle's findings into practice. He took his team off-site to open up about his cancer diagnosis. Although initially silent, his colleagues then began sharing their own personal stories. At the heart of Sakaguchi's

strategy, and Google's findings is the concept of "psychological safety" – a shared belief that the team is safe for interpersonal risk-taking. Google now describes psychological safety as the most important factor in building a successful team.

Google ended up highlighting what leaders in the business world have known for a while: the best teams are mindful that all members should contribute to the conversation equally, and respect one another's emotions. It has less to do with who is in a team, and more with how the members interact with one another. In the best teams, members show sensitivity, and most importantly, listen to one another.

<https://rework.withgoogle.com/print/guides>

Case Study No.3 Vietnam War - Who's packing your parachute?

This story proving the importance of teamwork is about a US jet fighter pilot in Vietnam – Charles Plumb. He had completed 75 combat missions when he was shot down. Plumb was ejected and parachuted into enemy hands, where he spent six years in a Vietnamese prison.

One day, a man came up to him and said, "You're Plumb! You flew jet fighters in Vietnam from the aircraft carrier Kitty Hawk. You were shot down!" Plumb was confused and asked how the man knew about that. "I packed your parachute," the man replied.

Plumb thought a lot about that man who held the fate of someone he did not even know, in his hands. He kept pondering how many times he might have seen the guy, and not even said anything because he was a fighter pilot and the stranger was just a sailor." The man then shook his hand and said, "I guess it worked!" Plumb assured him it had and said, "If your parachutes hadn't worked, I wouldn't be here today."

Charles Plumb is now a motivational speaker telling this story to hundreds. After telling it, he always asks his audiences, "Who's packing your parachute?" In our life, be it personal or work related, many people have a hand in our parachutes. Are you taking the time to acknowledge, thank, and reward them? It is very easy to overlook the work of many. It takes a lot of people to create a team.

<https://www.scoro.com/blog/teamwork-stories-importance-of-teamwork/>

Case Study No.4 Martha's Quest

Martha has been assigned a team of 10 people to help her plan a major customer appreciation event. They have been working together for over a month now and they just haven't really come together as a team. She was sure she started off well. She contacted each individual on the team and let them know their responsibilities on the project.

Each of the members gets the tasks completed, but don't seem concerned with the others on the team. If someone needs help, no one pitches in to assist. If a team member has a problem, no one helps him to solve that problem. Just yesterday one of the team members had an emergency and asked if someone on the team could have a call with the sales team so she could leave early. No one offered to help so Martha jumped in to assist. Martha had to do something. This was a bad experience for everyone frankly and some folks already were talking about getting off the project. Plus she felt the event won't be as good as it could if they just came together as a team

Here is what Martha should have done: Martha never got the team together *prior* to starting the project to get to know each other and discuss how they will work together to accomplish the goals of the project. She could have done this by getting the time in one location or even using a virtual tool. In order to get the group to come together as a team now, Martha might step back and hold a team building session. During this time she should plan to accomplish the following:

- Enable time for team members to build relationships by getting to know each other on a personal level
- Develop processes and procedures for how the team will: share work, meet the objectives of the project, solve problems and resolve conflicts and make decisions

When the team members get to know each other, they will begin to support each other and will be more concerned about their team mates. Bottom line, they will function as a *team*.

Getting the Group to Work as a Team: A Mini Case Study; From the Thoughts on Project Management Blog by Gina Abudi

Case Study No.5 Chak de India

It's a movie on how an Indian women hockey team, a team that exists more on paper and less in reality, goes on to win a world cup against all odds. These 16 girls initially believed to be "*chakla balen chale wale ladkiya*" finally win the world cup thanks to their hard work and coach Kabir Khan's mentoring and guidance.

The movie tries to make you believe that impossible is nothing and never give up. One might say, there is lot of difference in real life and reel life, but an inspiration from the movie is to have faith in oneself and keep trying.

Lessons from the movie:

1. **Team Work:** The girls were strictly informed by their coach that they should play for their country first, then for their team members and if there is still some energy left, then for themselves. That's the attitude we should take to our work every day, first it's the organization we are working for, then we are working as a team and that how we will achieve our success and not by working in our own silos. As Vince Lombardi said "*Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work.*"
2. **Team Goal:** The top scorers (Preeti Sabharwal and Komal Chautala) were competing to bag the highest scorer tag and in that quest they start competing with each other and stop passing the ball to each other; which eventually turns out to be a boon for the opponent team.

Haven't you seen this kind of attitude in team members? The internal rivalry leading to people pulling each other down, competing against each other, and of course hoarding the information. What happens to the team? We all know the answer.

3. **Team Leader:** Coach Kabir Khan, *determined* to regain his reputation transforms a raw hockey team to a cohesive winning team by exerting many leadership examples:
 - a. Thrusting upon them *strict discipline*
 - b. Extended hours of *training and hard work*
 - c. *Instilling* in them the much necessary cohesiveness to fight together.
 - d. Effectively utilizing *the strength* of each member by shedding all inhibitions.

<https://focusu.com/blog/lessons-from-chak-de-india>

CONCLUSION

High performing dynamic teams are able to perform over and over again. The longevity of the team depends upon various cohesive characters of the individual members that make up a team.

Whosoever undertakes the task of team building exercise need to be very careful in selecting team members; has to be conscious of the problem solving skills of every member. Members should develop interpersonal skills such as listening, appreciation, positive criticism, sharing and caring, etc. It is together that goals are achieved in a team, combining the individual skills for the sake of the overall goal. Therefore they should gel-together and follow the under given directives to the core:

- Team members should be supportive of each other to achieve results.
- Team members should not work for their win but for the win of the team.
- Team members should be open to ideas of other.
- Team members should keep on sharing information and ideas.
- Team members should support the contribution of others.

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FUNDAMENTAL ANALYSIS OF CEMENT INDUSTRY IN INDIA

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ABSTRACT

The Indian cement industry is the second cement producer in the world. With an installed capacity of 144 million tones the industry has undergone rapid technological up gradation and vibrant growth during last two decades and some of the plants can be compared in every respect with the best operating plants in the world. India is the second largest cement producer in the world after China. Cement industry is highly capital intensive in nature, and incur huge fixed cost. There is regional imbalances in cement production in India due to the limitation posed by raw material and fuel sources. Most of the cement plants in India are located in proximity to the raw material sources, exploiting the natural resources to the full extend. The southern region is the most cement rich region while other regions have almost same cement production capacity. The Indian cement industry more than 90 years old and its main source of energy are thermal and electrical energy. The cement industry needs a study on its past performances for future prospects.

Keywords: Tax Efficiency, Operating Margin, Asset Turnover, Leverage Ratio, Roe

INTRODUCTION

India is one of the top five economies in the world in terms of market potential and ranked as the third biggest economy in Asia in terms of domestic production. Fundamental analysis means a detailed analysis of the fundamental factors affecting the company performance .It's systematic approach to estimating the future dividends and share price. It is based on the basic premise that share price is determined by a number of fundamental factors relating to the economy, industry and company. Each share has real value based on its ability to generate profit at present and for future.

Every investors should be cautioned and should exercise skills, knowledge and experience for choosing right investment opportunity at the right time. Otherwise the entire investment may go futile. They must identify the overpriced and underpriced securities. The mispricing of securities provides an opportunity to the investor to buy the share or sell of the share profitably. Therefore the study of the securities market and reasons for the price movement of securities is important for any investors who invest his money in shares.

The history of the cement industry in India dates back to the 1889 when a Kolkata based company started manufacturing cement from Argillaceous. But the industry started to get the organized shape in the early 1900. In 1914 India Cement Company was established with a capacity of 10000 tones and production of 1000n installed. The world war gave the first initial thrust to the cement industry in India and the industry started growing at a fast rate in terms of production, manufacturing units and installed capacity this stage was referred to as the nascent stage of Indian cement industry. In 1927, concrete association of India was set up to create public awareness on the utility of cement as well as to propagate cement consumption.

The study provides a precise presentation of data and guidelines that will help a fresh investor as well as a venture investor to know vital aspects of investing. This study helps to the investors to choose a safe investment and to identify the growth opportunities in the future cement industry is one of the major and important industries in the world. Large numbers of foreign investors are

coming and investing in Indian cement sector due to its large potential growth in future. The scope of the study is limited to analyzing

People invest in stocks to make their money growth and to help investor's identify the suitable and appropriate way to invest. There are various modes of analysis. Indian capital market is always uncertain. Anything can happen in the market. A stock picker carefully purchase securities based on a sense that they are worth more than the market price. An investor who would like to be scientific in his investment activity evaluate a lot of information about the past performance of companies, industries and the as whole before taking an investment decision.

REVIEW OF LITERATURE

Talba and Siddique (1973) pointed out that the Cement Industry today was facing peculiar problems. Even though the situation was encouraging in terms of production, the recent decontrol of prices and distribution created many problems for the industry. The target of production surpassed the target in 1987-88 was lowered from 44 million tons to 42.5 million tons against which a production order of 39.5 million tones had been achieved. In 1986- 87 the Cement Production was about 36.59 million tons against the target of 36.5 million tones.

Jeffery Abarbanell and Brain Bushee (1977) in their study on "Fundamental Analysis, Future Earnings and Stock Prices", in their study examined the relationship between accounting based fundamental signals and future earnings of security prices. They applied multiple regression analysis to analyze the data. The study found that investors are not completely relying on the information given by the analyst. They also found that the variables such as Gross Domestic Product, inflation, firm specific variables are prior earnings, expected earnings growth, relation between fundamental signal and future earnings, revisions and forecast errors are most influencing factors in fundamental analysis.

Gangadhar (1982) analysed the profitability of Cement industry. The purpose of the study was to analyze the profitability of large public limited cement companies in India in order to examine the fluctuations to study the profitability of cement industry vis-à-vis the profitability of chemical and engineering industry with a view to point out lower/higher rate of profitability in the former and to discuss the cost structure of cement industry aiming to notice a minor/major expenditure component as well as the impact of cost on profitability. The study revealed the following.

- (1) The profit margin in the cement industry had shown a declining trend whereas the assets turnover showed an increasing trend.
- (2) The profit margin accounted to a great extent for lower rate of ROI in the industry as prepared to assets turnover.
- (3) The study of the cost structure highlighted that the manufacturing expenses were the highest. Production of sales (63% to 66%) followed by remuneration to employees (13% to 15%) whereas the interest charges accounted for lowest proportion of sales (2% to 4%) followed by the depreciation provision (4% to 5%).

Bauman (1996) believes that the real start of research studies in the stock valuation using the fundamental analysis for three main articles: The first study by Lev and Ohlson (1982) who identified the need to "create a stock valuation models to complement and expand the traditional correlation studies for accounting research based on the market". The second article was stated study by Lev (1989) that our understanding of the process of financial statement analysis "not exceeding much from the list of financial ratios, which is supposed to be used by investors", and discussed the need to change capital market research to measure and evaluate issues. Finally, the

third article by Bernard (1994) criticized the empirical research regarding the role of accounting data in valuation of stock, among his suggestions for future research calling for more of the methodology modeling and studies that use samples of firms within particular industry or economic sector, thus allows researchers to exploit their knowledge of the detailed disclosures and institutions.

Jenni L., Bettman, Stephen .J. Sault, Emma. JSchultz (2008) proposes an equity valuation model integrating Fundamental and Technical analysis, they tend to recognize their potential as complements rather than as substitutes. Testing confirms the complementary nature of Fundamental and Technical analysis by showing that in spite of each performing in isolation models integrating both have superior explanatory power.

Rajiv Kumar Bhatt (2011) has analysed the impact of recent global financial crisis on Indian Economy. The paper is divided into three sections. In this paper each and every concept has been explained in- depth manner in the form of section for, economy, industry and company analysis.

Richard C. Grimm (2012) explains that fundamental analysis is to determine its application as an Austrian approach to common stock selection. The fundamental analysis supports the conclusion that fundamental security analysis can be practiced in a manner consistent with traditional Austrian views and is suitable as a common stock selection method by those who wish to select the stock.

RESEARCH METHODOLOGY

The study is analytical in nature and covers period of five years from 2010 to 2020. The data has been collected from various secondary sources like billiondollarvaluation.com, [Money control.com](http://Moneycontrol.com). The core aspect of the study is to evaluate the past performance of the BSE top leading cement companies. The study provides a precise presentation of data and guidelines that will help a fresh investor as well as a venture investor to know vital aspects of investing like Cash Flow Ratio, Profitability Ratio and ROE 5 Way Du Pont Analysis. The study is based on the secondary data. The audited financial statements of the companies are the main source of data. The five leading cement companies which satisfied the following criteria have been selected.

The criteria are:

- Five leading cement companies listed in BSE
- Availability of data for a period of 10 years
- Accounting year must be from April to March

Companies that satisfy the above conditions are:

- i. ACC CEMENTS LTD
- ii. AMBUJA CEMENTS
- iii. SHREE CEMENT
- iv. INDIA CEMENT
- v. ULTRATECH CEMENTS

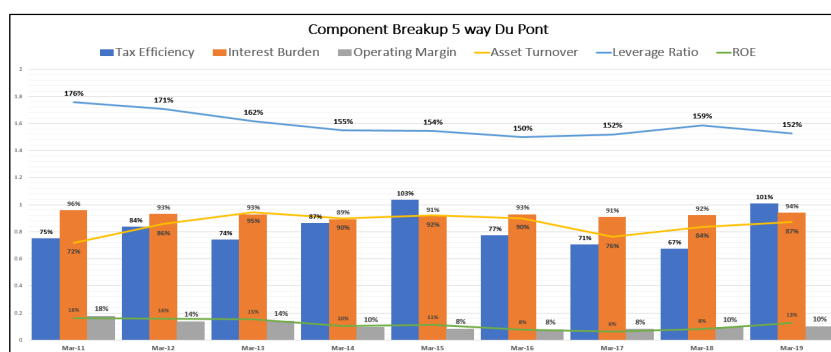
COMPANY ANALYSIS

The following are the BSE top leading cement companies

1. ACC CEMENTS

The company currently has 17 manufacturing facilities and 75 ready to mix concrete plants in India. It sells approximately 30 million tonnes of cement in a year and has a 10000+ dealers in the Indian subcontinent.

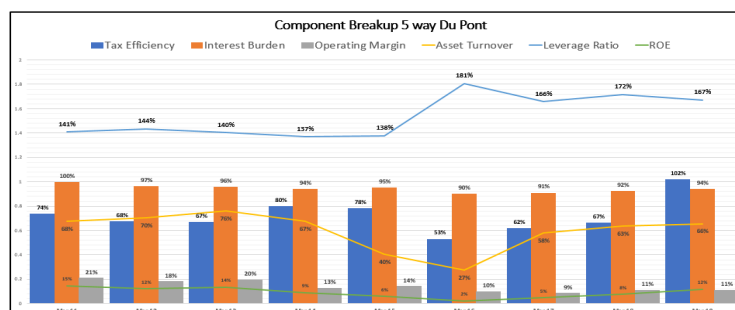
• ROE 5 Way Du Point Analysis



2. Ambuja Cement

Ambuja cement, formerly called Gujarat Ambuja Cement, is an Indian major cement manufacturer headquartered in Mumbai. The company entered into partnership with LafargeHolcim, the second largest cement manufacturer in the world from 2006. Today Ambuja Cement is the second largest cement producer in India.

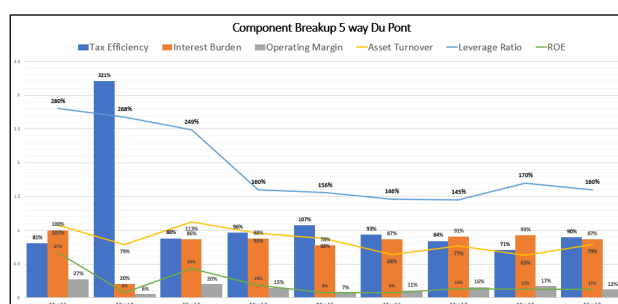
• ROE Way Du Pont Analysis



3. Shree Cement

Shree cement is a Indian cement manufacturer which was founded in Bawar in the Ajmer district of Rajasthan in the year 1979. It is now headquartered in Kolkata and is one of the largest cement makers in the Northern part of India.

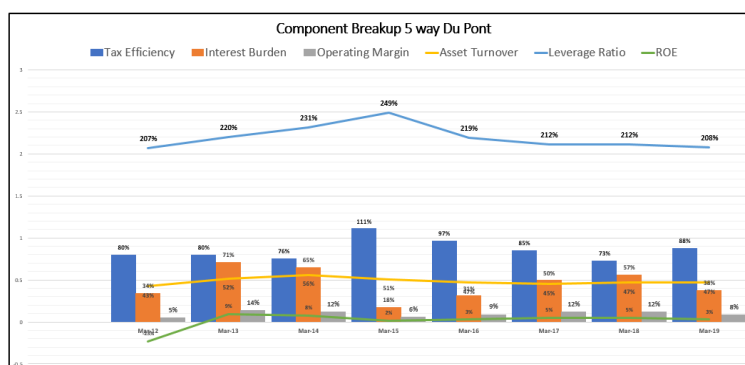
• ROE 5 Way Du Point Analysis



4. India Cement

India Cements Limited is a cement manufacturing company in India. The company is majorly involved in manufacturing of general and specialized grade of cement and its first plant was set up at Thalaiyuthu in Tamil Nadu in 1949.

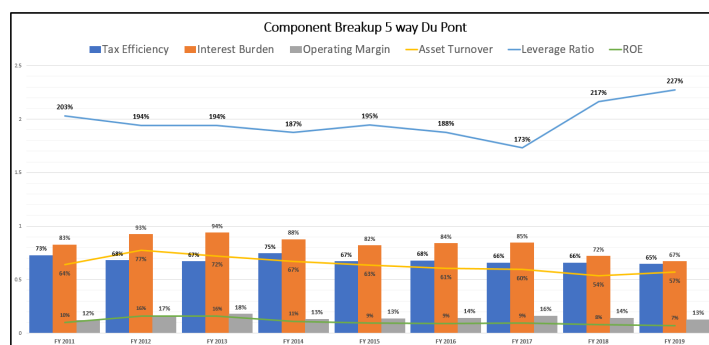
- **ROE Way Du Point Analysis**



5. UltraTech Cement

UltraTech Cement is the largest manufacturer of grey cement, ready mix concrete (RMC) and white cement in India. It has the capacity of 118 MTPA and is the third largest producer in the world, excluding China. The company has pioneered UltraTech Building Solutions (UBS) concept to provide individual home builders with a one-stop-shop solution for building their homes.

- **ROE 5 Way Du Point Analysis**



CONCLUSION

This study focuses on fundamental analysis using various tools which help in trading strategies for risk reduction and maximization of return. ACC Cement's shares have been a sharp correction from its 52 weeks high of INR 1769.05 and has a market capitalization of INR 182 Billion with a P/E Ratio of 13.2 and with a dividend yield of 1.45%. Ambuja Cement's share have 52 weeks price band of INR 240-136 and a total market capitalization of INR 301 Billion. The shares have a P/E Ratio of 15.2 and dividend yield of 0.98%. Shree Cement's shares have 52 week price band of INR 25355-15410 and a total market capitalization of INR 586 Billion. The shares have a P/E Ratio of 42.39 and dividend yield of 0.78%. India cement's shares have 52 week price band of INR 116-67 and a total market capitalization of INR 31.92 Billion. The shares have a P/E Ratio of 38.8 and a dividend yield of 0.78%. UltraTech Cement's shares have

a 52 week price band of INR 4904-2910 and a total market capitalization of 970 Billion. The shares have a P/E Ratio of 26.33 and dividend yield of 0.34%.

