

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3480 Cities in 174 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN EXPLORATORY STUDY ON WHAT MOTIVATES PEOPLE TO CHOOSE TEACHING CAREER IN ENGINEERING INSTITUTIONS <i>S.MURALI & DR. S. MOHAN</i>	1
2.	TIMELINESS: AN ESSENCE OF CORPORATE REPORTING PRACTICES <i>RAMANJIT KAUR</i>	6
3.	A STUDY ON CONSUMERS PREFERENCE ON BRAND LOYALTY <i>DR. N. SRINIVAS KUMAR</i>	11
4.	STUDY ON THE IMPACT OF AGE PROFILE ON MARKET SEGMENTATION <i>DR. ANIL CHANDHOK & DR. BHAVET</i>	13
5.	GLOBAL BRANDS' LOCAL ACTIONS: COLLECTION CENTERS FOR RECYCLING AND REVERSE LOGISTICS <i>PRASHANT KUMAR & BHIMRAO GHODESWAR</i>	15
6.	ANTECEDENTS AND CONSEQUENCES OF CUSTOMER RELATIONSHIP MANAGEMENT IN HOTEL INDUSTRY <i>V. KRISHNAMOORTHY & DR. R. SRINIVASAN</i>	19
7.	A STUDY ON MANAGEMENT OF NPAS AND IMPACT OF SECURITIZATION ACT, 2002 ON REDUCTION OF NPAS IN BANKS <i>DR. Y NAGARAJU & KARUNA M</i>	25
8.	A STUDY ON IMPACT OF CULTURAL CORRELATION BETWEEN ORGANIZATIONAL CHANGE AND PRODUCTIVITY IN RURAL BANKS <i>DR. MAHESHA KEMPEGOWDA & NALINA.R</i>	30
9.	OUTCOMES OF STRESS: A STUDY OF CAUSE & REMEDIAL ACTIONS FOR REDUCING STRESS <i>HARTESH PANNU & PRERNA TIKKU</i>	34
10.	GROWTH AND NECESSITIES OF FDI IN RETAILING IN INDIA <i>MANOJ KUMAR SINGH</i>	38
11.	CULTIVATION OF SHARED MINDSETS: AN IMPERATIVE TO HAVE WORK VALUE CONGRUENCE IN MERGERS & ACQUISITIONS <i>RASHI THAREJA</i>	41
12.	A STUDY ON THE WORKING CAPITAL RATIO OF THE DISTRICT CENTRAL COOPERATIVE BANKS IN TIRUNELVELI REGION, TAMILNADU <i>DR. A.MAHENDRAN & R.AMBIKA</i>	44
13.	GREEN PRODUCTS VERSUS CONVENTIONAL PRODUCTS: A SELECT STUDY <i>P. KISHORE KUMAR & DR. BYRAM ANAND</i>	50
14.	SOCIO-ECONOMIC CONDITIONS OF TAMIL MIGRANTS IN MALAPPURAM DISTRICTS OF KERALA <i>FASALURAHMAN.P.K.PATTERKADAVAN & MUHAMMED MUSTHAFA M.</i>	53
15.	GREENING OF SUPPLY CHAIN: BENEFITS AND CHALLENGES <i>ABRAR AHMED, ANURAG REDDY RAMIREDDY, SOURYA SRI HARSHA & PUSHKALA MURALIDHARAN</i>	62
16.	MANAGING DIVERSITY AND MULTICULTURALISM FOR ORGANIZATIONAL TRANSFORMATION <i>SRAVAN KUMAR REDDY & ELIAS GIZACHEW</i>	66
17.	INFLUENCE OF JOB SATISFACTION ON THE QUALITY OF TEACHING <i>BENY PAUL E</i>	69
18.	OPTIMAL PETROLEUM FISCAL REGIME IN JOINT DEVELOPMENT ZONES: A COMPARATIVE ANALYSIS OF NIGERIA-SAO TOME AND PRINCIPE JDZ AND MALAYSIA-THAILAND JDA <i>DR. SANI SAIDU & SHAMSUDDEEN MUSA AUJARA</i>	72
19.	ANALYSIS OF GREEN MARKETING AS ENVIRONMENT PROTECTION TOOL: A STUDY OF CONSUMER OF DEHRADUN <i>SHALINI THAPA & SHIKHA VERMA</i>	78
20.	A STUDY ON WORKING CAPITAL MANAGEMENT THROUGH RATIO ANALYSIS WITH SPECIAL REFERENCE TO RAJASTHAN DRUGS & PHARMACEUTICALS LTD. <i>YOGESH KUMAWAT</i>	85
	REQUEST FOR FEEDBACK & DISCLAIMER	89