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IMPACT OF PANDEMIC COVID-19 ON EDUCATION SECTOR IN GULBARGA REGION, KARNATAKA STATE

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ABSTRACT

The effect of pandemic COVID-19 is seen in each area around the globe. The instruction areas of India just as world are gravely influenced by this. It has implemented the overall lock down making awful impact on the understudies' life. Around 32 crores students halted to move schools/universities and all instructive exercises ended in India. The flare-up of COVID-19 has instructed us that change is inescapable. It has filled in as an impetus for the instructive organizations to develop and pick stages with advancements, which have not been utilized previously. The instruction area has been battling to endure the emergencies with an alternate methodology and digitizing the difficulties to wash away the danger of the pandemic. This paper features a few estimates taken by Govt. of India to give consistent schooling in the nation. Both the positive and negative effects of COVID-19 on training are talked about and some productive proposals are likewise highlighted do instructive exercises during the pandemic circumstance.

Keywords: Education, COVID-19, Impact, Govt. of India, Pandemic

INTRODUCTION

The effect of pandemic COVID-19 is seen in each area around the globe. The instruction areas of India just as world are seriously influenced by this. It has implemented the overall lock down making terrible impact on the understudies' life. The pandemic Covid-19 has spread over entire world and constrained the human culture to keep up social removing. It has essentially disturbed the training area which is a basic determinant of a nation's financial future. February 11, 2020, the World Health Organization proposed an official name of the infection as COVID abbreviation for Coronavirus illness 2019. It was first distinguished in Wuhan, China on December 31, 2019. First passing by COVID 19 was the 61-year elderly person in Wuhan, China 2020. WHO pronounced COVID-19 as a pandemic . The primary instance of the COVID-19 pandemic covered 30 January 2020 in the province of Kerala and the influenced had a movement history from Wuhan, China . The primary demise because of COVID-19 was accounted for in India on March 12, 2020. It has influenced more than 4.5 million people groups around the world (WHO).

As per the UNESCO report, it had influenced over 90% of absolute world's understudy populace during mid April 2020 which is currently decreased to almost 67% during June 2020. Flare-up of COVID-19 has affected in excess of 120 crores of understudies and adolescents across the planet. In India, in excess of 32 crores of understudies have been influenced by the different limitations and the cross country lockdown for COVID-19. According to the UNESCO report, around 14 crores of essential and 13 crores of auxiliary understudies are influenced which are two generally influenced levels in India. The lockdown has given them a beam of trust in instructors and understudies to proceed with their instructive exercises through on the web. The instructors doled out work to understudies through web, conveyed addresses video conferencing utilizing distinctive Apps like Zoom, Google meet, Facebook, Youtube, and Skype and so on. There are WhatsApp groups of guardians, instructors, understudies and guardians for full of feeling correspondence through which they are consistently in touch to share their troubles through this e-medium.

OBJECTIVES

The present research paper focused on the following objectives:

1. To edify different measures taken by Govt. of India for schooling area during this pandemic.
2. To feature different positive effect of COVID-19 on instruction.
3. To enroll some negative effects of COVID-19 and to put some successful proposals for proceeding with instruction during the pandemic circumstance.

METHODOLOGY

Data and information presented in current study are collected from various reports prepared by national and international agencies on COVID-19 pandemic. Information are collected from various authentic websites. Some journals and e-contents relating to impact of COVID-19 on educational system are referred.

The digital initiatives of MHRD for secondary as well as higher education during COVID-19 are listed as below: **Secondary education**

1. **Diksha** portal contains e-Learning content for students, teachers, and parents aligned to the curriculum, including video lessons, worksheets, textbooks and assessments. Under the guidance of its national boards of education (CBSE) and NCERT, the content has been created by more than 250 teachers who teach in multiple languages. The app is available to use offline.
2. **e-Pathshala** is an e-Learning app by NCERT for classes 1 to 12 in multiple languages. The app houses books, videos, audio, etc. aimed at students, educators and parents in multiple languages including Hindi, Urdu, and English.

HIGHER EDUCATION

1. **Swayam** is the national online education platform hosting 1900 courses covering both school (classes 9 to 12) and higher education (under graduate, post graduate programs) in all subjects including engineering, humanities and social sciences, law and management courses.
2. **Swayam Prabha** has 32 DTH TV channels transmitting educational contents on 24 x 7 basis. These channels are available for viewing all across the country using DD Free Dish Set Top Box and Antenna.
3. **e-PG Pathshala** is for postgraduate students. Postgraduate students can access this platform for ebooks, online courses and study materials during this lockdown period.

Potential other options or answers for interfered with instruction during COVID-19

- With the assistance of intensity supply, advanced aptitudes of educators and understudies, web network it is important to investigate computerized learning, high and low innovation arrangements, and so forth
- Students those are coming from low-pay gatherings or presence of incapacity, and so on distance learning projects can be incorporated.
- To offer help for digitalization to educators and understudies.
- The need to investigate computerized learning stages.

- Measures should be taken to relieve the impacts of the pandemic on propositions for employment, entry level position projects, and exploration ventures.
- ED-tech change at the public level that is a coordination of innovation in the current Indian instruction framework.

Positive impact of COVID-19 on education

In spite of the fact that the flare-up of COVID-19 has made many negative effects on instruction, instructive establishments of India have acknowledged the demands and making an honest effort to offer consistent help administrations to the understudies during the pandemic. Indian training framework got the open door for change from conventional framework to another time. The accompanying focuses might be considered as the positive effects. Move towards Blended a) Learning: COVID-19 has quickened reception of advanced advances to convey training. Instructive foundations moved towards mixed method of learning. It energized all educators and understudies to turn out to be more innovation sharp. Better approaches for conveyance and appraisals of learning opened colossal open doors for a significant change in the territory of educational program advancement and teaching method. It likewise offers admittance to enormous pools of students all at once.

- b) Ascend being used of Learning Management Systems: Use of learning the executives frameworks by instructive organizations turned into an incredible interest. It opened an incredible open door for the organizations those have been creating and reinforcing learning the board framework.
- c) Enhance the use of soft copy of learning material: In lockdown situation students were not able to collect the hard copies of study materials and hence most of the students used of soft copies materials for reference.
- d) Improvement in collaborative work: There is a new opportunity where collaborative teaching and learning can take on new forms. Collaborations can also happen among faculty/teachers across the world to benefit from each other.
- e) Rise in online meetings: The pandemic has created a massive rise in teleconferencing, virtual meetings, webinars and e-conferencing opportunities.
- f) Enhanced Digital Literacy: The pandemic situation induced people to learn and use digital technology and resulted in increasing the digital literacy.
- g) Improved the use of electronic media for sharing information: Learning materials are shared among the students easily and the related queries are resolved through e-mail, SMS, phone calls and using different social Medias like WhatsApp or Facebook.
- h) World wide exposure: Educators and learners are getting opportunities to interact with peers from around the world. Learners adapted to an international community.
- i) Better time management: Students are able to manage their time more efficiently in online education during pandemics.
- j) Demand for Open and Distance Learning (ODL): During the pandemic situation most of the students preferred ODL mode as it encourages self-learning providing opportunities to learn from diverse resources and customized learning as per their needs.

Negative impact of COVID-19 on education

Education sector has suffered a lot due to the outbreak of COVID-19. It has created many negative impacts on education and some of them are as pointed below:

- a) Educational activity hampered: Classes have been suspended and exams at different levels postponed. Different boards have already postponed the annual examinations and entrance tests. Admission process got delayed. Due to continuity in lockdown, student suffered a loss of nearly 3 months of the full academic year of 2020-21 which is going to further deteriorate the situation of continuity in education and the as students would face much difficulty in resuming schooling again after a huge gap.
- b) Impact on employment: Most of the recruitment got postponed due to COVID-19 Placements for students may also be affected with companies delaying the on board of students. Unemployment rate is expected to be increased due to this pandemic. In India, there is no recruitment in Govt. sector and fresh graduates fear withdrawal of their job offers from private sectors because of the current situation. The Centre for Monitoring Indian Economy's estimates on unemployment shot up from 8.4% in mid-March to 23% in early April and the urban unemployment rate to 30.9% (Educationasia.in). When the unemployment increases then the education gradually decreases as people struggle for food rather than education. The concept of "work from home" has greater relevance in such pandemic situation to reduce spread of COVID-19. India should develop creative strategies to ensure that all children must have sustainable access to learning during pandemic COVID-19. The Indian policies must include various individuals from diverse backgrounds including remote regions, marginalized and minority groups for effective delivery of education. As online practice is benefitting the students immensely, it should be continued after the lockdown. Further detailed statistical study may be undertaken to explore the impact of COVID-19 on education system of India.

SUGGESTIONS

- ☐ India should create innovative techniques to guarantee that all youngsters should have economical admittance to picking up during pandemic COVID-19. The Indian strategies should incorporate different people from assorted foundations including far off locales, underestimated and minority bunches for compelling conveyance.
- ☐ Immediate measures are needed to diminish the impacts of the pandemic on propositions for employment, temporary job programs, and research ventures.
- ☐ Many internet learning stages offer various programs on similar subjects with various degrees of affirmations, system and appraisal boundaries. Thus, the nature of projects may vary across various internet learning stages. In this manner, foundation of quality affirmation components and quality benchmark for internet learning programs should be created and offered by Higher Education Institutions (HEIs) in India keeping considering quick development of the internet learning stages
- ☐ Across the globe, Indian conventional information is well known for its logical advancements, qualities and advantages to create feasible advances and drugs and this information frameworks in various fields should be integrated with present-day main stream higher education system.

CONCLUSION

Coronavirus has affected tremendously to the instruction area of India. Despite the fact that it has made numerous difficulties, different openings are likewise advanced. The Indian Govt. what's more, extraordinary partners of training have investigated the chance of Open and

Distance learning (ODL) by embracing unique computerized innovations to adapt up to the current emergency of Coronavirus. India isn't completely prepared to make instruction arrive at all edges of the country through advanced stages. The understudies who aren't special like the others will endure due to the current decision of computerized stages. Yet, colleges and the legislature of India are steadily attempting to think of a answer for resolve this issue. The need should be to use advanced innovation to make an invaluable situation for a huge number of youthful understudies in India. It is need of great importance for the instructive establishments to reinforce their insight and Data Technology foundation to be prepared for confronting Coronavirus like circumstances. Regardless of whether the COVID-19 emergency extends longer, there is an pressing need to take endeavors on most extreme use of on the web stages with the goal that understudies not just complete their degree in this scholastic year yet additionally to prepare for the future advanced situated climate. The idea of "telecommute" has more noteworthy significance in such pandemic circumstance to diminish spread of COVID-19. India should create inventive procedures to guarantee that all kids should have feasible admittance to getting the hang of during pandemic. The Indian strategies should incorporate different people from assorted foundations counting distant areas, minimized and minority gatherings for viable conveyance of training. As online practice is profiting the understudies hugely, it should be proceeded after the lockdown.

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UNIVERSAL BASIC INCOME

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ABSTRACT

The paper is mainly based to provide the necessary information about universal basic income. It is mainly aimed to check out whether this method is practically possible or not. And if it is really possible, then to what extent it will be useful to be public from various arenas. To study and examine various advantages and disadvantages regarding this method to clearly indicate the authenticity and validation for this new method. The clear demarcation of the feature which are exclusively designed for this type of payment by government. The objectives identified are aimed to eliminate various barriers in many contexts of the society.

Keywords: validation, public, payment, Government.

1. OBJECTIVES OF THE METHOD

- a. To provide a detailed knowledge about the concept of Universal Basic Income.
- b. To study the Basic features of Universal Basic Income.
- c. To explain the Advantages and Disadvantages of Universal Basic Income.

2. REVIEW OF LITERATURE

- a. **Usman W.Chohan** (2017) He described that the practical implementation of UBI requires much more consideration from political context for its effectiveness. The necessary political commitment by the practitioners, without which it is better to limit UBI to academics only.
- b. **Yuan Zheng**, (2017) explained the role of UBI in poverty reduction, gender equality etc. The outcomes of *Dibao* not satisfactory as the details of the public in those areas are not enrolled or not properly enrolled.
- c. **A.G. Adeeth Cariappa** and **Apoorva Srinivas** outlined the fact that the UBI prepared must be effective from both the sides of public as well government too. It should be implemented gradually by following incremental approach in which the roles of civic bodies and people are clearly demarcated. Instead of other PDS, UBI can be considered as an wise alternative if it is perfectly designed.

3. RESEARCH METHODOLOGY

Secondary Data: Collected from Newspapers and Journals.

4. INTRODUCTION

In every Nation there will be discrepancies in the levels of Income. Based on the incomes people are categorized mainly as High, Upper Middle, Lower middle- and Low-income groups based on their National Income per Person or GNI Per Capita Income and the countries sometimes referred as Developed and Developing nations based on them. The concept of Income plays a major role in the country's Gross Domestic Product (GDP) as it creates demand for the products and Services substantially. These income groups play a forms the basis in framing certain Fiscal Policies such as Taxation and Budgetary Planning.

5. HISTORY AND ORIGIN

A renowned Political Economist **G.D.H.Cole** initially coined the term Social Dividend which was later referred as Basic Income. **Thomas Paine**, an intellectual architect of American

Revolution was the first to propose a system with mere similarities to a National Income in the United States. Thus, the concept of Universal Basic Income has gained momentum half a century year old from the western world. In India, Economist Vijay Joshi had made similar proposals in his book named **“India’s Long Road: The Search for Prosperity”**. The concept of Basic income has emerged as an urgency in present situation of deadly Corona Virus pandemic as it brings a lot of uncertainty in terms of employment and financial hardships across the globe. In a broader sense it can be considered as an antidote for poverty and inequality.

6. DEFINITION

In simple terms a Universal Basic Income is a Minimum Guaranteed amount given periodically by the government to its people irrespective of their Income levels. This income is mainly useful to run the households with their basic. It is also known as Unconditional Basic Income.

The intention behind the payment is to provide enough to cover the basic cost of living and to provide financial security. The concept is mainly devised to offset the job losses caused by technology.

The Basic Income is a necessity in these days as the prices of some daily commodities are skyrocketing. A guaranteed income will enable the people to purchase their basic necessities without any hurdles even though there is no regular employment.

7. FEATURES OF UNIVERSAL BASIC INCOME

Universal: Basic income scheme is universal in nature. It means it is not designed for only specific section so all citizens of the country will receive the payment of the cash without any discrimination.

Periodic: Money will be distributed to the beneficiaries at a regular period of time.

Direct Payment: The beneficiaries will directly get account credited without any kind of vouchers etc.

Unconditional Scheme: It means one need not prove their economic or employment status or any other Socio-Economic Identity.

Individual Benefit: Every individual irrespective of their nature of work, social status, gender will be given the amount periodically.

8. ADVANTAGES

- An unconditional basic income would enable workers to wait for a better job or negotiate better wages.
- People would have the freedom to return to school or to stay to take care of their children and elders.
- The citizens of a nation could have simple, straight forward financial assistance that minimizes the bureaucracy.
- The government would spend less to administer the program than with the traditional welfare.
- It would remove the problem with existing welfare programs that keep people the poverty line. This is a form of structural inequality that prevents the poor from building their wealth to their better lives.
- These payments could help stabilise the economy during recessionary periods.

- The simplicity of the programs also would cost the government less. Cost payments which were given to the public would eliminate the costly income paper work and procedures.
- In some countries people are worried about natality rates. If there is a guaranteed income then it would make them feel secured and give the young couples a sense of financial commitment to start a family.
- There will be a security for the basic needs. The consumption of the daily necessities will be easier for the people who belong to lower middle classes and below poverty line groups.
- The Universal Basic Income will give the poor a confidence to boost up their levels and standards of education. Further it will mainly help the downtrodden families in which girls were considered as a burden, in order to change their perceptions and allow them to give considerable opportunities for their daughters too there by eradicating the problem of Gender superiority. It dramatically reduces the drop rate in schools also.
- A guaranteed sum of income to everyone will ensure the equality there by reducing the Gender discrimination in the areas of Work. Further basic income will enhance the household women to have a greater control and influence over the earnings to utilise them in an efficient way.
- If specific amount of money is paid to every person then there won't be any thefts and murders which substantially contributes to decrease in the Crime rate to a greater extent.
- The major possible outcome of this method guarantees a fixed amount to each one in the nation thereby providing the farmers the minimum necessary payment to run their livelihood. So that, there won't be any suicides committed by them and it will be of more help to them even though there is no effective break-even prices for the crops cultivated by them.
- This will mainly help the people in rural areas to strike off their debts which were owed by them to their creditors. This will contribute to the eradication of money lending from the unorganised sectors like Local Bankers etc.
- A regular income will put a barricade to people who are becoming as Anti Social elements just to feed the lives of their families.

9. DISADVANTAGES

- The cost of a Basic income itself will be a huge burden to the government to pay such huge amounts to the entire public.
- If all of the people received a sudden basic income, it will lead to Inflation. Majority of them will spend the extra cash, driving up demand. Retailers would order more and manufacturers would try to produce more, but if they couldn't supply enough to cater the needs, then it would raise the prices of the commodities and goods.
- Higher prices would make the basics unaffordable to those people who are at the bottom of the income pyramid. In the long run a guaranteed income would not raise their standard of living.
- Many recipients might prefer to live on the free income rather than to acquire a good job. They wouldn't acquire good resume and work skills.
- There will be a drastic increase in the consumption of alcohol by the people who are addicted to it. Much of the government funds will be in vain due to this method.

- In the patriarchal societies the women will be forced to lend the amounts to their men, failing of which can sometimes lead to Domestic violence and Emotional abuse.
- Mainly in the age groups like teens and young adults lot of money will be wasted for their unnecessary needs and desires which will be a red flag for this scheme.
- If there is a mismanagement in the allocation of funds a larger chunk of funds will get into the pockets of political bureaucrats and other higher officials while disbursing the amounts.
- In the countries which the heavily populated the expenditure for the government much more than of its revenue which will be drag the fiscal policies to become more and more fragile.

10. CONCLUSION

On overall basis, Universal Basic Income is a pretty good idea if the outcomes are exactly figured out. There will be a lot of transformation in many areas such as the changes in the Taxation system and Budgetary Allocation. An Egalitarian society will be possible to some extent through the equal income distribution. There will be a sort of financial security for every citizen of a country irrespective of several other criteria. But, it should be dealt with due diligence otherwise, which with vague and unformulated methods will become a heavy burden and yield futile results.

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AN EMPIRICAL REVIEW ON CREDIT RATING AGENCIES

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ABSTRACT

The study examines the existing empirical research works pertaining to credit rating agencies. The review considers three categories of empirical works on credit ratings they are Ratings and Default Prediction, Influence of ratings on markets and Determinants of ratings. The review upholds that ratings are not always good predictors of default; it also gives mixed views about the impact of ratings and ratings revision on securities prices apart from highlighting the various determinants that go into the rating. The review is based on 72 research works that were selected through well defined inclusion and exclusion criteria.

Keywords: Default Prediction, Rating Determinants, Information Content, Macro Economic Factors, Credit Rating Agencies.

INTRODUCTION

Credit rating being a multidimensional and multivariate function plays a decisive role in financial markets by transmitting vital information about lenders creditworthiness. A comprehensive analysis of a credit instrument offers numerous benefits to all parties in concern. The need for credit rating agencies owing to regulatory purposes is growing rapidly and ratings are embedded into investment mandates, global banking regulations and securities rules and regulations. In this backdrop, empirical review is conducted to determine the information content of credit ratings and their ability to measure their default.

The review considers three categories of empirical works on credit ratings they are Ratings and Default Prediction, Influence of ratings on markets and Determinants of ratings. The first category analyses the relationship of ratings and corporate default (Zhou, 2001; Jorion and Zhang, 2007). The second type measures the impact of rating change on security prices i.e., they examine if ratings contain additional information (Katz, 1974; Weinstein, 1977; Wakeman, 1978; Hand et al, 1992). The third one investigates the determinants of credit rating. Here ratings as independent variables are modelled on a number of financial data (Ederington, 1985), non financial data (Bhojraj and Sengupta, 2003), and macroeconomic factors (Amato and Furfine, 2004).

OBJECTIVES

1. To review the works on Default Prediction/Business Failure Prediction along with the models available for failure prediction
2. To study the works on the Information Content in Credit Ratings.
3. To review the works done on the Determinants of Credit Ratings, including works on financial and non financial variables

INCLUSION AND EXCLUSION CRITERIA

Inclusion Criteria – The works that are empirical in nature and those with the below keywords were chosen for the study

1. Ratings and default/bankruptcy prediction
2. Ratings and stock market reaction/influence of ratings on stock/bond prices

3. Ratings and Determinants

Sources used: Peer reviewed articles from Wiley, Elsevier, Emerald, Sage, Cambridge University press, Taylor and Francis other WOS and Scopus Indexed Journals are considered for the study. Apart from it, Working Papers & Thesis of different regions are also taken for the study.

Language: Works available only in English language are taken for the study

Exclusion Criteria – Theoretical or conceptual works are not included; Papers available in other languages are not considered.

I. Works on Default Prediction/Business Failure Prediction

The literature on default prediction has its roots in 1930's, where the initial studies employed ratio analysis to predict bankruptcy of a firm. Later, the studies focused on the discriminant analysis (DA) technique consisting of both univariate (Beaver, 1966) and multiple discriminant analysis (Altman, 1968; Altman, et al 1977). However, development of technology and exploration of knowledge have percolated researchers to predict defaults using logit and probit analysis (Martin, 1977; West, 1985; Platt and Platt, 1991; Kleinbaum and Klein, 2002; Bhargava et al., 1998, Ohlson, 1980, Nam and Jinn, 2000; Pindado and Rodrigues, 2004, Sajter 2008). More recently, innovative methodologies such as decision tree (Frydman et al., 1985; Pompe and Feelders, 1997), neural networks (Altman et al., 1994; Dutta and Shekar, 1988; Boritz and Kennedy, 1995), genetic algorithms (Kingdon and Feldman, 1995; Varetto, 1998; Shin and Lee, 2002) are used.

ACCOUNTING VARIABLES/RATIO ANALYSIS

As an early attempt to assess the failure of the firms, The Bureau of Business Research (BBR) conducted a study and published a bulletin on ratios of failing industrial firms. The study indicated that eight ratios, namely Working Capital to Total Assets, Surplus and Reserves to Total Assets, Net Worth to Fixed Assets, Fixed Assets to Total Assets, the Current Ratio, Net Worth to Total Assets, Sales to Total Assets, and Cash to Total Assets to be the good indicators of the "growing weakness" of a firm. Among the eight, Working Capital to Total Assets ratio appeared to be a more valuable indicator.

Fitz Patrick (1931) and Smith and Winakor (1935) worked on the similar lines as that of BBR's and found that in the majority of cases, the successful companies displayed favourable ratios while the failed firms had unfavourable ratios. They found that Working Capital to Total Assets predicts the financial performance of a firm far better than both Cash to Total Assets and the Current Ratio. The study also indicated that the Current Assets to Total Assets ratio dropped as the firm approached bankruptcy. The distressed firms display signs of weakness as early as four or five years before failure (Merwin, 1942).

Jackendoff (1962) in his work shows that the profitable firms have higher Current Ratio and Net Working Capital to Total Assets with lower Debt-to-equity ratios in comparison with unprofitable firms. These studies laid the groundwork for the studies that followed on bankruptcy.

DISCRIMINANT ANALYSIS

More sophisticated analysis on business failure prediction started after thirty five years with the research of Beaver and has continued to evolve since then.

UNIVARIATE DISCRIMINANT ANALYSIS (UDA)

Beaver's (1966) work is the first to use univariate analysis (one variable/ratio at a time) to predict the failure of the firms. Beaver grouped the ratios into six categories, namely cash flow ratios, Net income ratios, Debt to total asset ratios, Liquid asset to total asset ratios, Liquid asset to current debt ratios and turnover ratios. One ratio from each category was tested for its predictive power (univariate analysis). Empirical findings indicate that the cash flow to total debt (cash flow ratio) is the best univariate discriminator to discriminate between failed and non failed firms. Classification of accuracy of cash flow to total debt ranged from 87% (one year prior to failure) to 78% (five years prior to failure). In the later study, He observed that changes in the market price of stocks were also good indicators of financial distress. The study also suggested that multiple ratios considered simultaneously may have higher predictive ability than single ratio. However, his study is considered to be one of the classics in the field and most widely recognized univariate study. Beaver's model is criticized as it uses single variable at a time.

MULTIVARIATE DISCRIMINANT ANALYSIS (MDA)

The first multivariate study was published by Altman in 1968. Altman used multivariate discriminant analysis method to predict the failure of the manufacturing firms. His model is popularly known as Altman Z Score which consists of five ratios which are significant bankruptcy indicators. They are working capital/total assets, retained earnings/total assets, EBIT/total assets, market value of equity/book value of equity, sales/total assets. If the calculated Z score is greater than 2.99, then the firms are in safe zone; if the value of the Z score lies in between 1.81 to 2.99, then it indicates the firms are in gray zone and the firms are said to be in distress when the Z score is less than 1.81.

$$Z = 1.2X_1 + 1.4X_2 + 3.3X_3 + 0.6X_4 + .999X_5$$

Blum (1974) developed a failing company model using multivariate discriminant analysis (MDA). The model incorporates three common denominators underlying cash flow framework, they are liquidity, profitability, and variability. The accuracy of this model is 93 to 95% at first year before failure, 80% at the second year and 70% at the third, fourth and fifth years before failure.

Like the way Altman (1968) developed the model for manufacturing entities. Edmister (1972) developed a model specifically for prediction of small business failure and Sinkey (1975) developed a model to predict the failure of banks.

Altman's model has been questioned in the works of Gharghori et al, 2006; Deakin, 1972 and Begley et al, 1996, as it uses unadjusted accounting data, and fails to include market based measures (market price, price earnings ratio, Jensen measure). Only one variable of Altman's Z score ie., X_4 (market value of equity/liabilities) is market based and forward looking (Gutzeit and Yozzu, 2011). Market based model is found to be more significant in predicting default of companies with high credit risk, while the accounting based model is significant in predicting default of companies with low credit risk. Thus, based on the company's credit risk, the prediction accuracy can be improved by placing more emphasis on market based models while reducing the emphasis on accounting based model (Li and Miu, 2010). Das (2009) also observes that the model containing market based information outperforms the model containing accounting based information. While, Xu and Zhang (2009) opine that a hybrid model (containing accounting and market based measures) appears to be more useful in predicting the bankruptcy.

Despite the limitations mentioned, Altman's model is followed religiously by analysts worldwide and remains very popular in the literature even today (Satish and Janakiram, 2011; Al Zaabi, 2011; Wang and Campbell, 2010).

REGRESSION MODELS (LOGISTIC REGRESSION/ LOGIT AND PROBABILISTIC REGRESSION/PROBIT)

Ohlson (1980) is the first to use LOGIT model instead of MDA. He considered nine ratios, namely Adjusted Size of the firm(AS), Leverage Measure(LM), Working Capital Measure(WCM), Inverse Current Ratio(ICR), Return On Assets(ROA), Funds To Debt Ratio(FTDR), Change In Net Income(CINI) and two dummy variables i.e., Discontinuity Correction For Leverage Measure(DCLM) and Discontinuity Correction For Return On Assets(DCRA). Four ratios, namely size, leverage measure, return on assets and working capital measure were found to be statistically significant. The formula to calculate Ohlson O Score is given below:-

$$\text{O-score} = -1.32 - 0.407*AS + 6.03*LM - 1.43*WCM + 0.757*ICR - 2.37*ROA - 1.83*FTDR - 1.72*DCLM + 0.285*DCRA - 0.521*CINI$$

$$\text{Probability of Failure} = P = \exp(\text{O-score}) / 1 + \exp(\text{O-score})$$

Nam and Jinn (2000) uses logit model to analyse the corporate bankruptcy for the Korean economic crisis (1997 – 1998). In this study, he considers thirty three ratios of 46 bankrupt firms and 46 non bankrupt firms (matched by industry and size). Of the 33 financial ratios, only three ratios, a) financial expenses/sales, b) (net income + depreciation + financial expenses)/(total borrowings + bonds payable + financial expenses) and c) receivables turnover proved to have significant bankruptcy predicting power. Classification accuracy of this model was 72.2 per cent.

Sajter's (2008) work develops the bankruptcy prediction model using MDA and logit model separately. It was found that in the MDA model, only working capital/total assets variable was significant predictor (accuracy being 88%), whereas, the logit model showed that along with working capital/total assets, long lived assets (equity + long term debt) also had significant predictive ability (accuracy of 90%).

ARTIFICIAL NEURAL NETWORKS (ANN)

Neural network methodology is more robust in bankruptcy prediction; it uses both forward-looking variables (market and microstructure variables) and backward-looking variables (accounting ratios). Neural Networks provides the best accuracy ranging from 71% to 100%. Neural networks outperform the traditional models at correctly classifying firms as failed or non failed (Salchenberger et al., 1992; Boritz and Kennedy, 1995). Sinkey (1975), Hanweck (1977), Martin (1977) used ANN to predict the bankruptcy in banks. While, Pindado and Rodrigues (2004) and June Li (2012) employed ANN to predict default/bankruptcy in manufacturing firms, and other researchers used ANN in specific industries such as Murtaza and Shah 2000 in computer/software firms, Bhargava et al, 1998 in retail sector and Lugovskaja, 2009 in SMEs.

II. Studies on the Information Content in Credit Ratings.

The impact of ratings is measured on the price or yield of bonds (Katz, 1974, Ederington et al, 1987), stocks (Pinches and Singleton, 1978, Holthausen and Leftwich, 1986), and more recently credit default swaps (Micu et al, 2004). The researchers in their works have analysed the impact of credit ratings in European market (Groop and Richards, 2001); Indian Markets (Lal and Mitra, 2011, Rao and Sreejith, 2013, Chandrashekar and Mallikarjunappa, 2013, Sehgal and Mathur, 2013), and in individual countries such as The UK (Barron et al., 1997 and Batchelor

and Manzoni, 2006), Germany (Steiner and Heinke, 2001), Spain (Abad–Romero and Robles–Fernandez, 2006).

Taib et al (2012) studies the impact of rating changes on stock prices of the UK and the Australian markets. They found that there is a significant change in the stock price owing to rating downgrades and weak stock price reaction to rating upgrades.

Li, Visaltanachoti and Kesayan (2004) examine the effects of rating changes on Swedish markets. They find significant positive (negative) market reaction to the upgrade (downgrade) announcements and no significant share price reaction for rating assignments, positive outlooks and affirmations announcements.

Goh and Ederington (1999) did a cross-sectional analysis to find stock market reaction to bond rating changes and highlighted that equity markets react more negatively to bond rating downgrades (more for speculative grades than investment grades). They further offer two possible explanations for these reactions of stock market, they are, a) the companies are not open to release negative information, in such cases, the negative information is hidden; when this negative information is released to the market through rating downgrades, the markets reacts strongly. b) the CRAs spend more resources trying to uncover private negative information compared to private positive information.

Steiner and Heinke (2001) study the influence of rating changes on euro bond prices and observe that there is a significant bond price reactions for rating downgrades and rating watch lists which are negative and no change is found for rating upgrades and positive watch lists. May (2010) studies the impact of rating changes on bond prices and found that both upgrades and downgrades yield statistically significant abnormal returns.

In the Indian context, Chandrashekar and Mallikarjunappa (2013) studied the effect of initial bond rating and bond rating changes on stock prices and reported statistically insignificant abnormal returns for downgrades and small insignificant positive abnormal return for upgrades.

Lal and Mitra (2011) analyses the impact of rating changes on some select Indian companies. The results reveal that there is a statistically significant abnormal returns for rating downgrades and moderate reaction for upgrades.

Sehgal and Mathur (2013) did a cross sectional analysis to figure out the stock price variation from bond rating change and observes that rating downgrades are preceded by positive abnormal returns. The study also incorporated stock price reaction to bond rating changes for firms with different financial characteristics (Size, trading volume, Leverage, profitability etc).

Rao and Sreejith (2013) examine the impact of credit ratings changes of five CRAs (CRISIL, ICRA, CARE, Fitch and Brickwork) on equity returns in India during the period, 1st January, 1999 to 31st March, 2013. The study revealed that downgrades had a considerable negative impact and upgrades had a negligible positive impact.

To sum up, there are contradicting views about the impact of rating actions on securities market. The works of Dichev and Piotroski, 2001, Steiner and Heinke, 2001, Jorion and Zhang, 2007 find strong evidences that rating downgrades generate a significantly larger impact than rating upgrades. Whereas, the studies of Weinstein (1977), Wakeman (1978), Pinches and Singleton (1978); Creighton, Gower and Richards (2007); and Mohindroo, (2008) show that rating actions carry no additional information (no abnormal returns found). They argue that rating actions summarize publicly available information and do not carry any new information to the market which is reflected in the normal behaviour of stock prices before and after the rating action. On

the one hand, Wakeman fervently denies the information content hypothesis claiming that the evidence against changes in security value in direct association with rating changes is “emphatic”. He says, the rating agencies act as information collectors and help in just lowering the search costs through economies of scale. On the other hand, studies by Ingram, Leroy and Ronald, (1983), Hand, et al., (1992), Dichev and Piotroski (2001) find abnormal stock returns associated with rating change announcements and hence believe that ratings deliver valuable information to the market in the form of ratings which is not encapsulated in the stock prices.

In general, there is considerable evidence in global market that downgraded rating announcements provide new information seen through statistically significant abnormal returns, while the upgraded rating announcements do not provide any new information and is already embedded in the stock prices.

WORKS ON DETERMINANTS OF CREDIT RATINGS

The works on the determinants of credit ratings can be broadly grouped into three main categories (Matthies, 2013). The first group of studies focuses exclusively on financial variables. These financial variables are ratios of leverage, liquidity, profitability and solvency (Ederington, 1985 and Blume et al, 1998). The second category uses corporate governance variables. Here, factors such as ownership structure and board independence are measured (Bhojraj and Sengupta, 2003 and Ashbaugh-Skaife et al. 2006). The third group comprises of macroeconomic factors that could influence the credit ratings (Amato and Furfine, 2004).

FINANCIAL VARIABLES

All the CRAs provide greater emphasis on evaluating financial variables in arriving at a rating. Many studies provide empirical evidence pertaining to the relation between financial variables and ratings.

Kamstra et al (2001) employs accounting variables namely, interest coverage ratio, debt ratio, total assets, return on assets and includes non accounting variable such as subordination status to arrive at a rating model. The study reported accuracy is of only 47.5 per cent.

Mike Adams and Bruce Burton (2000) examine the effect of eight firm-specific variables namely, capital adequacy, profitability, liquidity, growth, size, mutual/stockowner status, reinsurance level, and short/long-term nature of business on the ratings awarded by the two agencies in the United Kingdom Insurance Industry. The first main finding of the study states that a rating is positively related to an insurer’s profitability, leverage and surplus growth. Secondly, the rating is negatively related to company’s size and the extent of reinsurance. It also highlights a number of apparent differences in the determinants of the ratings awarded by the two agencies (A.M. Best and Standard and Poor).

Sanjeev Bhojraj and Partha Sengupta (2003) in their work find that debt equity ratio, profit margin, total assets, market value of common equity/ book value of common equity, cumulative daily stock return and Market Beta has greater association with ratings.

Skaife, et al., (2006) examine the relationship between financial variables and ratings. They observe that the financial transparency – working capital accruals, timeliness, total fees paid to auditors, percentage of audit committee made up of independent directors and financial variables – leverage, return on assets, loss, interest coverage, size, subordinated debt have greater emphasis in arriving at a rating.

Stephen Gray et al., (2006) in their article examine the impact of various financial and industry variables on credit ratings. The study reveals that the Interest coverage, leverage, profitability and industry concentration have a greater impact in determining a rating for the firm.

Omaima et al (2013) examine the determinants of banks credit ratings using a sample of the US and the UK banks accounting data from 1994 to 2009. The results disclose the bank size, liquidity, efficiency and profitability have larger impact in determining the credit rating.

Murcia et al (2014) in their work consider ten independent variables: leverage, profitability, size, financial coverage, growth, liquidity, corporate governance, control, financial market performance and internationalization to find their association with credit rating. The study divulged that leverage, profitability, growth and financial market performance proved to be significant determinants of credit rating

Gorana Roje (2005) in his research employs twelve variables namely ROA, ROE, Profit, Market Value of equity, Tangible book value, Leverage, Long term debt ratio, Current ratio, pension plan, Growth, volatility in earnings, year dummy variable to predict SandP long-term credit ratings. Empirical analysis showed that all the variables were statistically significant at five per cent level of significance. The author also highlights that the credit rating determinants may differ across industries.

Walid Amdouni and Issouf Soumare (2014) study the determinants of S&P Ratings assigned to Canadian Firms. The study identified that leverage, liquidity, equity size, profitability, earnings volatility and dividends are the main predictors of Canadian firm ratings.

CORPORATE GOVERNANCE VARIABLES

Sanjeev Bhojraj and Partha Sengupta (2003) studies the effect of corporate governance on bond ratings using probit model for the period 1991 – 1996. They find that corporate governance variables such as a) institutional ownership, b) percentage of the board consisting outsiders, c) concentrated ownership and d) institutions that have 5% or more stake in company have greater association with bond ratings.

Skaife et al (2006) investigate the relation between corporate governance and credit rating for the data collected during the period 2002-03. The study highlighted that ownership structure and influence of it (measured in terms of number of outside block holders owning five per cent or more outstanding voting stock, the percentage of shares held by institutional investors, percentage of shares held by officers or directors and financial stakeholder rights and relations - G_SCORE) has strong association with ratings.

Dong-young Kim and JeongYeon Kim (2014) review the relationship between credit rating and nonfinancial information such as corporate social responsibility (CSR) and corporate governance using regression analysis. They find that Corporates with excellent CSR and outstanding corporate governance index (CGI) score have higher credit ratings and vice versa. CSR activities have effects of reducing agency costs by eliminating the information asymmetry between internal and external stakeholders; corporate governance is a key element of the internal control system, which provides the information to public.

Gonis et al (2012) examine the determinants of credit rating by taking both financial and non financial variables. The analysis of the study showed that financial variables such as firm size, financial leverage, profitability, liquidity, business risk and growth; and non financial variables such as R&D projects, corporate governance are statistically significant in determining the credit ratings. The study also showed that director's shareholdings and institutional ownership are negatively related and are significant.

CONCLUSION

This review gives a quick snapshot of the works that have been done so far in the landscape of credit rating agencies. This review paper considers the works that fall in three categories they

are ratings and default prediction, influence of ratings on markets and determinants of ratings. The review upholds that ratings are not always good predictors of default; it also gives mixed views about the impact of ratings and ratings revision on securities prices apart from highlighting the various determinants that go into the rating.

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INTEGRATED GOODS AND SERVICES TAX

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ABSTRACT:

Integrated Goods and Services Tax is a part of the Goods and Services Tax under the concept of one nation one tax. It falls under the IGST Act 2017. This chapter covers application of IGST on any supply of goods and services its combination of both CGST and SGST, revenue collection from the IGST will be divided between central government and state government. It will be charged on transfer of goods and services from one state to another state. Its new model developed to monitor the interstate trade of goods and services. It also focused on GST compliance rating – it is determined by GST tax department and the business firm registration process.

Keywords: IGST, GST, CGST, SGST, Tax, Goods and Services, Government

IGST Model:

IGST is the provision under GST to monitor the Inter-state movement of Goods and Services. IGST will not replace the existing Central Sales Tax and is also not an extra added tax. It basically is the sum of Central GST (CGST) and State GST (SGST). **IGST = CGST + SGST**

IGST will help in ensuring that the ultimate SGST is received by the state in which the goods and services are consumed since GST is a destination-based tax.

A new model is developed under proposed GST to monitor the interstate trade of Goods and Services and this is called IGST. Let me clear first thing it will not replace the existing CST and there will be long awaited goodbye to Central Sales Tax in the GST regime.