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSinghI. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VITUniversity, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

<http://ijrcm.org.in/>

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

TIMELINESS: AN ESSENCE OF CORPORATE REPORTING PRACTICES**RAMANJIT KAUR****PRINCIPAL****GURU HARGOBIND SAHIB KHALSA GIRLS COLLEGE****KARHALI SAHIB****ABSTRACT**

The paper examines empirically the timing behaviour of the selected Indian companies because timeliness in the corporate reporting influences the decisions of the stakeholders. The delay in reporting reduces the relevance of the information given in the financial reports. The present study covers the period of seven years from 2002-2003 to 2008-2009. Three basic aspects of timeliness in corporate reporting are considered in the paper i.e., variation in date of end of the accounting year, reporting period gap and time lag. The results of the study show that there is less variation in reporting period gap and date of end of accounting year but lag between balance sheet dates to Annual General Meeting could not depict a definite trend. The study suggested that all the companies should balance their accounts on same date and reporting period gap should be of twelve months because large variations in these two aspects may make inter-company and inter-period comparison complicated. The shorter the time between balance sheet dates and Annual General Meeting, the greater the benefits that can be derived from the financial statements.

KEYWORDS

Corporate reporting, financial statements, Stakeholders, Timeliness.

INTRODUCTION

Corporate annual reports are prepared to transmit the information to the stakeholders according to their needs. As the informational needs of the stakeholders who have active interest in corporate reporting are on rise has persuaded for timely and credible corporate reports. The American Accounting Association (1954) observed, "Timeliness of reporting is an essential element of adequate disclosure." In this chapter, the timing behavior of companies which are preparing annual reports have been analysed for the period 2002-2003 to 2008-2009.

According to the International Accounting Standards Board (IASB, 2008:40,) timeliness of financial reports is the "availability of information needed by decision makers for useful decision making before it loses its capacity to influence decisions." Timeliness of annual reports is an important determinant of their usefulness. Economic and financial decisions by users of the annual reports are greatly influenced by the time value of information. In general, the significance of the information diminishes with increase of time lag in publication of annual report of a concern.

Timely disclosure of information improves the image of the corporate body. Shorter the time between the end of the accounting year and the publication date, the greater the benefit that can be derived from the financial reports. The delay in releasing the financial reports is most likely to enhance uncertainty associated with the decisions based on the information contained in the financial reports. In this backdrop, this paper attempts to analyse the timeliness of corporate reporting practices and problems associated with the observed phenomena.

REVIEW OF LITERATURE

Various researchers have studied the different aspects of timeliness in corporate reporting.

Givoly and Palmon (1982) discovered that there was an improvement in the timeliness of annual reports of 210 companies listed on New York Stock Exchange (NYSE) over a period of 15 years from 1960 to 1974. To describe timeliness corporate size and complexity of operations were taken into consideration. According to them, delay in reporting appeared to be more closely associated to industry patterns and traditions rather than to the company attributes studied and reporting time lags decreased over time.

Sharma (1991) examined financial reporting in Central Public Government Enterprises incorporated under Companies Act 1956. He concluded that size of the firm and age has a significant relationship with its reporting time lag. Meena (1995) in his study of Corporate Reporting practices in Public Enterprises established that the Age of the organization, Turnover, Capital Employed, and Rate of Turnover had no influence on the reporting time lag, Audit time lag and total time lag.

Ahmad (2003) investigates the timeliness of corporate annual reporting in three South Asian countries, namely, Bangladesh, India and Pakistan from 558 annual reports of different companies for the year 1998. It is found that around 90 Per cent of the companies' balance sheet end date falls in June and December in Bangladesh, March in India, and June and September in Pakistan. A multivariate regression analysis indicates that financial year-end date is a significant determinant in each country.

Ismail & Chandler (2004) examines the timeliness of quarterly financial reports published by companies listed on the Kuala Lumpur Stock Exchange (KLSE). In their study they also determine the association between timeliness and each of the following company attributes – size, profitability, growth and capital structure. An analysis of 117 quarterly reports ended on 30 September 2001 reveals that all, except one company reported within an allowable reporting lag of two months. According to the study, there is a significant association between timeliness and each of the four companies attributes.