Now it should also be noted that IGST will not be a Tax in addition to the SGST and CGST so one should not be presumed that IGST is a third tax but it is only a mechanism to monitor the interstate trade of

Goods and services and further to ensure that the ultimate SGST is gone to the consumer state since the GST is a destination-based tax.

LET US TRY TO UNDERSTAND THIS IGST MECHANISM STEP BY STEP: -

1. Dealer of the selling state will collect IGST from the purchaser on Interstate Transaction and the rate of IGST will be the combined rate of SGST and CGST, say if the rate of SGST is 12% and CGST is 14% then the rate of IGST will be 26%.
2. While depositing the IGST the seller will take credit of SGST and CGST paid by him on purchase of such Goods or services within the state.
3. The selling state will transfer the amount of input credit of SGST taken by the selling dealer against the IGST to the center. This will ensure that selling state will not get any revenue out of this transaction.

4. The interstate buyer shall take credit of IGST against his liability of SGST / CGST or IGST. For this purpose, the total amount of IGST will be bifurcated in two parts SGST and CGST.
5. Now come to the mechanism of transferring the SGST to the consumer state in which the central agency will transfer the amount of input credit of IGST used by selling dealer of consumer state while paying his liability of SGST. This will be clear from the example given below.

FEATURES IGST:

1. On inter-state and cross border transactions
2. Centre would levy and collect IGST in lieu of CGST and
3. To be shared between Centre / States
4. Single IGST rate
5. IGST would be levied on all inter-State transactions of taxable goods and services with appropriate provision for consignment or stock transfer of goods and services.
6. Inter-State dealer will pay IGST after adjusting available, input IGST, CGST and SGST on purchases.

ADVANTAGES OF IGST MODEL:

1. Maintenance of uninterrupted ITC chain on inter-State transactions.
2. No upfront payment of tax or substantial blockage of funds for the inter-State seller or buyer.
3. No refund claim in exporting State, as ITC is used up while paying the tax.
4. Self-monitoring model.
5. Level of computerization is limited to inter-State dealers and Central and State Governments should be able to computerize their processes expeditiously.
6. As all inter-State dealers will be e-registered and correspondence with them will be by e-mail, the compliance level will improve substantially.
7. Model can take 'Business to Business' as well as 'Business to Consumer' transactions into account.

COMPLIANCE RATING:

GST compliance rating or GST rating is a score determined by the GST tax department for every person registered under GST. GST compliance rating would be based on the compliance record of the business with respect to GST. Hence, GST compliance rating would be similar to the Credit Information Bureau (India) Limited (CIBIL) score used for rating an individual's credit worthiness.

GST compliance rating is a score determined by the GST Department for all GST taxpayers, based on their record of compliance. GST compliance rating score would be updated for all taxpayers periodically and the score would be published in the public domain.

The GST compliance rating means the score given by the government to a registered taxpayer based on their tax compliance status.

The score assigned to each individual or business depends on their compliance with GST rules of tax filing process, due dates, input credits and information provided by them at the time of registration and filing. The eligibility of a business to get tax refunds will be determined by their compliance score.

The GST compliance rating score of a GST taxpayer is visible to all other businesses. It does not depend on the size, nature, or turnover of the business.

For example, a rating system can be devised on a scale of 1 to 10, with 10 being the highest compliant and 1 being least compliant. Please note that the actual rating system has still not been notified.

HOW WILL THE GST COMPLIANCE RATING WORK?

Though the provisions of GST Compliance Rating are yet to be announced, however industry experts predict it to be based on the following key indexes:

1. Filing GST returns and paying taxes on time.
2. Timely and transparent reconciliation
3. Matching of transactions of inward and outward supplies
4. Other time limit provisions to be complied
5. An open, clear and helping attitude with and towards the GST authorities

Based on your rating, you and your business will enjoy certain benefits. It has been proposed that refunds to a taxpayer will be made on a percentage basis of these ratings.

➤ Let us take an example:

Supposing a taxpayer has a rating of 8. He is eligible to claim a refund of Rs. 10,000. Based on his compliance rating (which is 8), he will get an instant provisional refund of Rs. 8,000 when he applies for a refund. The balance of Rs. 2,000 will be paid later after scrutiny.

Similarly, a person with a rating of 6 will get only 60% of refund. Only a person with a minimum of GST rating of 5 on 10 can avail provisional refund.

NOTE: THE RULES REGARDING THIS ARE YET TO BE NOTIFIED.

What are the benefits that you can enjoy?

Some of the benefits that compliant vendors may be able to enjoy include:

1. Get refunds immediately
2. Buyers can get input tax credit immediately
3. Attract more business
4. Reduce chances of an audit by the tax authorities.
5. Enjoy better reputation

WHAT DETAILS WILL BE PUBLISHED IN GST COMPLIANCE RATING?

GST compliance rating is expected to be a simple score. According to the GST Act, no information of any individual return or its part can be published in a manner that identifies a particular person without previous written consent of the particular person. Further, the Act also prohibit third-parties from accessing any information or any individual GST return. Hence, GST compliance rating would not have details like:

1. Name of suppliers
2. Name of customers
3. Amount of turnover
4. Products or services supplied
5. Address of supply

WHERE CAN I FIND GST COMPLIANCE RATING?

GST compliance ratings for all persons registered under GST would be placed in the public domain. Hence, registered and unregistered person under GST would be able to readily (willingly) access this information.

The complete rules for GST compliance rating and procedure for accessing GST ratings. However, GST ratings are expected and available at gst.gov.in website.

➤ Black listing of dealers

The compliance score of a taxpayer will be placed in the public domain accessible by all and shall be updated regularly. It is being presumed that the GSTN will automatically derive the rating based on the above discussed parameters and also publish and update it from time to time.

There will also be a provision to black list dealers, if the rating is below average/low, based on the following factors:

1. Default for continuously 3 months in ITC which has been reversed
2. Non-filing of returns for continuously 3 months
3. Continuous short reporting of sales beyond prescribed limits for a period of 6 months The black listing would also be live and put on the public domain and buyers would abstain from such entities. Government wants to ensure, that if you deliberately and proactively do not tune yourself with the GST provisions timely, things should be tougher for you.

WHO IS LIABLE TO PAY GST / REGISTRATION?

Every supplier of goods and / or services is required to obtain registration in the State / UT from where he makes the taxable supply if his aggregate turnover exceeds Rs 20 lakh during a FY.

However, the limit of Rs 20 lakh will be reduced to Rs 10 lakh if the person is carrying out business in the Special Category States – [11 Special Category States are specified in Article 279A(4)(g) of the Constitution] – States of Arunachal Pradesh, Assam, Jammu and Kashmir, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura, Himachal Pradesh and Uttarakhand.

Difference between CGST, SGST and IGST:

Difference between CGST, SGST and IGST			
	CGST	SGST	IGST
Meaning	It is levied by central government to replace the existing tax like service tax, excise tax etc.	It is levied by state government to replace the existing tax like sales tax, luxury tax, entry tax etc.	It is a combined from of CGST and SGST levied and collected by central government.
Chargeability	It is charged on the local supply within state.	It is charged on the local supply within state.	It is charged on interstate supply

Input Tax Credit	The credit of CGST is available only against CGST and IGST	The credit of SGST is available only against SGST and IGST	The credit of IGST is available only against CGST, SGST and IGST
Collection of Tax	It is Charged and collected by central government.	It is Charged and collected by State government.	It is Charged and collected by central government.
Exemption Limit	The exemption limit-up to Rs.20lakh	The exemption limit- up to Rs.20lakh	No exemption limit
Registration under GST	Registration is not required till the turnover exceeds Rs.20 lakh and Rs.10 lakh in case of special category states.	Registration is not required till the turnover exceeds Rs.20 lakh and Rs.10 lakh in case of special category states.	Registration is mandatory for inter-state supply.

Comparison between Multiple Indirect tax laws and proposed one law:**Example: 1 (Comprehensive Comparison)****Manufacture to Wholesaler**

Particulars	Without GST (Rs.)	With GST (Rs.)
Cost of production	5,000.00	5,000.00
Add: Profit Margin	2,000.00	2,000.00
Manufacturer Price	7,000.00	7,000.00
Add: Excise Duty @ 12%	840.00	--
Total Value(a)	7,840.00	7,000.00
Add: VAT @ 12.5%	980.00	--
Add: CGST @ 12%	--	840.00
Add: SGST @ 12%	--	840.00
Invoice Value	8,820.00	8,680.00

Wholesaler to Retailer

Particulars	Without GST (Rs.)	With GST (Rs.)
COG to Wholesaler(a)	7,840.00	7,000.00
Add: Profit Margin@10%	784.00	700.00
Total Value(b)	8,624.00	7,700.00
Add: VAT @ 12.5%	1,078.00	--
Add: CGST @ 12%	--	924.00
Add: SGST @ 12%	--	924.00
Invoice Value	9,702.00	9,548.00

Retailer to Consumer

Particulars	Without GST (Rs.)	With GST (Rs.)
COG to Retailer (b)	8,624.00	7,700.00
Add: Profit Margin@10%	862.40	770.00
Total Value(c)	9,486.40	8,470.00
Add: VAT @ 12.5%	1,185.80	—
Add: CGST @ 12%	—	1,016.40
Add: SGST @ 12%	—	1,016.40

Total Price to the Final consumer	10,672.20	10,502.80
Cost saving to consumer	–	169.40
% Cost Saving	–	1.59

Example –2 (Input Tax Credit)

Shiva, a registered dealer had input tax credit for CGST and SGST Rs.750/- and Rs.1,050/- respectively in respect of purchase of inputs and capital goods. He manufactured 1800 liters of finished products. 200 liters was normal loss in the process. The final product was sold at uniform price of Rs.10 per liter as follows-

Goods sold within State – 800 liters.

Finished product sold in inter-State sale – 650 liters.

Goods sent on stock transfer to consignment agents outside the State – 350 liters.

Further, CGST and SGST rate on the finished product of dealer is 5% and 7% respectively. Further IGST rate is 12%. Calculate tax liability of SGST and CGST to be paid after tax credit.

SOLUTION:**Output Tax Calculation**

Particulars	Sales Within State	Stock Transfer Outside State	Inter State Sales	Total
Qty. Sold	800	350	650	
Price per unit	10	10	10	
Value of Goods Sold	8,000	3,500	6,500	18,000
Tax Amount:				
Tax Amount – CGST (5%)	400	–	–	400
Tax Amount – SGST (7%)	560	–	–	560
Tax Amount – IGST (12%)	–	420	780	1,200

Calculation of Tax Payable

Particulars	CGST	SGST	IGST	Total
Tax Payable Amount	400	560	1200	
Less: Input Tax Credit				
CGST	400	–	350	750
SGST	–	560	490	1050
Balance Payable	–	–	360	360

Note: There would be no treatment for normal loss.

Input tax credit of CGST and SGST of Rs. 750 and Rs. 1050 are paid on inputs. This input tax credit should first be utilized for payment of CGST and SGST, respectively, and balance is to be used for payment of IGST. Thus, balance available for payment of IGST is Rs. 350 of CGST and Rs. 490 of SGST and he is liable to pay balance amount of IGST of Rs. 360 by cash (1200-350-490 = 360). Since credit of SGST of Rs.490 has been utilized for payment of IGST, the State Government will get debit of Rs. 490 from the Central Government.

Example –3 (Input Tax Credit):

Now, continuing with the above example 2, suppose the dealer purchases goods interstate and have input tax credit of IGST available is Rs.2,000/-. Compute the tax payable.

Solution:

Particulars	CGST	SGST	IGST	Total
Tax Payable Amount	400	560	1,200	
Less: Input Tax Credit				
CGST	–	–	–	
SGST	–	–	–	
IGST	400	400	1,200	2000
Balance Payable	–	160.00	–	160

Note: Input tax credit of Rs.2000, IGST is available. This input tax credit should first be utilized for payment of IGST and balance is to be used first for payment of CGST and remaining for SGST. Likewise, in this case Rs.400 and balance Rs.400 are utilized for CGST and SGST respectively. He is liable to pay balance amount of SGST of Rs.160 by cash. (2000-1200-400-560 = 160).

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EFFECTIVENESS OF COMPETENCY MAPPING ON SKILLED BASED PRODUCTIVITY IN METAL INDUSTRY

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ABSTRACT:

Creating competency based culture and systems in any organizations are very important to adapt. This creates a demand for HR professionals to have specialized skills and to have a continuous up-gradation of knowledge. This study is based on identifying the applicability and benefits of competency mapping in Small Medium-sized Enterprises with context to Iron or metal industry. The reason of choosing the manufacturing sector of metallic industry is that they don't like to opt for such types of modern HR practices at their workplace due to many myths like increase of cost to the company, lack of adaptability for training, no direct benefit in adopting this practice, wastage of time etc. Ability advancement by Competency mapping is one of the most precise methods used by large-scale size companies. The small firms can also achieve the same result if this HR practice is properly implemented over their employees and their result should be further used for their development. Sometimes companies used the Competency mapping method for the performance appraisal of their employees, handling their conflicts but this is not just the limitation it can be used in other area also like for preparing the customized training schedule for individual employee. The analysis-based recommendation is useful only for the Metal manufacturing sector. Further research on this topic can be easily done because this research is based on limited sample size, budget and time constraints. The result of this study helps the Small Medium sized Enterprises by disclosing for them various ways for full utilization of their available resources at workplace, performance evaluation of employees with ease and as per the pre established criterion, setting up of competency framework etc.

Keywords- Competency mapping, productivity, Skills, Modern HR practice, etc.

INTRODUCTION:

Every company in today's scenario trying to get globalized by facing the aggressive competition created by the competitors of national and international market. The survival of a company especially Small and Medium sized firms in the global market is very difficult without being influenced by this globalization.

There are certain needs of the competitive market and globalized businesses are mentioned below:

1. Innovative product
2. Highly technical and skilled workforce
3. Machines and tools
4. Supportive management etc.

To meet the demands of highly competitive market, every company needs these above-mentioned elements at their workplace and for the development of these elements certain modern HR practice must be required. In this study we see, that considering the most important practice of HR i.e. Competency mapping and linking up these factors with other HR practices.

Most importantly, any company should be good in developing the skills to employees working for the organization in order to reach a good competitiveness among each other.

Some of the skills would be like,

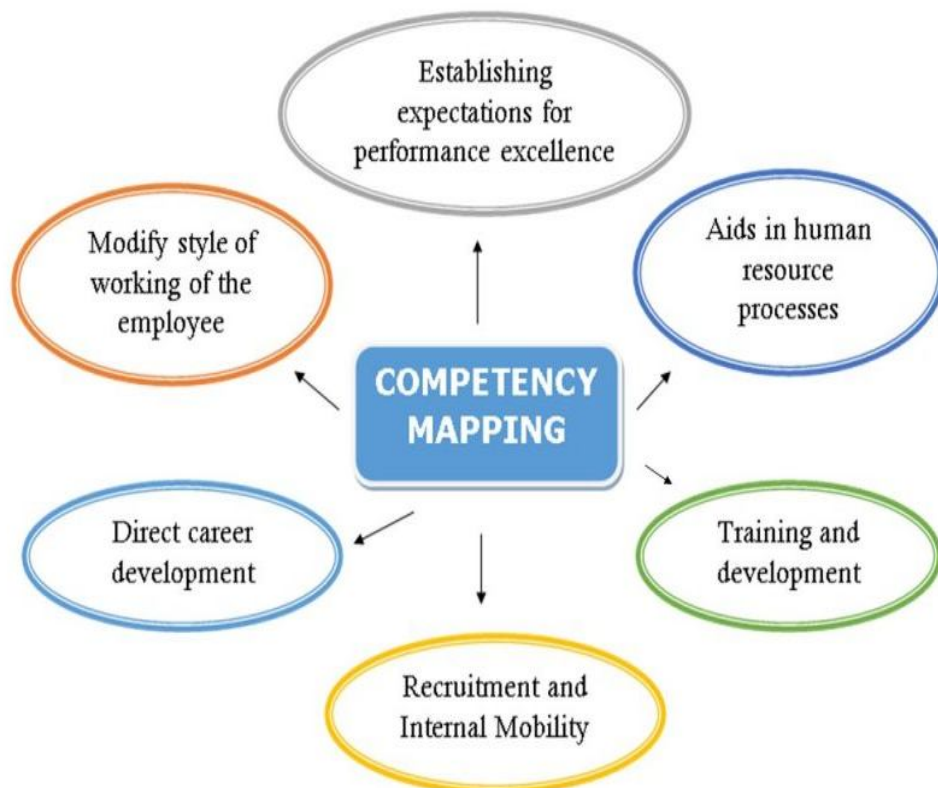
Personality Development, Team Building Skills, Job & Skills based orientation programs, Cultural & Social enhancement skills, job rotation skills, Employee Engagement awareness, Awareness of Health & Safety measures, Awareness of Social Security & Employment Skill Development Programs.

COMPETENCY MAPPING:

Competency mapping means finding the key capabilities, knowledge and attributes among company employees. To perform a task as per the desired level expected by a company, this identification is very important. Competency mapping can be done for a company, a job or an employee by considering certain elements of competency and put some light over the importance of human resources as an important asset of the company because it adds up to the value of any company after its proper implementation. Competency mapping having the tremendous impact over the productivity of the business by highlighting the few HR practices based on competency which makes the industry more efficient for achieving their goals.

PRODUCTIVITY:

Productivity with reference to manufacturing company means the ratio of output drawn in manufacturing of a product by comparing it with all its input incurred in it over a certain period of time. This study is also tries to highlight the impact of Competency mapping over the productivity of small firms or industry.





Main Competency factors are:

1. Coaching and Mentoring

- Encourage People
- Empower people
- Collaborative Work

2. Communication Skills

- Listening
- Presentation
- Time Management

3. Basic Knowledge

- About Business
- Management Functions
- Computer Awareness

4. Job Related Skills

- Concern for excellence work
- Negotiation Skills
- Team Spirit

5. Interpersonal Skills

- Decision Making
- Emotional Intelligence
- Social Skills.

The competency is a method by which the researcher can add up the value to business by matching the current performance of the employees with the desired level performance. After identifying the competencies of their employees, a company can use this information either at the time of performance appraisal of their employees or can use in specialized training development programs as per each employees need or weak points. This is the best method in which HR practices are implemented on their employees not imposed by the management without understanding about their employee needs. This HR practices boost up the productivity level of the company as well as helps the employees to know and improve their weak points.

OBJECTIVES OF THE STUDY:

- By understanding and analyzing the concept of Competency Mapping
- To understand their competencies in Metal manufacturing industry and to conduct the survey of employee's.
- Understanding the importance of competencies for employees.
- To plan for career and succession.
- To train and develop employees.

LITERATURE REVIEW:

In his examine on competency mapping has attempted to explore the level of competency prevailing a few of the executives of public zone. The effects of the study display that almost 1/2 of the respondents have moderate level of managerial hr and fashionable skills. **Solomon [2013]**, In his have a look at "competency mapping: a tool for hr excellence" has explained diverse equipment for enforcing competency model consisting of process analysis, process description, process specification, competency matrix, 360 degree comments etc. he is of the view that competency mapping can also be used for training and succession planning. **Md.Ishtiaq Uddin [2012]**, Has defined the activity skills required running in a production industry, professionals for understanding, capability and mind-set. Gap analysis changed into additionally made to a restricted enlarges. **Yuvaraj [2011]**

METHODOLOGY ADOPTED

Collection of data is necessary to get the relevant information, by using the exploratory research; as a result the data collected in two ways:

- ✓ Primary Data
- ✓ Secondary Data

Number one statistics:

In this primary data the survey done by using Likert Scale and Close end questions.

The tools used for the primary data are:

- Questionnaire
- Observation
- Face-to-Face interview

Secondary statistics:

Secondary data collection is done by using the information available on the Internet, professional HR websites like smallbusiness.chron.com, research Journals like Elsevier,

Springer etc organization information and personal interactions with employees through using networks, pinnacle stage managers, admin and also personnel of other departments.

The purposes of facts collection, 100 employees had been decided on for pattern survey and nearly 15% of the population has been of the simple random sampling basis. Therefore, the analysis has been made through applying charts, tables and diagrams and statistical equipment.

DATA ANALYSIS AND INTERPRETATION

TABLE: 1

AWARENESS OF COMPETENCY MAPPING

S.NO	AWARENESS	NO OF RESPONDENTS	PERCENTAGE (%)
1	YES	85	85
2	NO	15	15
	TOTAL	100	100

CHART: 1

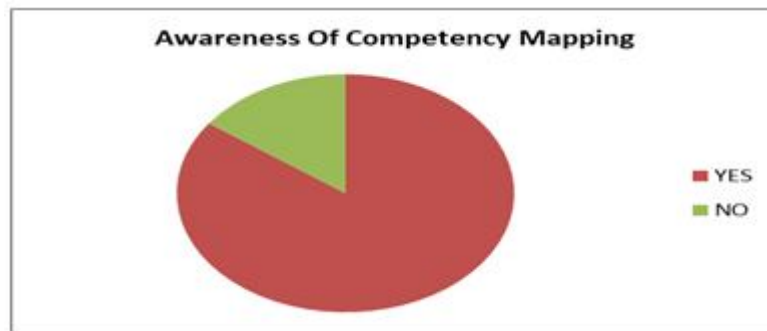


TABLE: 2

PERFORMANCE OF COMPETENCY MAPPING REGULARLY IN ORGANISATION

S.NO	NECESSITY	NO OF RESPONDENTS	PERCENTAGE (%)
1	Constantly	85	85
2	Regularly	10	10
3	Not often	5	5
4	Never	0	0
	Total	100	100

CHART: 2

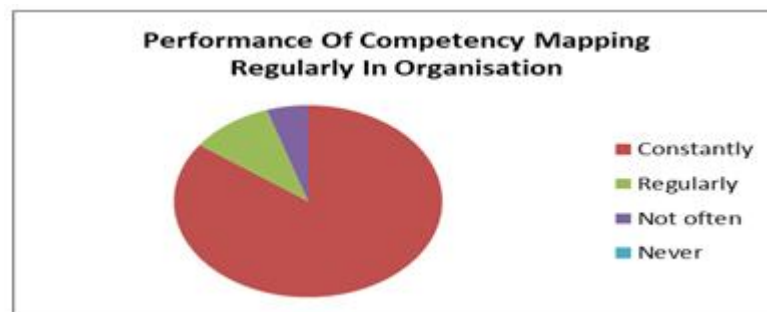


TABLE : 3
COMPETENCY MAPPING IS HELPFUL IN INDIVIDUAL CAREER DEVELOPMENT

S.NO	INDIVIDUAL CAREER DEVELOPMENT	NO OF RESPONDENTS	PERCENTAGE (%)
1	Strongly agree	70	70
2	Agree	26	26
3	Moderate	4	4
4	Disagree	0	0
5	Strongly Disagree	0	0
	Total	100	100

CHART:3

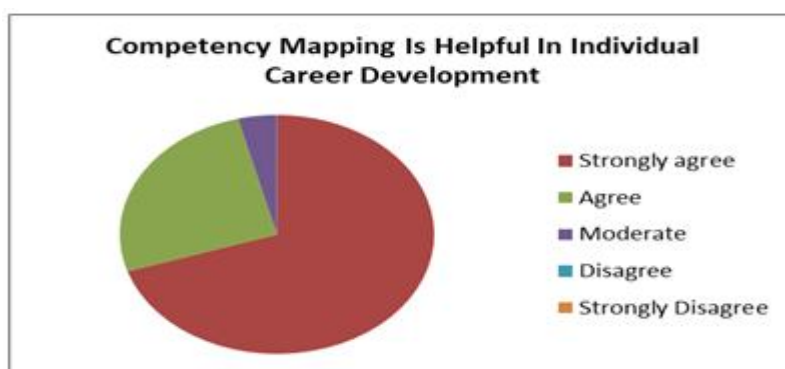


TABLE:4
COMPETENCIES CAN BE DEVELOPED THROUGH CONTINUOUS EFFORTS

S.NO	CONTINUOUS EFFORT	NO OF RESPONDENTS	PERCENTAGE (%)
1	Strongly Agree	70	70
2	Agree	20	20
3	Moderate	10	10
4	Disagree	0	0
5	Strongly Disagree	0	0
	Total	100	100

CHART: 4

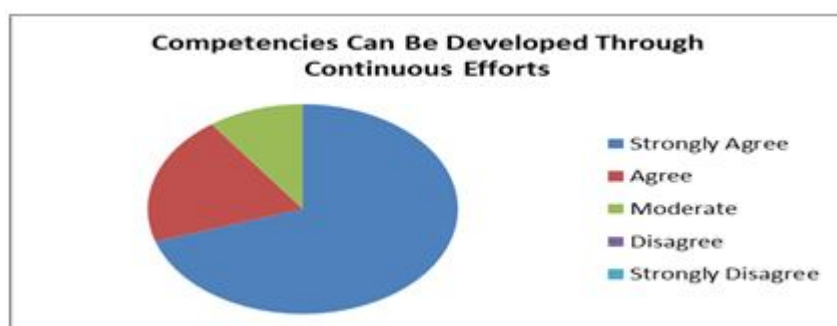
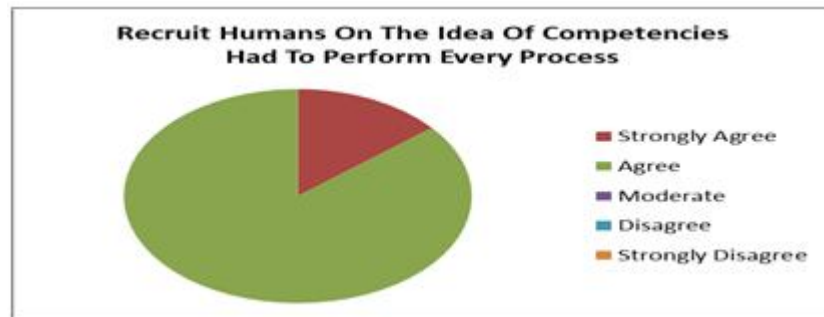


TABLE: 5
RECRUIT HUMANS ON THE IDEA OF COMPETENCIES HAD TO PERFORM
EVERY PROCESS

S.NO	RECRUIT PEOPLE	NO OF RESPONDENTS	PERCENTAGE(%)
1	Strongly Agree	14	14
2	Agree	86	86
3	Moderate	0	0
4	Disagree	0	0
5	Strongly Disagree	0	0
	Total	100	100



CONCLUSION:

A good productivity and profit are the main aims of every company that could be achieved if the skills and knowledge of their employees are properly identified and managed by the firms timely. Specialized skills were recognized to be the most critical capabilities in competencies mapping which is further pursued by close relation to personnel abilities, relational competencies, cooperative person competencies, business mindfulness competencies, and other so many which are evolved time to time as per their requirement and usefulness. The fifteen used competencies are human relations, conflicts management, ability to work with the customers, good communication skills, ability to make decisions, computer related skills, empathy, motivation, soft skills, planning abilities, improvisation skills, subject knowledge, rhetoric skills, interpersonal skills, sales and marketing skills. Competency identification not only helps the firms but also helps the employees to improve their capabilities and skills. The company training should be based on their competency result analysis for individual employee for a productive outcome. Sometimes companies used the Competency mapping method for the performance appraisal of their employees, handling their conflicts but this is not just the limitation it can be used in other area also like for preparing the customized training schedule for individual employee.

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FUNDAMENTAL AND TECHNICAL ANALYSIS OF SELECT COMPANIES

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ABSTRACT

In today's context corporate investments, capital markets are attracting large number of investors to make their investments in securities traded in these markets. Many investors enter in to market expecting lucrative returns by trading securities in the market. Among the securities traded in the market, equities are the most preferred and largely traded by most of the investors. Hence need arises for quality reports through which an investor can make the investments in the right securities pertaining to his risk appetite and return expectations. In this paper the researcher has tried to explain the basic fundamental and technical tools used to make analysis of stocks and made a attempt to portray the equity report on select companies by using fundamental and technical analysis. With the help of fundamental analysis, investors make decisions of long term investments while speculators take for short term investments.

Keywords: Fundamental analysis, technical analysis, capital markets, investments.

1. INTRODUCTION

Capital markets play a major role in developing nations like India. Day-by-day there is an increase in potential investors who are looking towards capital markets to invest and increase their asset value both by long-term and short-term investment depending on their need and convenience. Any individual who has extra money than what he spends regularly is termed as potential investor. The decisions of the investor whether to buy/ sell the securities depends on the fundamental analysis which is used to identify the intrinsic value of the securities. The decision of the speculator whether to buy/sell securities depends on technical analysis to identify the trend patterns to make quick buying/selling of securities for a short duration. The fundamental analysis helps to choose the securities for long term investment whereas technical analysis assists to decide the timing of buying/selling of securities. Not wealth but well organized and managed financial system can make a nation rich and strong. Fair, transparent and efficient financial system that acts as backbone of socio economic cultural life of the society, builds a nations pillars deep and lift them to sky.

2. LITERATURE REVIEW

1. C. Boobalan (2014) The researcher selected five companies from different industries for the purpose of the study. It states one can predict the right time for investment by using technical analysis, which is time to buy/sell/ hold the securities. It helps the investors to make right decisions in medium and short term investments. Elevating the importance of technical analysis it says that one should also possess the fundamental knowledge about the companies before making the investments.
2. Rajesh Kumar (2012) The researcher has carried out examination of the seventeen companies securities that represented BSE sensex index without any exclusion during study period of April 2005 to June 2012. Profitability ratios, equity ratios and oscillators has been used to make a brief fundamental and technical analysis of the 17 select companies.
3. Ms. Anju bala (2013) In this paper a brief about Indian stock market is given by researcher which includes concept of stock market, investor preferences, investment alternatives and history of stock market. It concludes historic volatility in stock prices forms the base for

measuring the risk of the securities and significance of securities of company in more than one stock exchanges improving liquidity of the securities.

4. Dr. Anubhasrivastav (2014) The researcher has selected Maruti Suzuki Ltd, Tata Motors Ltd, Mahindra and Mahindra Ltd for carrying out study. Liquidity and equity ratios are used for fundamental analysis, oscillators and standard deviation of companies stock prices are used for technical analysis. It is observed that Mahindra and Mahindra Ltd stands most correlated company to the auto-sector index. Also the performance of auto sector has its influence on the economy of the country.
5. Dr. Sreemoyeeguharoy (2013) The researcher considered only three stocks belonging to the IT industry that are Wipro, Infosys, TCS. He used profitability and equity ratios for fundamental analysis, SMA and EMA for technical analysis. It states all the companies under study are fundamentally strong.

3.1 FUNDAMENTAL ANALYSIS

Fundamental analysis is carried out in order to analyse the financial soundness and stability of the company and helps to determine the intrinsic value of the stock by considering various factors that effects such intrinsic value. Potential investor compares the intrinsic value with the market value and makes the decisions whether to buy/sell the securities/ stocks.

In fundamental analysis majorly three fundamentals are evaluated:

1. Economic analysis
 2. Industry analysis
 3. Company analysis
1. **ECONOMIC ANALYSIS** The economic conditions of the country play a major role in the performance of the companies. There are various economic factors that affect the performance of companies. If the economy is in boom the companies will perform well and if it is in recession the companies may perform not up to the mark. So, economy acts as a prime fundamental analysis activity.
 2. **INDUSTRY ANALYSIS** It is the second fundamental in the fundamental analysis. Industry represents a group of similar company doing familiar or similar business. Industry analysis help's to recognize or understand the true potential of the industry in future and growth aspects. It helps to identify the position of the company in the industry.
 3. **COMPANY ANALYSIS** It measures the performance of the select company by considering various aspects such as key ratios, financial statements, cash flow statement's e.t.c., it also helps to identify the intrinsic value of the share. It provides overall financial stability and performance of the company. It involves both financial and nonfinancial form of analysis.
- ❖ **INTRINSIC VALUE** It is the real value of the company calculated based on all the aspects of the business both tangible and intangible. Intrinsic value may be or may not be equal to the market value of the company.

3.2 TECHNICAL ANALYSIS

Technical analysis involves study of market trends. It excluded all the other factors unlike in fundamental analysis that affect the market prices. It only considers past performance of the stocks and predicts future price of the stocks. The study of market information plays a major role in technical analysis. It is good for short term investors. The volume of shares bought/sold

influence the price of the shares. It believes everything that rises should fall and vice versa. The trend pattern always follows ups and downs in the technical analysis.

Tools of technical analysis:

- Charts
- Moving average
- Oscillators e.t.c.,

4. STATEMENT OF THE PROBLEM

The Era of liberalisation, privatisation, marketization and multinationalisation, inter alia, has brought with it unprecedented changes, challenges and opportunities and also ways and means to face the challenges effectively. Everybody around the globe is affected by this mega process of globalisation. With a view to coping with the new business environment, the organisations have been reengineering their approaches and redesigning their instruments to attract fresh investments. The redesigned/ innovated instruments are highly complex in nature and their assessment requires scrupulous expertise. In this context, it is not just vital but critical for the investors to measure various aspects of organisation which reflects not just the past performance and present credentials but also the future prospects of the organisation the review of the theoretical and empirical inquiries on equity research show that few researchers across the globe have done some work; much has to be done. In the case of Indian context, it is pertinent to point out that there is a paucity of systematic research on equity research. Hence the researcher has made an attempt to take up this problem for the research paper. In India, capital markets are developed to a great extent providing large investment opportunities to all segments of investors, right from small investors to big institutional investors. Day-by-day more number of people are diverting their investments towards stock markets for lucrative returns. There arises a need of awareness among such investors to know what the potential companies to invest.

In this study an attempt is made to study the fundamental and technical analysis of the index constituent companies of BSE

5. OBJECTIVES AND LIMITATIONS OF THE STUDY

5.1 OBJECTIVES

1. To interpret the key ratios of the select companies.
2. To interpret bollinger bands and relative strength index of the select companies.
3. To compute intrinsic value of select companies.

5.2 LIMITATIONS OF THE STUDY

- ❖ Economic and Industry analysis is excluded in fundamental analysis as the sample represents companies from different industries.
- ❖ Time period of the study is another limitation.
- ❖ Only secondary data is used for the study.
- ❖ Only five Sensex representative companies are selected for the study.
- ❖ In company analysis only key ratios of profitability and earnings ratios are used.

6. RESEARCH METHODOLOGY

The study represents an empirical work which based on secondary data sources. Analysis is made from the data collected from various sources as below:

1. Journals

2. BSE website.

3. Financial informative websites e.t.c.,

Research includes two parts, i.e., fundamental analysis followed by technical analysis. Fundamental analysis consists of economic, industry and company analysis. Since the select companies are representing their respective industry making it difficult to carry out economic and industry analysis of the selected companies. Due to this economy and industry analysis are excluded and only company analysis is considered for study.

Fundamental analysis is done by using selected key ratios for time period of 2018-2020 year and Intrinsic value of the companies is calculated by using relative valuation model.

Technical analysis is done by using RSI, line charts and moving averages for time period of 3 months i.e., November 1, 2020 to February 9, 2021.

Convenience sampling: Top 5 companies representing the SENSEX index with highest market capitalization is being selected for the study.

Select companies are:

Company	Market capitalisation (in INR M)
Reliance Industries	13,201,188
TCS	11,897,499
HDFC Bank	8,873,622
INFOSYS	5,461,418
HUL	5,323,390

7. ANALYSIS AND INTERPRETATION

7.1 Fundamental analysis

A. Reliance industries : Reliance industries belongs to energy industry

Key financial ratios	2019-20	2018-19	2017-18
Book value per share(Rs)	715.1	653.3	463.3
Earning per share(Rs)	62.9	67.2	57.0
Net profit margin (%)	6.9	7.0	9.1
Dividend pay-out ratio (%)	10.3	9.7	10.5
Current ratio	0.6	0.7	0.6
Return on capital employed (%)	11.6	12.1	13.1

- ❖ Book value per share increased over the years from Rs.463.3 in March 2018 to Rs.715.1 by March 2020.
- ❖ Earnings per share increased in March 2019 and again decreased by the end of March 2020.
- ❖ Net profit margin decreased over the years from 9.1% in March 2018 to 6.9% in March 2020.
- ❖ Dividend payout ratio decreased in March 2019 to 9.7% and again increased to 10.3% by March 2020.
- ❖ There is no significant difference in current ratio.

- ❖ Return on capital employed decreased over the years from 13.1% in March 2018 to 11.6% in March 2020.

B. TCS : TCS belongs to software industry.

Key financial ratios	2019-20	2018-19	2017-18
Book value per share(Rs)	224.2	238.4	444.7
Earning per share(Rs)	86.5	84.1	135.2
Net profit margin (%)	20.7	21.5	21.0
Dividend pay-out ratio (%)	84.4	35.7	21.5
Current ratio	3.3	4.2	4.6
Return on capital employed (%)	51.3	46.7	40.1

- ❖ Book value per share decreased over the years from Rs.444.7 in March 2018 to Rs.224.2 in March 2020.
- ❖ Earnings per share decreased over the years from Rs.135.2 in March 2018 to Rs.86.5 in March 2020.
- ❖ Net profit margin decreased over the years from 21.0% in March 2018 to 20.7% in March 2020.
- ❖ Dividend payout ratio increased in March 2019 to 35.7% and again increased to 84.4% by March 2020.
- ❖ Current ratio decreased from 4.6 in March 2018 to 3.3 in March 2020.
- ❖ Return on capital employed increased over the years from 40.1% in March 2018 to 51.3% in March 2020.

C. HDFC bank : HDFC belongs to banking industry

Key financial ratios	2019-20	2018-19	2017-18
Book value per share(Rs)	321.6	282.1	422.3
Earning per share(Rs)	49.7	41.0	71.3
Net profit margin (%)	22.3	21.2	21.7
Dividend pay-out ratio (%)	5.0	36.6	18.2

- ❖ Book value per share decreased from Rs.422.3 in March 2018 to Rs.282.1 March 2019 and again increased to Rs. 321.6 in March 2020.
- ❖ Earnings per share decreased from Rs.71.3 in March 2018 to Rs.41 in March 2019 and again increased to Rs.49.7 by the end of March 2020.
- ❖ Net profit margin increased over the years from 21.7% in March 2018 to 22.3% in March 2020.
- ❖ Dividend payout ratio increased in March 2019 to 36.6% and decreased to 5.0% by March 2020.

D. Infosys : Infosys belongs to software industry.

Key financial ratios	2019-20	2018-19	2017-18
Book value per share(Rs)	154.3	149.8	298.7
Earning per share(Rs)	39.2	35.5	73.8
Net profit margin (%)	18.3	18.6	22.7

Dividend pay-out ratio (%)	44.6	60.5	59.0
Current ratio	2.6	2.8	3.5
Return on capital employed (%)	33.9	32.4	31.2

- ❖ Book value per share decreased from Rs.298.7 in March 2018 to Rs.149.8 in March 2019 and again increased to Rs.154.3 in March 2020.
- ❖ Earnings per share decreased over the years from Rs.73.8 in March 2018 to Rs.39.2 in March 2020.
- ❖ Net profit margin decreased over the years from 22.7% in March 2018 to 18.3% in March 2020.
- ❖ Dividend payout ratio increased in March 2019 to 60.5% and decreased to 44.6% by March 2020.
- ❖ Current ratio decreased from 3.5 in March 2018 to 2.6 in March 2020.
- ❖ Return on capital employed increased over the years from 31.2% in March 2018 to 33.9% in March 2020.