Conover, Miller, & Szakmary (2008) study financial reporting lags, the incidence of late filing, and the relationship between reporting lags, firm performance and the degree of capital market scrutiny. They use a large sample of firms spanning 22 countries over eleven-year period. A focal point of our analysis is whether the incidence of late filing, and the relations between reporting days and other variables differ systematically between common and code law countries. Relative to U.S. firms, they report that the time taken and allowed for filing is usually longer in other countries and that the statutory requirement is more frequently violated. Timely filing is found to be less frequent in code law countries. Poor firm performance and longer reporting lags are more strongly linked in common law countries. Therefore, the above analysis describes that plenty of research has been conducted to explore new insights into the field of timeliness in corporate disclosure.

RESEARCH METHODOLOGY**OBJECTIVES OF THE STUDY**

The present paper is being conducted for the purpose of following objectives:

1. To analyse the diversity in closing of balance-sheet of Indian company
2. To study the reporting period gap followed by Indian companies over the period of time.
3. To analyse the time lag problems of Indian companies.

NATURE OF THE DATA

The study is based on secondary data. The data has been collected from the annual reports of the 50 selected companies from the BSE Index of 500 companies by exploring various sources including companies' websites, personal visits to the companies, stock exchanges, broker offices, investors research institutes and libraries etc. The present study covers the period from 2002-2003 to 2008-2009. To achieve the objective of the present study statistical tools like average and proportions have been used.

SCOPE OF THE STUDY

The present study covers the timeliness aspect of the selected companies because variations are found in the date of balance sheet, reporting period gap and time lag.

FINDING OF THE STUDY**DIVERSITY IN CLOSING OF BALANCE-SHEET**

According to Sections 2 (17) and 210 (4) of the Companies Act, 1956 the companies can select any date for closing of their annual accounts. So, the companies are free to opt any date to close their annual accounts.

TABLE 1: DIVERSITY OF BALANCE-SHEET DATES (in Numbers, Percentage)

Sr. No.	Month	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
NO. OF COMPANIES								
1	January	-	-	-	-	-	-	-
2	February	-	-	-	-	-	-	-
3	March	45 (90)	45 (90)	44 (88)	44 (88)	44 (88)	44 (88)	44 (88)
4	April	-	-	-	-	-	-	-
5	May	-	-	-	-	-	-	-
6	June	1 (2)	1 (2)	1 (2)	-	-	-	-
7	July	-	-	-	-	-	-	-
8	August	-	-	-	-	-	-	-
9	September	1 (2)	1 (2)	1 (2)	1 (2)	1 (2)	1 (2)	1 (2)
10	October	-	-	-	-	-	-	-
11	November	-	-	-	-	-	-	-
12	December	3 (6)	3 (6)	4 (8)	5 (10)	5 (10)	5 (10)	5 (10)
	Total	50	50	50	50	50	50	50

Source: Annual Reports of selected companies, 2003-2009.

Note: figures in parentheses represent percentage.

To study the diversity in closing of balance-sheet, the balance-sheet dates of companies have been analyzed and presented in Table 1. Table shows that majority of the companies, i.e., 45 (90 per cent) closed their books of accounts on 31st March for the year first two years i.e., 2002-03 and 2003-04 and 44 (88 per cent) companies for the remaining years closed their books of accounts on March 31. Only one company, namely, Gujarat Ambuja Cement Ltd. closed its balance-sheet in the month of June for first three years. Similarly one company, namely, Siemens Limited closed its balance-sheets in the month of September. During first two years i.e., 2002-03 and 2003-04 three companies which are Nestle-India Limited, Bosch Limited and Ranbaxy Laboratories Limited closed their books of accounts on December 31. In year 2004-05, ACC Cement Limited changed its closing date March to December, similarly Gujarat Ambuja Cement Limited preferred to close the books of accounts on December 31, 2005-06. Hence, for the year 2008-09, the total number of 44 companies (88 per cent) selected the month of March to close their books of accounts, one company (2 per cent) preferred the month of September and 5 companies (10 per cent) chosen the month of December to close their books of accounts. Therefore, Table 5.1 highlights that majority of the large companies selected March 31, followed by December 31 and September 30 of the dates for closing their balance-sheets. None of the companies balance their books of accounts in any other month than these. Thus, the analysis of diversity in balance-sheet dates in companies reveals that there is a very low diversity in balance-sheet dates.

On the other hand, large diversities lead to various implications. Large diversities in balance-sheet dates may make inter-company and inter-period comparison complicated. Due to these complications, confusion and doubts arise in the minds of the investors and it affects the rationality of their decisions. All the companies under study have chosen the month of March to balance their accounts. So, it is a healthy sign and good gesture of these companies that they are cautious about balancing their books of accounts as it affects the rationality of the stakeholders' decisions.

REPORTING PERIOD GAP

Reporting period gap refers to the duration of the reporting period. Section 2 (17) of the Companies Act, 1956 defines a "financial year" as the period in respect of which any profit and loss account of the body corporate laid before it in annual general meeting is made up, whether that period is a year or not. Section 210 (4) of the Act requires that the financial year of a company may be less or more than a calendar year, but it shall not exceed fifteen months. Further, it may be extended to eighteen months where special permission has been granted in that behalf by the Registrar. So, the maximum acceptable duration of reporting period may be eighteen months. Hence, diversity is seen in the duration of reporting period.

TABLE 2: LENGTH OF REPORTING PERIOD (in Numbers, Percentage)

Year	NO. OF COMPANIES					Total
	6 Months	9 Months	12 Months	15 Months	18 Months	
2002-03	-	-	50 (100)	-	-	50
2003-04	-	-	50 (100)	-	-	50
2004-05	-	1 (2)	49 (98)	-	-	50
2005-06	-	-	49 (98)	-	1 (2)	50
2006-07	-	-	50 (100)	-	-	50
2007-08	-	-	50 (100)	-	-	50
2008-09	-	-	50 (100)	-	-	50

Source: Annual Reports of selected companies, 2003-2009.

Note: figures in parentheses represent percentage.

Diversity in the reporting period gap practices affects the inter-company, intra-company and inter-period comparisons. Diversity in the reporting period gap also acts as an obstacle in the way of attaining the goals of corporate accounting. The behavior of the selected companies towards the length of reporting period has

been studied by calculating and identifying the opening and closing dates of balance-sheets and their results has been shown in Table 2. The table shows that majority of the companies, i.e., 48 (96 per cent) have adopted 12 months reporting period throughout the period of study. During the first six years of study, all the companies (100 per cent) followed 12 months period to report their annual results. Only two companies, namely, ACC Ltd. and Gujarat Ambuja Cements Ltd., the reporting period length is found to be 9 months and 18 months respectively. Hence, the reporting period length analysis of companies highlights the fact that majority of these companies have preferred 12 months period to disclose their annual results. Less variation has shown by the selected companies while opt for the length of reporting period.

TIME LAG

Time lag in corporate disclosure refers to the time gap between the end of the accounting period and the date on which the corporate annual financial reports are issued. Section 210 (3) of the Companies Act, 1956 states that the accounts of a company shall relate:

- In the case of the first annual general meeting of the company, to the period beginning with the incorporation of the company and ending with a day which shall not precede the day of the meeting by more than nine months; and
- In the case of any subsequent annual general meeting of the company, to the period beginning with the day immediately after the period for which the account was last submitted and ending with a day which shall not precede the day of the meeting by more than six months, or in cases where an extension of time has been granted for holding the meeting by more than six months.

Section 219 (1) of the Act also states that a copy of annual report which is to be laid in annual general meeting by a company must be delivered at least twenty-one days before the date of the meeting to every member of the company.

Section 619 of the Act describes that in the case of Government company, annual report on the working and affairs of that company to be prepared within three months of its annual general meeting before which the audit report is placed and further as soon as possible, it should be laid before both the Houses of Parliament or State Legislature, as the case may be, together with a copy of audit report and the comments made by the Comptroller and Auditor General of India.

Thus, companies are allowed maximum six months to present the annual accounts to their shareholders in the annual general meeting and nine months in the case of extension. However, government companies have three months additional time.