E. HUL : HUL belongs to FMCG industry.

Key financial ratios	2019-20	2018-19	2017-18
Book value per share(Rs)	38.0	36.3	33.6
Earning per share(Rs)	31.2	28.0	24.1
Net profit margin (%)	17.0	15.4	14.7
Dividend pay-out ratio (%)	80.0	78.6	82.9
Current ratio	1.3	1.4	1.3
Return on capital employed (%)	112.9	109.8	100.7

- ❖ Book value per share increased over the years from Rs.33.6 in March 2018 to Rs.38 in March 2020.
- ❖ Earnings per share increased over the years from Rs.24.1 in March 2018 to Rs.31.2 in March 2020.
- ❖ Net profit margin increased over the years from 14.7% in March 2018 to 17% in March 2020.
- ❖ Dividend payout ratio decreased in March 2019 to 78.6% and again increased to 80% by March 2020.
- ❖ There is no significant change in current ratio.
- ❖ Return on capital employed increased over the years from 100.7% in March 2018 to 112.9% in March 2020.

➤ **Computation of intrinsic value**

Intrinsic value is computed using relative valuation model.

Intrinsic value = Earnings per share * P/E ratio

S.no	Company	Earnings per share (RS.)	P/E ratio (RS.)	Intrinsic value(V) (RS.)	Current Market price(RS.)
1	Reliance industries	68.9	28.7	1977.43	1976.8

2	TCS	81.9	39.2	3210.48	3215.5
3	HDFC bank	54.6	29.5	1610.7	1610.2
4	Infosys	43.5	30.4	1322.4	1320.6
5	HUL	33.9	66.2	2244.18	2242.0

- ❖ The shares of TCS are overvalued in the market.
- ❖ The shares of HDFC bank are trading at fair value.
- ❖ The shares of Reliance industries, Infosys and HUL are undervalued in the market.

7.2 Technical analysis

A. Reliance industries



- ❖ In the above graph Bollinger bands show high volatility in share prices in the month of November, less volatility in the month of December and January and again volatility increased in February. The price line penetrated upper band on 13th January 2021 showing over purchase of shares leading to increase in share price.
- ❖ The RSI line penetrated lower mark form 6th to 11th November indicating oversold of shares. After that RSI line kept fluctuating in between 30 & 70 mark line.

B. TCS



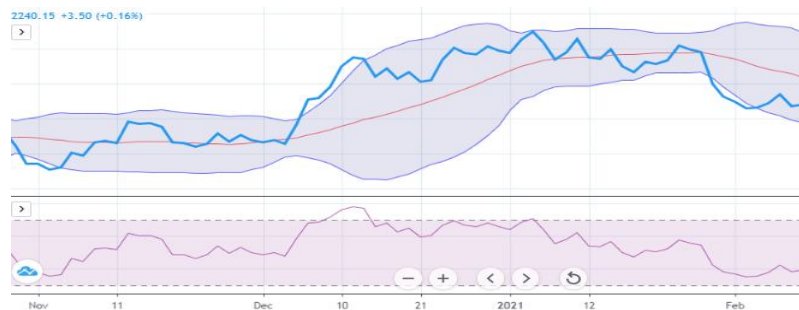
- ❖ In the above graph the Bollinger bands show less volatility in share price in the month of November and December. Increased volatility in the month of January which continued till 1st week of February. The price line penetrated upper band on 5th January continued till 7th January indicating over purchase of shares.
- ❖ The RSI line kept fluctuating in between 70 and 30 marks line, it penetrated upper line on January 5th continued till 26th January showing over purchase of shares.

C. HDFC bank

- ❖ In the above graph Bollinger bands show high volatility in share prices in the month of November, less volatility in the month of December and January and again volatility increased in February. The price line penetrated upper band on 3rd November to 11th November and penetrated again on February 2nd to 4th showing over purchase of shares.
- ❖ The RSI line kept fluctuating between upper and lower mark. RSI line penetrated upper mark on November 6th stayed there till November 12th, again penetrated on November 17th showing over purchase of shares. On 8th February the RSI line moved upwards to penetrate upper line.

D. Infosys

- ❖ In the above graph Bollinger bands show high volatility in share prices in the month of January and February, the price line penetrated upper band on 22nd December, continued till 24th December, again penetrated on 8th January continued till 12th January indicating over purchase of shares.
- ❖ The RSI line kept fluctuating in between upper and lower mark, penetrated upper mark on 22nd December, 1st to 6th January and 8th to 14th January indicating over purchase of shares.

E. HUL

- ❖ In the above graph Bollinger bands show high volatility in share prices in the month of December, less volatility in the month of January and again volatility increased in February. The price line penetrated upper band on 4th December continued till 14th December and again penetrated on 28th January continued till 2nd February indicating over purchase of shares.
- ❖ The RSI line kept fluctuating in between upper and lower mark, penetrated upper mark on 8th December continued till 14th December indicating over purchase of shares.

8. FINDINGS AND CONCLUSION

8.1 Findings

- Of the select companies shares of TCS are overvalued, HDFC bank shares are trading at fair value. Reliance industries, Infosys and HUL shares are undervalued.
- Book value of the share and EPS increased only for Reliance industries and HUL.
- Net profit margin is increased only in the case of HUL company.
- Dividend payout ratio decreased in case of Infosys and HDFC bank, increased in case of TCS company.
- Return on capital employed increased for TCS and HUL companies.
- Except TCS, high volatility of share prices is observed in all other select companies.

8.2 CONCLUSION

In India, investments in stock markets is growing at a rapid pace. Companies are looking towards the stock markets to raise funds for their expansion activities. Lucrative returns on these investments attracting the small investors towards the capital markets. Since the stock market is highly volatile and is influenced by political, economic, industry and statements released by the companies arises the inevitable need of the quality research reports in order to direct investments in to potential companies and to safe guard the interest of the investors. The select companies in the above study are performing well and have greater impact in their relative industries and economy of the country. Both fundamental and technical analyses are important in order to make the right investments.

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OPPORTUNITIES OF RURAL TOURISM –A STUDY OF BALLARI AND KOPPAL DISTRICTS IN KARNATAKA

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ABSTRACT:

The investigator's main objective is to study the opportunities exist in rural tourism in Ballari and Koppal Districts. The research is to describe the scope of rural tourism in the select area. Paper is Titled as "Opportunities of rural tourism –a study of Ballari and Koppal districts in Karnataka." The study helps us to know various opportunities exist in Both the districts as far as the rural tourists areas are concerned. The growth of rural tourism may have various impacts for the socio-cultural, economic and other spheres in an economy. It can affect the GDP, Employment growth, informal businesses etc., There is implication of tourism on various factors, as it can influence the other in same trend.

Keywords: Rural Tourism, Socio-cultural and economic aspects, GDP, Employment growth, informal businesses etc.,

INTRODUCTION

The travel and tourism industry is the most assorted industry in the world. Several nations count on this vibrant industry as a primary source for creating revenues, employment, private sector growth and infrastructure development. Tourism development is stimulated, particularly among the evolving countries around the world, when other forms of economic development, such as manufacturing or the exportation of natural resources, are not commercially feasible. Tourism is observing enormous growth in India due to aggregate outbound tourism by the Indian middle class; surge foreign visits and impressive escalation in the inland tourism. All these developments have brought about possibly due to amplified awareness w.r.t travel; break from the daily droning routine; individual quests on account of tourist needs and enhancements in transport and communication aspects.

Tourism creates fortune over the improvement of infrastructures, conveyance, lodging and other end user services. The money disbursed by visitors become income in the hands of the local inhabitants in some term or other and is again re spent or saved. The outlay activities growth in tourism related sectors. Tourism along with involvement permits on the economic, socio-cultural and ecological benefits to the economy. And, all these paybacks have forced proposers, inventors and economy strategy creators to use it as a tool for rural elaboration. About 65% of the world poor live in rural areas, surely the benefits of tourism could be passed on to the rural masses by providing beneficial raised area and an selection of livelihood opportunities. Rural India offers much more than the scope of Agriculture.

LITERATURE REVIEW

1. **Juthika Mahanta 2016** On The Study "Tourism And Associated Developments In And Around Nilachal Kamakhya: A Geographical Analysis"- Guwahati University

It has been observed that the Nilachal Hills has a great scope and prospects of developing tourism industry in its various forms, however, due to various problems like absence of a good tourism policy, absence of tourist guides, to some extent insurgency etc , expected rate of developments has been lacking, providing them government incentives for their up gradation

and maintenance Steps should be taken to sort out these problems by either broadening the street or by preventing such temporary stalls.

2. **Indrajit Bairagya** In The Study “Economic Performance Of Informal Sector During Liberalization Period: An Empirical Study Of India”-The informal sector is concentrated heavily in own account enterprises, whereas the non-informal unorganized sector concentrates only in directory manufacturing enterprises, the regulations should be imposed in such a way that it should not be burdensome of the enterprises. The factors that determine informal employment in developed regions are in some cases different from the factors that determine employment in the underdeveloped one
3. **Souza Amorim (2016)**, studied on, “Discussion on the Influence of Public Policy Related to Economic Solidarity Developments Related to Tourism in Corumbá-MS”, that solidarity economy is one of the important factor behind Tourism Development. It generates and improves quality life and can be directly linked to the place. The purpose of this study is to propose a series of issues regarding the formulation of public policies that influenced the solidarity economy in Corumba MS.
4. **Min, Roh and Bak (2016)**, the study “Growth Effects of Leisure Tourism and the Level of Economic Development” trace out following points; i. Can leisure tourism can contribute to economic growth ii. If it does, whether its growth effect are constant across level of economic development.
5. **K. Dayananda (2016)**, analyzed on tourism and its impact on Indian Economy. According to this study, tourism is the collection of activities, services and industries that delivers a travel experience, including transportation, accommodation, eating and drinking establishment, retail shops, entertainment business and other hospitality facilities provided for individuals or groups travelling left from home. Along with employment generation, tourism has direct and indirect chain link with several sectors of an economy.
6. **M. John (2016)**, made a study on „Economic Impact of Tourism in India“ and bring out some important issued related to the tourism development in India. Tourism industry is energetically developing area of external economic activities. At the same time it affects different other sectors. Its main contribution is that it adds completely to the social and economic development of the country as a whole.
7. **S. Kuldeep, Indu, G. Arnab and P. Goldi (2019)**, in their paper the researcher have been concentrated on the community participation for tourism development. Local participation is very important for the development of tourism industry. It create sufficient employment opportunities especially for the local youths, education leads to the overall development of socio-economic growth and environmental protection. According to this study, supportive nature of local people in resource management and forest protection and the positive measures taken by Rajasthan Government and the local NGO’s to promote this protected area as Eco-Tourism.
8. **A Saravanan. (2019)**, analyze the concept of Tourism and Community Development at Nilgiris. Original tourism development and management provides safety to secure economic benefits from tourism in a fair and substantial manner to the local people. the researcher came to the conclusion with systematic approach to foster tourism sector with active participation of local community to project the Nilgiris as a home-grown tourism destination

9. **C. Yallama and R. Gangshetty (2019)** studied on the A study of tourism impact on Small Businessman in Vijayapura city. As per the study along with entertainment, tourism is recognized as a tourism industry. This is a movement which promotes goodwill and fellowship around the world and is a great educational asset. As per the researcher, the limited boost for the development of these tourist place will create lot of employment opportunities for the local people.

OBJECTIVES OF THE STUDY

The research is conducted with the following objectives:

1. To study the background of select rural tourism in Karnataka.
2. To study the Tourism opportunities in the Ballari and Koppal districts.

RESEARCH METHODOLOGY

This research is purely secondary sources of data.

Secondary Data: Secondary data is a data which is considered for reason of the analysis, may be described as the data composed before. Any data which is readily available in advance for the project to begin the investigation is secondary data

RURAL TOURISM AND LOCAL COMMUNITY DEVELOPMENT

The overall universal collected works on rural leisure industry primarily highlights on two aspects. The first characteristic was to give exclusive and remarkable (natural, cultural, heritage etc) understanding to the tourists. And second was to provide commercial expansion opportunities to declining rural economies and communities. Tourism and local communities cannot be viewed differently and rather tourism should work in development of rural communities. When a tourists visits a rural area, it showcases communities but at the same time it affect the communities in economic, socio cultural and environmental aspects.

KARNATAKA TOURISM.

Karnataka is located in the south of India. It is surrounded by the Arabian Sea on the west, Goa on the northwest, Maharashtra on the north, Andhra Pradesh on the east, Tamil Nadu on the southeast, and Kerala on the southwest. At current prices, the Gross State Domestic Product (GSDP) of Karnataka is estimated to reach 18.06 trillion (US\$ 258.37 billion) in 2020 21. The GSDP (in Rs.) of the state will increase at a CAGR of 11.56% between 2015 16 and 2020 21. The state's per capita GSDP was Rs. 253,444 (US\$ 3,595) in 2019 20. The per capita GSDP (in Rs.) increased at a CAGR of 11.70% between 2011 12 and 2019 20.

RURAL TOURISM IN KARNATAKA

Rural Tourism is any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby, benefiting the local community economically and socially, as well as enabling interaction between the tourists and the local community for a more enriching tourism experience. Rural tourism focuses on letting the rural population of the country promote tourism.

Along with the creation of an alternative source of income, rural tourism contributes to the revival of folk art and handicrafts. It is an ideal and natural method of rural and urban economic exchange. Rural tourism can be a viable economic component in rural community development.

KARNATAKA TOURISM POLICY 2020-25:

It focuses on the following and also allows to take an opportunity to develop as an economy.

Cultural Tourism: Cultural Leisure industry Karnataka's different cultural inheritance delivers a treasure of understandings for holidaymakers to acquire, realize and relish. Through active

interdepartmental synchronization Karnataka Tourism shall work closely with Department of Kannada & Culture, Department of Information & Public Relations, Department of Archaeology and Museums, Karnataka State Handicrafts Development Corporation and other relevant agencies to revive and promote the culture of Karnataka while protecting the original style and authenticity.

Development of Cultural Village: Karnataka Tourism shall also seek to facilitate the development of Cultural Village at destinations identified and notified by the Department of Kannada & Culture.

Events and Festivals: Karnataka Tourism shall enthusiastically harmonize with significant the system for the organization of major carnivals and occasions across the State which will give a shot in the arm to the numerous tourism themes of Karnataka. Regional and local centenaries shall also be organized from time to time to showcase the rich and diverse cultural heritage of Karnataka with a focus on arts, artistries, and food of the State. District-level tourism authorities shall be sustained for promoting tourism accomplishments such as events, holidays, and fairs for their respective districts

Heritage Tourism : The rich heritage of Karnataka is one of the key carter for making a strong universalspreading out for Karnataka Tourism. Karnataka Tourism shall seek to collaborate with Archaeological Survey of India and Department of Archaeology and Museums for the development and promotion of Heritage Tourism in the State. Vitalities shall also be made to deliver appropriate approvals to Urban Development Department, Directorate of Town and Country Planning and other relevant authorities / agencies to ensure that conservation, preservation and promotion of Karnataka's heritage is a key consideration in planning and development activities

Spiritual Tourism: Support shall be extended for the establishment of spiritual tourism circuits taking into account the numerous religious and spiritual traditions of Karnataka. Karnataka Tourism shall pursue to escalation the ease of use and quality of accommodation facilities and tourism amenities at spiritual tourism destinations. The "Jeevana Chaitra Yatre" program to enable selected beneficiaries in the State who have crossed 60 years and are below the poverty line, to visit famous pilgrimage centers shall be followed.

Mining Tourism: Karnataka is one of the most inert amusing states of India and the state is dotted with active and uninhibited mines, providing a significant prospect to progress mining tourism in the State. Repurposing abandoned mines can revive local economies, generate employment and can create awareness regarding environmental conservation.

Agri-Tourism and Rural Tourism: Karnataka Tourism intends to develop and promote Agri Tourism as one of the core tourism themes of the State. The development and promotion of Agri Tourism and Rural Tourism in Karnataka shall encourage tourists to get acquainted not just with agricultural and rural activities but also to immerse themselves in various aspects of rural life in Karnataka such as local food, culture, traditions, arts, and sports amongst others. Karnataka Tourism shall endeavor to ensure that Agri Tourism and Rural Tourism can be successfully undertaken in all districts of Karnataka in a phased manner and thereby rural communities can effectively increase their participation in tourism and reap the socio-economic benefits that tourism can bring.

This Policy shall pursue to address two key trials for the expansion of Agri Tourism in Karnataka – awareness and capacity building. Support of Department of Agriculture, Department of Horticulture, Rural Development and Panchayat Raj Department and relevant

authorities shall be sought. Support from Government of India as well as international institutions such as World Bank and Asian Development Bank shall be pursued for the development and promotion of rural tourism projects.

BALLARI TOURISM

A summary of visiting places in Ballari district:

Religious Places	Wildlife/Trekking	Tourist Attractions
1. Ujjini. 2. Kotturu. 3. Mailara 4. Kumaraswamy Temple and Parvati Temple, Sandur 5. Magala. 6. Kurugodu 7. Kudligi 8. Kogali. 9. Hire Hadagali. 10. Hoovina Hadagali. 11. Ambali. 12. Tambrahalli. 13. Hulikuntiraya Temple, Bommaghatta.	1. Daroji 2. Gudekote 3. Narihalla 4. Ankasamudra 5. Sanganakallu 6. Nimbapura 7. Kuditini 8. Donimalai township 9. Kenchanagudda 10. Mincheri	1. Tungabhadra Dam 2. Thorangal 3. Kenchanagudda 4. Ramanadurga 5. Anegundi 6. Malpanagudi

KOPPAL TOURISM

Koppal, a newborn district of Karnataka state, carved out of Raichur District. It consists of four talukas Koppal, Gangavathi, Kushtagi, Yelburga and Newly formed three talukas (19.01.2018) Kanakagiri, Karatagi and (18.01.2018) Kukanoor. Koppal district is an administrative district in the state of Karnataka in India. In the past Koppal was referred to as 'Kopana Nagara'. Hampi, a World heritage center, covers some areas of Koppal District. It is situated approximately 38 km away. Anegundi, is also a famous travel destination. Koppal District located in the northern interior of Karnataka has an area of 8,458 sq km. It is bounded by the districts of Raichur, Bagalkot, Gadag, and Bellary. Koppal district is the best seed production center in the state. Several national seed companies have seed production centres for flowers, fruits, vegetables and pulses here. Anegundi, Kanakagiri, Navabrindavana, and Kuknur are the important places to visit. Geographically, Koppal is a stretch of rocky terrain on one side and acres of dry land on the other wherein agricultural crops like Jowar, Ground-nuts etc are grown. Farmers still use the old Bullock-Cart ploughing methods, depending mainly on the Monsoons which is a rarity in these parts of the world. However recently some of them have ventured into high-tech irrigational Farming especially after the Thunga-Bhadra river waters from the neighbouring town of Munirabad (20kms away with a huge Dam) is been redirected to the Town to solve its water problems. So, the current product crops are Pomegranates, Grapes and Figs (which are being exported). The history of Koppal can be traced back to the kingdoms of Shathavahanas, Gangas, Hoysalas and Chalukya Dynasties. The name of the district i.e. "KOPPAL" is found in the poetic work of the great poet Kavirajamarga (During King Nrupathunga's time of 814-878 A.D.) as "VIDITHA MAHA KOPANA NAGARA". During Ashoka's period, the Jainism gained greater momentum in this region. Therefore, it was called "Jainkashi". In twelfth century A.D. Veerashaivism of Social Reformer Basaveshwara became popular. The present Gavi Math of Koppal has great attraction. Anegundi of Gangavathi Taluk was the first capital of great

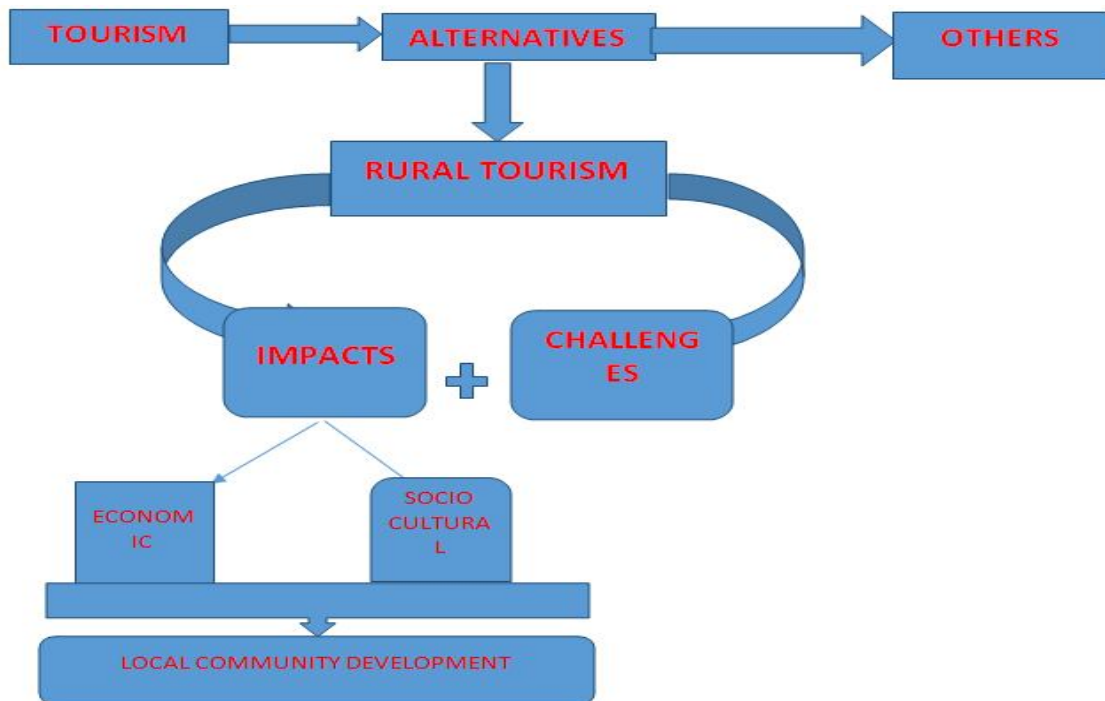
Vijayanagara Dynasty. The old palace and fort still exist where annual festival called “Anegundi Utsava” is being celebrated in a befitting manner every year.

The other important tourist attract places of Koppal district are :

1. Huligi.
2. Kanakagiri
3. Itagi
4. Kukanoor.
5. Madinoor.
6. Indrakeela Parvatha.
7. Pura.
8. Chikkabenakal & Hirebenakal.
9. Nava Vrindana.
10. Pampa Saovara.
11. Anjanadri Betta etc.,

Tourism Department, Government of Karnataka, plays an active role and acts as a catalyst in placing Karnataka on the list of must-visit places in India through several policy formulation measures that cover Infrastructure development at tourism destinations, Skill development for better employment opportunities, Mega Circuit Development and Last mile connectivity. It also provides fiscal incentives that come from policy formulation like providing subsidies etc.

The rural tourism also depicts the impacts of it along with the opportunities the following impacts may also be studied as a further scope of the study.



FINDINGS OF THE STUDY:

1. As per the Karnataka Tourism policy of 2020-2025 there are various opportunities to explore the rural tourism on the basis of Spiritual, Mining and wild life tourism.
2. There is a rich heritage in the study areas to explore and develop as an emerging economy.
3. Various sightseeing spots attract the local travelers for the weekend visit and stay.
4. Ease to travel modes of transportation help in frequency and number of visitors to the places.

SCOPE FOR FURTHER STUDY:

1. There is a scope to study the Economic impact of tourism on the development of the study area.
2. There is scope to study the Socio-cultural aspects and relation with the tourism in the study area.

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THE ATTITUDE OF THE ONLINE SHOPPERS

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ABSTRACT

Purpose – Internet has developed in new delivery channels electronic transactions are increasing rapidly. This need has arisen to understand how they perceive directly to buy consumers. Most of the people who use the internet to purchase goods online, but that there are still some reasons for which consumers are reluctant to buy online. The attitudes of people toward the purchase online are different in Kolkata. The purpose of this study is to review the factors felt reservation of consumers in online shopping.

Keywords: Online shopping, attitude, perception, UTAUT model, satisfaction, Intention to purchase.

Internet has made a significant contribution to our lifestyles on account of its abundance and diversity of information. Its penetration is rising markedly in India which has fuelled the growth of e-commerce in the economy. The term e-commerce or electronic commerce refers to shopping on the web (Nayyar & S.L.Gupta, 2011). Electronic commerce can be defined as conducting, transacting and facilitating business activities over computer networks. It is usually abbreviated as e-commerce or e-commerce. Electronic commerce plays a major role in the global economy and its scope is very broad (Farid Huseynov and Sevgi O' zkan Yildir m, 2016). Online Shopping or e-shopping is a part of e-commerce where the customers or consumers buy goods / products / and other services directly from the merchants over the internet. Today Ecommerce is a byword in Indian society and it has become an integral part of our daily life. (Poonam Chahal, 2015) As E-Commerce is about going "DIGITAL", we call this digital phenomenon, an attempt to examine the possible drivers behind ECommerce. (Sudheer Thummala, 2019) One of the remarkable uses of internet is "E-commerce". Online shopping is one of the aspects of e-commerce. It is buying and selling of products and services through online websites of e-stores. The biggest impact of this revolution can be seen in the way the Indian consumer has been transacting purchases.

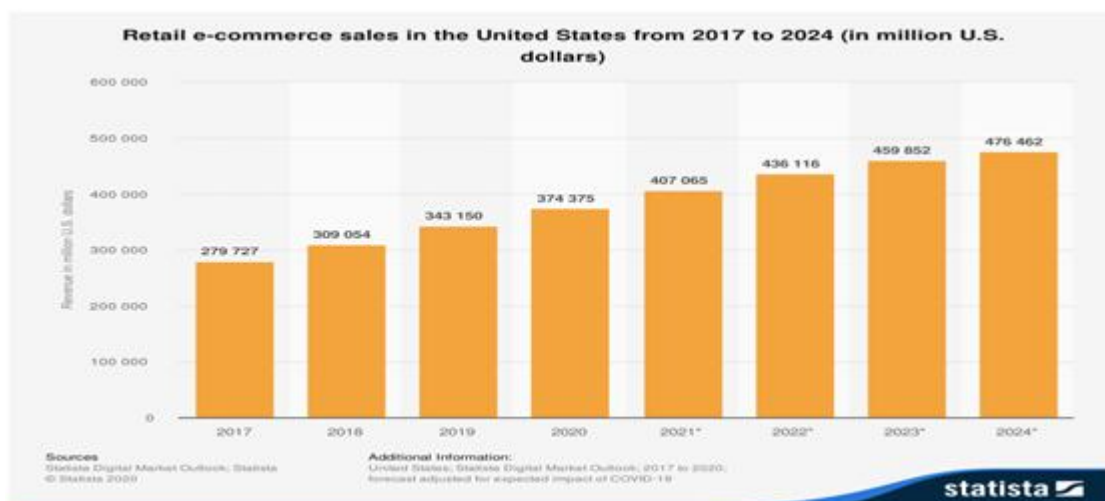
(Juneja, Richu M., 2018) E-Commerce enables the customers to search latest information which is beneficial to them. (Urvashi, 2018) E-commerce is the buying and selling of the goods and services online; internet is the best source to use this tool.

Today the amount of trade that is conducted electronically using e-commerce has increased with a wide spread usage of internet and technology. (Sajjad Nazir, et al. 2012). From the e-commerce perspective, online vendors need to build effective websites to enhance and maintain customer relationships (Wann-Yih Wu et al., 2016). e-commerce incorporates a whole socio-economic, telecommunications technology and commercial infrastructure at the macro-environmental level. All these elements interact together to provide the fundamentals of e-commerce (Rajneesh Shahjee, 2016). E-Commerce firms must also find most effective ways to combine the online relationship with the offline relationship, with the idea that the full relationship with the customer is not complete without considering both online and offline, as well as how they interact (Shahid Amin, 2016).

GROWTH OF ECOMMERCE

Ecommerce has come a long way since the CompuServe launch in 1969. Changes in technology have certainly driven ecommerce growth, along with global circumstances. Today, ecommerce must meet consumers' expectations for safety and convenience.

- *The United Parcel Service Inc. rode a pandemic-fueled surge in ecommerce to higher profits and a 13% jump in revenue during the June 2020 quarter. During that same quarter, UPS saw a 65% increase in deliveries to residences.*
- *In 2019, U.S. e-retail sales on Amazon increased by 19.1% and amounted to over 222.6 billion U.S. dollars.*
- *By the end of 2020, U.S. spending online is expected to reach approximately \$375 billion. Experts forecast that by the end of 2024, online spending will surpass \$476 billion.*



Business-to-Business (B2B) Model : The B2B model involves electronic transactions for ordering, purchasing, as well as other administrative tasks between houses. It includes trading goods, such as business subscriptions, professional services, manufacturing, and wholesale dealings (Rajneesh Shahjee , 2015). Companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers. Pricing is based on quantity of order and is often negotiable (Waghmare G.T.,2012). Business-to-business (B2B) is commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer. Pricing is based on quantity of order and is often negotiable. (Shahrzad Shahriari et.al.,2015) Business-to-Business includes online wholesaling in which businesses sell materials, products and services to other businesses on the websites (Yaser Ahangari Nanekaran, 2013)

The significance of e-commerce has been increased by the recent advancements of telecommunications and computer networks. “The research on the influence of e-commerce is based on the Internet” (Lin, 2003, p. 6). Some researchers argue that the Internet will negatively influence physical stores, while others predict that Internet stores will not attract shoppers all the time, and traditional shopping will still dominate purchasing (Schoenbachler & Gordon, 2002). Worzala and McCarthy (2002) predicted that by 2010, half of all shopping will be online, and half of the retail stores in America will be shut down. However, Markham (1998) observed that customers enjoy shopping and that the online shopping method will never replace traditional shopping. In any case, a great number of consumers have embraced e-commerce. Although at

present, online business is only a small portion of total commerce, e-commerce is regarded significantly enjoyable by the great majority of consumers (Cheong & Park, 2005). The effect of e-commerce is confirmed by consumers' expectations that e-commerce creates significant outcomes both for consumers' shopping activities and for business developments (Liang & Lai, 2002). Marketers utilize e-commerce to provide a physical and service space through which product consumption and delivery processes are enacted (Foucault & Scheufele, 2002). Skyrme (2001) demonstrated major benefits to retail suppliers who make e-commerce popular: being open 24 hours a day, products acquired at a lower cost, improved consumer service, appropriate adjustments to the market environment, extended market scope, and efficiency gains. Also, a Web-based environment offers benefits to online customers (Foucault & Scheufele, 2002). The benefits are instant transactions (Song & Zehedi, 2001), privacy (Lee, 2002), cost savings (Joines et al., 2003), ease of finding information (Koufaris et al., 2002), reduced hassles (Kolter, 2000), and convenience (Joines et al., 2003).

The increased use of the Internet may bring about disadvantages to both online vendors and online customers (Lin, 2003). Because online users are more technology-oriented, they may prefer electronics, computers and financial services, rather than mainstream products (Lin, 2003). An unsteady offering of information may generate uneven product quality (Daugherty, Li, & Biocca, 2003). One-way interaction usually takes place between the Web site and the online customers (Cox & Dale, 2001).

The lack of human interaction prevents product scrutiny (Skyrme, 2001). With the lack of direct contact between the staff of the company and the customer, it is harder to establish customer loyalty and for customers to switch products (Jayawardhena, 2004). When an online customer is disappointed in the required level of accountability, he/she will usually switch to an alternative outlet (Constantinides, 2004). Many shoppers waste valuable time shopping for everyday goods (Madu & Madu, 2002). Hence, making shopping more enjoyable has recently become an issue of concern for retailers. The retailing field uses promotion, advertising and merchandising to impact the customers' purchase choices (Jang & Bums, 2004). The impact of new information technology on shopping through the Internet is evident. The B2B model is predicted to become the largest value sector of the industry within a few years. The B2B model involves electronic transactions for ordering, purchasing, as well as other administrative tasks between houses. It includes trading goods, such as business subscriptions, professional services, manufacturing, and wholesale dealings. Sometimes in the B2B model, business may exist between virtual companies, neither of which may have any physical existence. In such cases, business is conducted only through the Internet. The main two advantages of the B2B model such as it can efficiently maintain the movement of the supply chain and the manufacturing and procuring processes, and it can automate corporate processes to deliver the right products and services quickly and cost-effectively. (Shahjee, 2016)

BUSINESS TO CONSUMER (B2C) MODEL :

Businesses selling to the general public typically through catalogues utilizing shopping cart software. By dollar volume, B2B takes the prize, however B2C is really what the average Joe has in mind with regards to ecommerce as a whole. for example indiatimes.com. (Waghmare G.T. , 2012) Business-to-Consumer refers to transactions between a business and its end consumer and so it create electronic storefronts that offer information, goods, and services between business and consumers in a retailing transaction or it is an Internet and electronic commerce model that indicates a financial transaction or online sale between a business and consumer (Nanekhara, 2013)

Business or transactions conducted directly between a company and consumers who are the end-users of its products or services. Business to consumer as a business model differs significantly from the business to business model, which refers to commerce between two or more businesses. (Shahrzad Shahriari et al., 2015) In the business to consumer (B2C) e-commerce cycle activity, consumers use Internet for searching for product options, features, prices or reviews, selecting products or services through Internet, placing the order, making payments, or any other means which is then followed by delivery of the required products through Internet, couriers or other means and last is sales service through Internet or other mean. Over the past few decades, the Internet has developed into a vast global market place for the exchange of goods and services. In many developed countries, the Internet has been adopted as an important medium, offering a wide assortment of products with 24 hour availability and wide area coverage. In some other countries, such as India, however business-to-consumer (B2C) electronic commerce has been much below than anticipated proportion of total retail business due to its certain limitations (Sylke, Belanger, and Comunale 2002) Internet shopping (also called online shopping) allows customers to perform a wide range of shopping activities with the help of the World Wide Web from home, office or cybercafé. Retailers are increasingly offering an online shopping platform. With the use of encrypted and secure gateways, retailers are trying to make the online experience risk free and pleasant. From the consumer's perspective, online shopping provides a convenient and effective approach to manage one's shopping needs: it is easily accessible 24 hours a day, seven days a week. The consumer has access to retailers worldwide as well as products and services not readily available to his/her area.

The question remains then, why is the adoption rate of shopping via the Internet low by Indian consumers? What are the limitations and factors that affect online purchase in the Indian context? Previous research have elucidated factors (i.e. psychological reasons such as perceived risks etc., shipping costs & time, Trust etc.) that may play an important role in determining Internet adoption for e-commerce (Bhatnagar et al. 2000; Jarvenpaa, Todd and Bradd 1997; Vijayasarathy and Jones 2000). To answer above questions, it will be important to examine local cultural variables as well consumer psychographics (e.g., shopping habits, leisure habits).

The B2C model involves transactions between business organizations and consumers. It Applies to any business organization that sells its products or services to consumers over the Internet. These sites display product information in an online catalogue and store it in a database.

The B2Cmodel also includes services online banking, travel services, and health information. The B2C model of e-commerce is more prone to the security threats because individual consumers provide their credit card and personal information n the site of a business organization. In addition, the consumer might doubt that his information is secured and usedeffectively by the business organization. This is the main reason why the B2C model is not verywidely accepted. Therefore, it becomes very essential for the business organizations to providesecurity mechanisms that can guarantee a consumer for securing business information (Shahjee , 2016).

Consumer-to-Consumer (C2C) Model Consumer-to-Consumer is an electronic Internet facilitated medium, which involves transactions among users and it is a business model which two consumers deal business with each other directly. (Nanehkaran, 2013)

The C2C model involves transaction between consumers. Here, a consumer sells directly to another consumer. Online auction Web sites that provide a consumer to advertise and sell their products online to another consumer. However, it is essential that both the seller and the buyer

must register with the auction site. While the seller needs to pay a fixed fee to the online auction house to sell their products, the buyer can bid without paying any fee. The site brings the buyer and seller together to conduct deals. Any buyer can now browse the site of www.ebay.com to search for the product he interested in. If the buyer comes across such a product, he places an order for the same on the Web site of eBay. EBay now purchase the product from the seller and then, sells it to the buyer. In this way, though the transaction is between two customers, an organization acts as an interface between the two organizations (Shahjee , 2016).

There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell thanks to online payment systems like PayPal where people can send and receive money online with ease. eBay's auction service is a great example of where customer-to-customer transactions take place every day.(Waghmare,2012) Consumer to Consumer e-commerce (C2C) involves interaction between consumers where a consumer sells to another consumer through buying portals such as auction portals which facilitate this kind of model. What generally happens is the buyer who has a product registers with a specific portal and then customers interested are linked with the seller of the product.(Kabugumila et.al.,2016)

CONSUMER-TO-BUSINESS (C2B) MODEL

Consumer-to-Business is the transfer of services, goods or information from persons to business or it is a business model where end users create products and services that are used by business and institutions(Nanehkaran , 2013)

The C2B model involves a transaction that is conducted between a consumer and a business organization. It is similar to the B2C model, however, the difference is that in this case the consumer is the seller and the business organization is the buyer. In this kind of a transaction, the consumers decide the price of a particular product rather than the supplier. This category includes individuals who sell products and services to organizations. In addition to the models discussed so far, five new models are being worked on that involves transactions between the government and other entities, such as consumer, business organizations, and other governments. All these transactions that involve government as one entity are called e-governance. (Shahjee , 2016). Consumer to Business (C2B) involves the business consumes the value that has been created by consumers. It may be in the form when the consumer writes contributory reviews or ideas pertaining the development or improvement of a new product. It is commonly viewed as a reciprocal of the B2C model. This model has gain fame due to mushrooming of various customer oriented platforms that customers are free to interact, challenge and opionate the businesses. E-commerce has gradually developed to having its own tools that have enhanced users to be able to communicate, buy, sell and have interaction in the market place. With improvement and adoption of E-commerce many business new concepts and issues have arisen such as ability of companies to privately do their business transaction through different available private network and small businesses can now pursue their businesses through web technologies

engagement.(Kabugumila et.al.,2016)

ONLINE SHOPPING

Due to technological innovations, the traditional way of shopping has become insufficient for individuals. Individuals now prefer easy ways to reach brands and stores and it can be said that that 'The Internet has fundamentally changed customer's notions of convenience, speed, price, product information and service. As a result, it has given marketers a whole new way to create value for customers and build relationships with them' (Kotler and Armstrong, 2012; 532). Online shopping is basically a process of selling and buying of goods and services on World

Wide Web. As (Forsythe and Shi, 2003) explains” Internet shopping has become the fastest-growing use of the Internet; most online consumers, however, use information gathered online to make purchases off-line”.

According to a report (ACNielsen Report on Global Consumer Attitudes towards Online Shopping, 2005) published on www.acnielsen.com, one tenth of the world population is shopping online , till October 2005, 627 million people have done online shopping , and according to the same report Germans and British are on the top of the list on Online Shopping. Additionally report (ACNielsen Report on Global Consumer Attitudes towards Online Shopping, 2005) published on www.acnielsen.com confirms that Products most purchased online are Books on the top followed by DVD/Video/Games and Plane Reservations, the payment method that is being used mostly is Credit Card.

STRUCTURAL EQUATION MODELING

In order to assess the fit of the research model, we performed structural equation modeling with LISREL version 9.1 to analyze the relationships among the research constructs. The correlation coefficient matrix and the pooled medium of sample size were used as the inputs to test the research model. The following statistics were used to evaluate the goodness-of-fit of the model.

With the root mean square residual, suggested by Segars and Grover (1993), a cut-off point of .1 indicates a reasonable fit model. With regard to the goodnessof- fit index (GFI), as proposed by Joreskog and Sorbom (1989), the threshold is .9 for an acceptable model fit. Finally, for both the incremental fit index (IFI) and comparative fit index (CFI), as suggested by Bentler (1990), the threshold of .9 indicates a good model fit.