The lag can be studied in a number of ways. There are a number of time gaps between the end of the accounting period and the issuance of corporate annual financial reports which may include the following:

- Time-lag between the end of the reporting period (balance sheet date) and the date of auditor's report;•
- Time-lag between the date of auditor's report and the date of annual general meeting (AGM) notice;
- Time-lag between the end of the reporting period (balance sheet date) and the date of annual general meeting (AGM) notice;
- Time-lag between the end of the reporting period (balance sheet date) and the date on which actual annual general meeting (AGM) is holds;
- Time-lag between the auditor's report and the date of holding annual general meeting (AGM); and
- Time-lag between the date of annual general meeting notice and the date on which the actual annual general meeting (AGM) is held.

According to the above explanation, there are as many as ten important time-lags between the closing of an accounting period and the date of holding annual general meeting. However, preliminary research of the annual reports of the selected companies showed that majority of the companies have disclosed only three dates, i.e., the date on which accounting period ends (balance-sheet date), date of auditor's report and the probable date of holding the annual general meeting. Therefore, in this part of the chapter time-lag has been studied by taking into consideration three time-lags, i.e. lag 1 (balance-sheet date and date of auditor's report), lag 2 (date of auditor's report and AGM date), and lag 3 (balance-sheet date and AGM date).

TIME LAG BETWEEN BALANCE SHEET DATE AND AUDITOR'S REPORT

The pattern and trend in time lag between balance sheet date and auditor's report in the selected companies has been shown in Table 3. It is clear from Table that during 2002-03, the highest proportion i.e. 28 percent of the companies used to take 20 to 40 days and a similar proportion of companies used to take 40 to 60 days from balance sheet date to auditor's report. The average time taken from balance sheet date to auditor's report worked at 48.08 days.

TABLE 3: TIME LAG BETWEEN BALANCE SHEET DATE AND AUDITOR'S REPORT (in Numbers, Percentage)

Time Lag (days)	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
NUMBER OF COMPANIES							
0-20	5 (10)	4 (8)	3 (6)	3 (6)	3 (6)	2 (4)	2 (4)
20-40	14 (28)	12 (24)	15 (30)	16 (32)	17 (34)	19 (38)	18 (36)
40-60	14 (28)	20 (40)	17 (34)	17 (34)	21 (42)	19 (38)	23 (46)
60-80	6 (12)	8 (16)	8 (16)	9 (18)	3 (6)	3 (6)	2 (4)
80-100	5 (10)	3 (6)	3 (6)	3 (6)	3 (6)	5 (10)	2 (4)
100-120	2 (4)	2 (4)	2 (4)	1 (2)	2 (4)	1 (2)	1 (2)
120 & above	4 (8)	1 (2)	2 (4)	1 (2)	1 (2)	0	2 (4)
Average days	48.08	45.24	44.70	41.32	39.14	35.78	38.16

Source: Annual Reports of selected companies, 2003-2009.

Note: figures in parentheses represent percentage.

During 2003-04, the highest proportion i.e. 40 per cent of the companies took 40 to 60 days from the date of balance sheet to auditor's report, followed by 24 per cent companies taking 20 to 40 days. There were only 2 per cent of companies who took more than 120 days. The average time taken from the date of balance sheet to auditor's report came to be 45.24 days.

During 2004-05, the highest proportion i.e. 34 per cent of the companies took 40 to 60 days from the date of balance sheet to auditor's report, followed by 30 per cent companies taking 20 to 40 days. There were only 4 per cent of companies who took more than 120 days. The average time taken from the date of balance sheet to auditor's report came to be 44.70 days.

During 2005-06, the highest proportion i.e. 34 percent of the companies took 40 to 60 days from the date of balance sheet to auditor's report, followed by 32 per cent companies taking 20 to 40 days. There were only 2 per cent of companies who took more than 120 days. The average time taken from the date of balance sheet to auditor's report came to be 41.32 days.

During 2006-07, the highest proportion i.e. 42 per cent of the companies took 40 to 60 days from the date of balance sheet to auditor's report, followed by 34 per cent companies taking 20 to 40 days. There were only 2 percent of companies who took more than 120 days. The average time taken from the date of balance sheet to auditor's report came to be 39.14 days.

During 2007-08, the highest proportion i.e. 38 per cent of the companies took 40 to 60 days from the date of balance sheet to auditor's report, followed by an equal proportion of companies taking 20 to 40 days. There was none of the companies who took more than 120 days. The average time taken from the date of balance sheet to auditor's report came to be 35.78 days.

During 2008-09, the highest proportion i.e. 46 per cent of the companies took 40 to 60 days from the date of balance sheet to auditor's report, followed by 36 percent companies taking 20 to 40 days. There were only 4 per cent of companies who took more than 120 days. The average time taken from the date of balance sheet to auditor's report came to be 38.16 days.

The analysis highlighted that time lag between balance sheet dates to auditor's report reduced from 48.08 days in 2003-03 to 38.16 days in 2008-09 i.e. a reduction of 10 days. However, the reduction in 2007-08 was more than 12 days. This indicated that time lag from balance sheet date to auditor's report improved over the period of the study.

TIME LAG BETWEEN AUDITOR'S REPORT AND ANNUAL GENERAL MEETING

The pattern and trend in time lag between auditor's report and annual general meeting in the selected companies has been shown in Table 4. It is evident from Table 5.6 that during 2002-03, the highest proportion i.e. 34 percent of the companies used to take 60 to 80 days and 18 percent of companies used to take each 80 to 100 days and 40 to 60 days from auditor's report to annual general meeting AGM. The average time taken from auditor's report to annual general meeting worked at 74.28 days.

TABLE 4: TIME LAG BETWEEN AUDITOR'S REPORT AND ANNUAL GENERAL MEETING (in Numbers, Percentage)

Time Lag (days)	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
NUMBER OF COMPANIES							
0-20	1 (2)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
20-40	4 (8)	2 (4)	0 (0)	0 (0)	2 (4)	1 (2)	0 (0)
40-60	9 (18)	13 (26)	12 (24)	21 (42)	11 (22)	9 (18)	9 (18)
60-80	17 (34)	17 (34)	19 (38)	11 (22)	14 (28)	13 (26)	18 (36)
80-100	9 (18)	7 (14)	10 (20)	7 (14)	13 (26)	18 (36)	10 (20)
100-120	4 (8)	5 (10)	5 (10)	10 (20)	7 (14)	6 (12)	8 (16)
120 and above	6 (12)	6 (12)	4 (8)	1 (2)	3 (6)	2 (4)	5 (10)
Average days	74.28	76.64	78.6	74.20	77.84	78.62	83.40

Source: Annual Reports of selected companies, 2003-2009.

Note: figures in parentheses represent percentage.

During 2003-04, the highest proportion i.e. 34 per cent of the companies took 60 to 80 days from the auditor's report to annual general meeting, followed by 26 per cent companies taking 40 to 60 days. There were 12 percent of companies who took more than 120 days. The average time taken from the auditor's report to annual general meeting came to be 76.64 days.

During 2004-05, the highest proportion i.e. 38 per cent of the companies took 60 to 80 days from the auditor's report to annual general meeting, followed by 24 per cent companies taking 40 to 60 days. There were 8 per cent of companies who took more than 120 days. The average time taken from the auditor's report to annual general meeting came to be 78.60 days.

During 2005-06, the highest proportion i.e. 42 per cent of the companies took 40 to 60 days from the auditor's report to annual general meeting, followed by 22 per cent companies taking 60 to 80 days. There were only 2 percent of companies who took more than 120 days. The average time taken from the auditor's report to annual general meeting came to be 74.20 days.

During 2006-07, the highest proportion i.e. 28 per cent of the companies took 60 to 80 days from the auditor's report to annual general meeting, followed by 26 per cent companies taking 80 to 100 days. There were only 6 per cent of companies who took more than 120 days. The average time taken from the auditor's report to annual general meeting came to be 77.84 days.

During 2007-08, the highest proportion i.e. 36 per cent of the companies took 80 to 100 days from the auditor's report to annual general meeting, followed by 26 per cent of companies taking 60 to 80 days. There were only 4 per cent of the companies who took more than 120 days. The average time taken from the auditor's report to annual general meeting came to be 78.62 days.

During 2008-09, the highest proportion i.e. 36 per cent of the companies took 60 to 80 days from the auditor's report to annual general meeting, followed by 20 per cent companies taking 80 to 100 days. There were 10 per cent of companies who took more than 120 days. The average time taken from the auditor's report to annual general meeting came to be 83.40 days.

The analysis highlighted that time lag between auditor's reports to annual general meeting increased from 74.28 days in 2003-03 to 83.40 days in 2008-09 i.e. an increase of 9 days. This indicated that time lag from auditor's report to annual general meeting deteriorated over the period of the study.