ONLINE PURCHASE BEHAVIOURS :

Recently, most behavioural scholars have built their research ideas on the premise of the theory of planned behaviour (Ajzen, 1991). Similarly, this study is tied to Ajzen (1991). For example, the perception of academic entrepreneurs (students) towards price and advertising could lead to their intention to purchase or not. This is related to the perceived behavioural control of Ajzen’s theory of planned behaviour (TPB). Motivation is related to attitude of TPB. For example, if the students perceived favourable return policy from online sellers, they could be motivated to buy such products. Social influence relate to subjective norm of TPB which relates to the opinion of their social group members towards their intended behaviour.

As earlier stated in this work, there is no consensus among scholars regarding the factors influencing online purchase intentions and purchase behaviours. While studies (e.g Kotler & Armstrong, 2006) suggested that cultural, social, personal and psychological factors could influence online purchase behaviours among American consumers; other studies (Chandra & Sinha, 2013) indicated that demography, attitude, convenience, website designs, time-saving and security affected purchase behaviours among Indian consumers. In the work of Aaijaz and Ibrahim (2010), shopping orientation, perceived benefits and attitudes towards online shopping were the major determinants of purchase behaviour among Malaysian consumers. Furthermore; attitude, trust, subjective norms, perceived behavioural control, demography and desired consequences were related to online purchase behaviour among Thai consumers (Thananuraksakul, 2007). Yet still; other studies measured demography, safety, security, return policy, convenience, website features, previous experience and marketing mix elements on online buying behavior in Hong Kong (Constantinides, 2004; Destiny, 2012).

Studies have reported that information quality, web designs, security and reliable customer service were related to online buying behaviour in Malaysia (Ariff et al., 2013). Whereas demography, perceived economic benefit, perceived ease of use, perceived product and

transaction risks and payment benefits were correlated with online shopping behaviour in Vietnam (Khanh & Gim, 2014). Equally; price, convenience, trust, security, time saving, after sales service and discounts were examined on online shopping behaviour in Pakistan (Nazir et al., 2012). Again; accessibility, trust, personal constraints and perception influenced consumer's

buying behaviour in Nigeria and United Kingdom (Alley, 2010) Use behaviour can also be traced to the TRA. In developing the TAM, Davis *et al.* (1989) suggested that the generality of the TRA for explaining a wide range of human behaviours should be appropriate for examining the determinants of computer use behaviour as a special case. Like behavioural intentions, use behaviour was not explicitly defined in the development of the UTAUT model, although it was measured via system logs. Although Davis *et al.* (1989) used a self-report measure to analyse use behaviour, they argued that their approach can be used to operationalise use behaviour in situations in which 'objective usage logs' are not available.

Thus, Venkatesh *et al.*'s (2003) use of system logs provides a logical alternative and may be a preferred method for measuring use behaviour in research on information systems.

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AN ANALYSIS OF IMPACT OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM)

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ABSTRACT:

In the digital economy, the business environment progressed into an antagonism that is based on the capability to transform, swiftness, and influential tactical associations with industry participants along with customers. As the intense competition stresses providing value to consumers through the eminence of services provided to the consumers there is a lot of stress on E-CRM these days. With the advent of advanced technology like the internet, corporations whether trivial or hefty, strive to be cost-effective in operations. In the present era owing to stiff competition the influence of the environment is volatile concerning the customer, the number of competitors and the concentration of competition is magnifying. Customers are befitting as the pivotal class and organizations are giving customized attention to hold the customers. This also helps to endure successful relations with customers. E-CRM is recognized as a managerial method that works on a customer-driven stratagem involving diverse information systems offering all the essential information which leads to larger client gratification and faithfulness. E-CRM is an electronic-based relationship positioning, customer maintenance, and greater customer worth designed through electronic process management. This paper offers an insight into E-CRM and its association with the contentment and loyalty of customers. This paper examines the role of E-CRM on consumer maintenance as it can be expended for producing long-term association with customers.

Keywords: Customer Building relationship management, customer retention, customer trustworthiness.

INTRODUCTION :

To survive in this competitive world, corporations require to examine customers' requirements and desires and accomplish them so that customer faithfulness and consummation can be fashioned. The present marketing stresses developing long-term relations with patrons and delivering value to the electronic customer relationship management practices adopted by the marketers for winning a long-term relationship with their valuable customers. E-CRM is a powerful device, aiding in pursuing the varying customer profiles, shaping on this information to secure the essential product design, and enhancing the value of the individual customer. Using E-CRM emanates from network-based connections of E-CRM Corporations are devoting attention to technology to hold their customers, as nowadays customers are informed, justifiably educated. Due to this, E-CRM has developed as a foundation for engaging relationship marketing in companies and customers. E-CRM is the engagement of electronic-based technology to accomplish the goals of the organization. E-CRM is concerning expertise, progressions, and entities and E-CRM is to acquire the trustworthiness of shoppers. Owing to the internet, the change from conventional to electronic business has been seen, and connections are based on e-mails, info arrangements, and the world wide web. E-CRM is a stratagem for absorbent customers and warranting lofty profits. Organizations need to focus on E-CRM through evolving organization tactics for implementing E-CRM initiatives successfully.

E-CRM aids to generate customer-oriented approaches that affect customer retention market competitors are developing strategies to preserve a competitive authority over the market. Consequently, embarking upon climate change consequences by effective E-CRM proves to

be a shrewd strategy. There is a requirement for an E-CRM as competitive management and a planned instrument. To make available improved sustenance to important stakeholders of the corporations to maximize lifetime association value with patrons, it is significant to have the appropriate technological assets to influence the augmentation of the customer relationship in the long run. Customer satisfaction is an encouraging sensation formed in an individual after manipulating a product or availing services and when the customer's opportunities of a definite product are opposed to the supplier's routine. If rendered products and services are at the same level as the customer's expectations, the customer gets an approval impression and an advanced level of products and services regarding the customer's expectations of being loyal for a long period.

This paper aims to analyze the relation between E-CRM and customer satisfaction resulting in building trustworthiness of the customer and aims to give supportive visions for the managers of the business to devise the E-CRM in such a form to balance it with their organization's philosophy to augment the point of customer constancy and accomplishing competence. The paper attempts to explain the enhanced emphasis on the management of relationships and preserving customers for a longer duration.

LITERATURE REVIEW :

The literature review is as discussed below:

Behravan and Rahman (2012) the technology program consisting of the internet, a competent customer relationship be advanced that helps in enhanced gratification, maintenance, and trustworthiness of consumers. **Ismail and Hussin (2013)** stated that a company necessitates ensuring that their touchpoint put clear information about their products. **Romano and Fjermestad (2001)** examined and found that it is related to retaining and tempting economically valued consumers. **Purba (2001)** concluded that E-CRM is the submission of e-technology to attain CRM objectives. **Dyche (2001)** E-CRM is an amalgamation of software, hardware, application, and assurance of the marketers. **Peppers and Rogers (1996)** stated that in divergence to absorbing an existing customer, it outlays the business more to attain a new customer. **Disney (1999)** stated that "as administrations turned out to be customer- focused and regulated by customer demands; the need to meet customers' potentials and retaining loyalty becomes more critical".

Khatibi, Ismail, et al. (2002) stated E-CRM to be an inspirational propensity of budding receptiveness of the endorsed internet marketing introduced to win customer confidence. **Wixom and Todd (2005)** examined the association amid customer satisfaction and its characteristics and stated that companies need to integrate E-CRM structures on websites that are striking for the satisfaction of the customer and cut the operational expenditure. **Khalifa and Shen's (2005)** belief behind the procedure is that at each stage of the purchasing course, the consumer needs to use specific E-CRM factors. **Ab Hamid (2008)** achieving customer relationships with the advancement of web technology positively necessitates trades to engage and work together with clientele through submission of expertise, like social media. Several human resource administrators essentially need to be acquainted with the significance of E-CRM.

OBJECTIVES OF STUDY :

- 1) To analyze the expediency of E-CRM in nurturing relationships with customers.
- 2) To determine the association concerning creating long-term relationships by the usage of E- CRM.

- 3) To know how organizations derive advantages from E-CRM factors.
- 4) To study the challenges of E-CRM for developing marketing strategies to engender a viable edge by business enterprises .

DRIVERS OF E-CRM:

Enhanced Quality of Services :

The chief magnitudes of amenity quality are dependability, accomplishment, receptiveness, eminence, compassion, and assertion, provided that eminent-value amenities are a prerequisite for accomplishing customer gratification and via customer satisfaction, the company is capable of gaining the loyalty of customers.

Credibility and Affluence :

Ease and trustworthiness both play a dynamic function while choosing a company and if clients aren't contented with expediency, it does not convey considerable time to transform the establishment.

Exchange of ideas with Customers:

E-CRM benefits customers to benefit from any service manageable and convey the message regarding the company's product or service, with erstwhile approval when the customer is glancing through information on the website. E-CRM helps in maintaining relationships with valued customers in the long run.

Quicker Transactions Administering :

Many companies have altered the target time by the convention of E-CRM, as customers can make contact with the company's website. E-responses were extensively expended by corporations to recognize receiving orders, payments, and providing information.

CHALLENGES OF E-CRM :

With customers demand an organization becomes progressively more customer persistent and motivated. As E-CRM is being seriously destabilized the prerequisite to encountering customer's prospects and reserve their loyalty becomes more critical because of this unawareness. The main challenges of E- CRM are recognizing the concrete input cost of winning, holding an enduring association with customers, gauging the effectiveness of the business, growing customer trustworthiness, and cultivating customer amenity.

E-CRM requires methodological sustenance to win customers, receiving of services accessible employing network, engagement of period and cost strategies, absence of customer facilities and sustenance, tumbling productivity, and congestion of emails.

Fruition than Transformation: E-CRM is more progression than revolution.

Growing Trustworthiness: E-CRM is for gaining customer loyalty in modern marketing.

Greater Profitability: The administrators need to acclimatize E-CRM to businesses particularly amenity businesses to generate an intensification of customer trustworthiness and higher levels of profitability.

Considerable Motivation: E-CRM partakes an encouraging and vital fortitude on customer satisfaction and loyalty.

Mediator 's Role: The facilitators like ambiance and computer apprehension can reinforce or deteriorate the association amongst E-CRM, customer satisfaction, and loyalty.

Role of Conviction: The function of conviction as a factor be capable of having fortitude in reinforcing the association amongst E-CRM, customer satisfaction, and loyalty.

EMERGING DEVELOPMENTS IN E-CRM :

Contemporary advances in the E-CRM sphere comprise a CRM product assessment/purchasing program, accommodating CRM system software, and employing Online Analytical Processing (OLAP) resources to shape Consumer Cognizance to advance E-CRM's efficiency. The marketplace for presenting complete E-CRM structures is dwindling, comparatively owing to the contemporary economic environment and somewhat for the reason that configuration rates asked for by customer organizations to gratify their exclusive demands are too hard to cede in a shoved solution. Nonetheless, the request for accommodating CRM product apps is superior. The aggregate of expenses required is considerably lesser, but the host apps have supplementary value for consumer trades. The integration of the bequest systems of an association, particularly its ERP system, with E-CRM technology is vital to the efficiency of E-CRM application. Customer Intellect is grounded on acclimatizing the acquaintance expanded from market experience to E-CRM methods and depends on procedures to generate awareness in consumer relationships.

CONCLUSION :

The greatest objective of entire relationship marketing outlooks and is to generate an E-CRM is to sustain supportive and joint association amongst the corporation and customers. These relations are reciprocal relationships and long-term focused. Corporations are concentrating on the amendment and amalgamation of novel technologies, procedures, people, and association marketing to gain and retain customers for a long period. E-CRM, if implemented, properly leads to benefits which include: successful marketing relations, improved customer faithfulness, cost declining, superior competence, and improved customer sustenance. Evolving operative relationships with customers by providing outstanding services to be well-thought-out is an extremely important decision by the organization. E-CRM focuses on the retentive policy of customers and building consumer loyalty for the acquisition of a large market share. E-CRM is the progression of the edifying sturdy customer relationship by providing value-added services which match with customer needs. E- CRM aids to recognize, trace, and hold their profitable customers.

IMPLICATIONS FOR FUTURE :

This paper offers understanding into the significant use of E-CRM as a strategic execution instrument and replicating its competence to engender a novel position to develop and contraption a righteous marketing business strategy to produce a competitive advantage to unconditionally impact the business activities. As for impending research opportunity, chief of the research studies carried out on E- CRM amongst numerous sectors accentuated on the connotation midst the integrated and inner things yet there is an unperturbed requirement to have in-depth research to identify the peripheral factors having a candid stimulus on the E-CRM measures to obtain the continuous advantages.

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BANKRUPTCY PREDICTION USING MDA ANALYSIS FOR MANUFACTURING FIRM

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ABSTRACT

The discoveries show that the Mda analysis gives the better and exact outcomes and arranged the expectation of bankrupted and non-bankrupted better in way. For the Indian companies that are enlisted in Indian stock exchange, the Mda analysis not just gives bankruptcy prediction forecast at an exactness rate yet in addition demonstrates how firms can act to decrease the opportunity of failing. In this way, for Indian firms the Mda method is suggested as a favoured strategy for foreseeing Indian firm disappointments. For the prediction of default companies, we have used Mda analysis and top 4 financial ratios which gives us a brief figure and result that this method can be used for prediction of failure firms and according to analysis the study shows that the model used in study is better than Altman model.

Keywords: - Mda, Indian, Firms, Prediction, Financial

INTRODUCTION

Bankruptcy Prediction for a company is being the state of worries as its centre for many market analyst scientist and big experts. Seeing the monetary pain of organizations is a strategy a procedure or a process which helps to estimate the current economic state of the organization by joining various economic factors. The anticipation proposes to present different learning model for corporate indebtedness determining, as path of evaluating textual disclosure that creates bigger impact inside financial condition of a company. This prophecy helps investor, creditors, policy makers and other analyst to make their decision wisely and efficiently.

Corporate disappointment has made unexpected climb in exploration for better arrangement, to create monetary capacity expectation that control dynamic in investment. The projection of financial distresses in company are based on available data from listed companies and public firms that have sunk. Based on available accounting ratios and mathematical modal designs from past observations on data, firms are quantified by many pointers that explain their business performance.

The method used for the prediction of bankruptcy of these companies is logistic regression. This paper aims to explain the method for bankruptcy prediction. We applied time-series financial data (balance sheets, profit-and-loss statements, and cash flow statements) and define various types of financial ratios that are parallel to the sum and difference over four fiscal years as indicators. Our Multiple Discriminant Analysis approach selects a combination of financial ratios and derives the discriminant function effective to predict companies' bankruptcy in coming years.

REVIEW OF LITERATURE

Giannopoulos et al (2019) studied the forecasting ability of bankruptcy prediction models for firms listed on the Athens Stock Exchange. The models have been tested if one, two and three years before bankruptcy they are able to predict bankruptcy. The highest predictive accuracy of bankruptcy is obtained by the models of Toffler and Grammatikos and Globous 'Y. Early and specific signs of bankruptcy help companies take the appropriate steps to resolve financial

distress; hence, Greek models of prediction of bankruptcy can help companies mitigate risk. The key findings of the hypothesis tests are financial ratios and accounting information.

Bawono and Setyaningrum (2018) assessed the market share of Syariah Bank (BUS) in Indonesia which is under the chance of going towards bankrupt. The objective of the research is to assess the impact of financial ratios on the expected bankruptcy bank and the Altman Z-Score model of significance. Collection of data by indirect observation of the 2014-2016 quarterly report period. Analytical approaches such as stationary test, regression, classical hypothesis and multiple analysis of discriminants and factor analysis. The outcome of the research is that the variables WCTA, EBITTA and BVEBVTD have a positive and significant effect on the prediction of bankruptcy, while the variable RETA has a negative and significant impact. Of the four independent variables, with 98.2 percent precision, only WCTA and BVEBVTD variables can predict BUS bankruptcy.

Zhang et al (2019) analyzed the role of artificial neural networks in bankruptcy prediction. In order to analyses the inter-sample variance of neural networks for bankruptcy prediction, the cross-validation approach was used, the results showed that the neural networks are Signiant better in prediction as well as classification rate estimation than logistic regression models.

Kumar and Ravi (2018) analyzed the review of the work done, during the period of 1968–2005, in the application of statistical and intelligent techniques to solve the bankruptcy prediction problem faced by banks and firms. The outcome analysis highlights the source of data sets, financial ratios used, country of origin, time line of study and the comparative performance of techniques in terms of prediction accuracy wherever available, as the method of decision trees and organizational research to find bankruptcies.

Berg (2017) compared Multiple accounting-based bankruptcy prediction models. The models were developed and tested for Norwegian limited liability companies on broad data sets containing annual financial statements. In order to assess the bankruptcy that occurred in the multi-year model, the approach of linear discriminant analysis, generalized linear models and neural networks was used to show a desirable robustness to annual variability that is not present in the one-year model.

Multiple discriminant analysis: Multiple Discriminant Analysis is a multivariate dimensionality reduction technique. It has been used to predict signals as diverse as neural memory traces and corporate failure.

Wilks' Lambda				
Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.485	26.760	18	.084

Table1.1 (Wilk's Lambda)

- Wilks' Lambda test is to test which variable contribute importance in discriminant work
- The value of wilks' lambda is 0.485.
- The value lies between 0 to 1.
- The closer Wilks' lambda is to 0, the more the variable contributes to the discriminant function.

- Low (close to 0) better discriminating power of the model
- Thus, 0.485 indicator of good model.

Canonical Discriminant Function Coefficients

	Function 1
V4	.669
V5	-1.870
financial ratios	-.017
V7	-.174
V8	.001
V9	-.014
V10	-.015
V11	.034
V12	-.008
V13	-.019
V14	-.008
V16	.140
V17	.026
V18	.016
V19	-.030
V20	.014
V21	-.001
V22	.117
(Constant)	-1.296
Unstandardized coefficients	

Table1.2 (Canonical Discriminant function coefficient)

(v4 debt equity ratio, v5 long term, v6 financial, v7 fixed assest, v8 inventory, v9 debtor, v10 pbidtm, v11 pbitm, v12 pbdtm, v13 cpm, v14 apatm, v16 roce, v17 ronw, v18 price earning, v19 price to book vale, v20 price/eps, v21 ev/ebidta, v22 market capital/sales)

$$Y = -1.296 + 0.669 - 1.870 - 0.017 - 0.174 + 0.001 - 0.014 - 0.015 + 0.034 - 0.008 - 0.019 - 0.008 + 0.140 + 0.026 + 0.016 - 0.30 + 0.014 - 0.001 + 0.117$$

$$Y = -2.435$$

- If Y comes positive then it falls under healthy companies.

Classification Results

			Predicted Group Membership		
V1			0	1	Total
Original	Count	0	25	3	28
		1	6	18	24
	%	0	89.3	10.7	100.0
		1	25.0	75.0	100.0

- a. 82.7% of original grouped cases correctly classified.

Table 1.3(Classification Results)

Hit Ratio = Number of correct predictions/Total number of cases

$$\text{Hit Ratio} = 43/52$$

$$= 82.7\%$$

Hit ratio shows the accuracy.

CONCLUSION

Awareness of an impending bankruptcy is a crucial part of the decision-making process. We find out statistical methods and machine learning techniques (like the Altman-Z test and MDA) based on different papers are mostly used, so we will use the Multiple Discriminant Analysis method in this paper to predict bankruptcy, and we have used Purposive sampling to evaluate the sample size of companies. As a corporation's financial statements are readily available, we recommend ratio analysis as an investigative tool for establishing bankruptcy in this article. debt-equity ratio is the most significant ratio because this ratio gives creditors an understanding of how the business uses debt and its ability to repay additional debt. we have got 82.7% accuracy which comes from Hit ratio, this accuracy shows that 82.7% of original grouped cases correctly classified.

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ISBN 978-81-949278-4-6



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