TIME LAG BETWEEN BALANCE SHEET DATE AND ANNUAL GENERAL MEETING

The pattern and trend in time lag between balance sheet date and annual general meeting in the selected companies has been shown in Table 5. The analysis given in Table 5.7 that during 2002-03, the highest proportion i.e. 50 per cent of the companies used to take 100 to 150 days, followed by 34 per cent of companies used to take each 150 to 200 days from balance sheet date to annual general meeting. The average time taken from balance sheet date to annual general meeting worked at 133.50 days.

TABLE 5: TIME LAG BETWEEN BALANCE SHEET DATE AND ANNUAL GENERAL MEETING (in Numbers, Percentage)

Time Lag (days)	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
NUMBER OF COMPANIES							
0-100	7 (14)	12 (24)	6 (12)	12 (24)	10 (20)	8 (16)	9 (18)
100-150	25 (50)	22 (44)	26 (52)	22 (44)	24 (48)	29 (58)	21 (42)
150-200	17 (34)	15 (30)	18 (36)	15 (30)	15 (30)	12 (24)	19 (38)
200-250	1 (2)	0 (0)	0 (0)	0 (0)	1 (2)	0 (0)	1 (2)
250 & above	0 (0)	1 (2)	0 (0)	1 (2)	0 (0)	0 (0)	0 (0)
Average days	133.50	125.00	134.00	125.00	127.00	122.50	132.50

Source: Annual Reports of selected companies, 2003-2009.

Note: figures in parentheses represent percentage.

During 2003-04, the highest proportion i.e. 44 percent of the companies took 100 to 150 days from the balance sheet date to annual general meeting, followed by 30 per cent companies taking 150 to 200 days. There were 2 percent of companies who took more than 250 days. The average time taken from the balance sheet date to annual general meeting came to be 125 days.

During 2004-05, the highest proportion i.e. 52 per cent of the companies took 100 to 150 days from the balance sheet date to annual general meeting, followed by 36 per cent companies taking 150 to 200 days. There was none of companies who took more than 250 days. The average time taken from the balance sheet date to annual general meeting came to be 134 days.

During 2005-06, the highest proportion i.e. 44 per cent of the companies took 100 to 150 days from the balance sheet date to annual general meeting, followed by 30 per cent companies taking 150 to 200 days. There were only 2 percent of companies who took more than 250 days. The average time taken from the balance sheet date to annual general meeting came to be 125 days.

During 2006-07, the highest proportion i.e. 48 per cent of the companies took 100 to 150 days from the balance sheet date to annual general meeting AGM, followed by 30 per cent companies taking 150 to 200 days. There were only 2 per cent of companies who took more than 200-250 days. The average time taken from the balance sheet date to annual general meeting came to be 127 days.

During 2007-08, the highest proportion i.e. 58 per cent of the companies took 100 to 150 days from the balance sheet date to annual general meeting, followed by 24 per cent of companies taking 150 to 200 days. There were 16 percent of the companies who took less than 100 days. The average time taken from the balance sheet date to annual general meeting came to be 122.50 days.

During 2008-09, the highest proportion i.e. 42 percent of the companies took 100 to 150 days from the balance sheet date to annual general meeting, followed by 38 per cent companies taking 150 to 200 days. There were 2 percent of companies who took more than 200 to 250 days. The average time taken from the balance sheet date to annual general meeting came to be 132.50 days.

The analysis highlighted that time lag between balance sheet dates to annual general meeting could not depict a definite trend, rather it remained fluctuated between 122.50 days in 2007-08 to 134 days in 2004-05. Declining trend of time lag between balance sheet dates to annual general meeting should be set out.

CONCLUSION

On the basis of the above analysis, the following conclusions can be drawn that most of the companies have selected the month of March to balance their annual accounts. Reporting period gap analysis reveals that majority of the company's preferred 12 months period to report their annual accounts. Moreover, Lag analysis reveals that time lag from balance sheet date to auditor's report improved over the period of the study, time lag from auditor's report to annual general meeting deteriorated over the period of the study and lag between balance sheet dates to annual general meeting could not depict a definite trend.

REFERENCES

1. Ahmad, K. (2003), "The Timeliness of Corporate Reporting: A Comparative Study of South Asia," *Advances in International Accounting*, Vol. 16, pp. 17-43.
2. Conover, C., Miller, R., & Szakmary, A. (2008), "The Timeliness of Accounting Disclosures in International Security Markets," *International Review of Financial Analysis*, Vol. 17, No.5, pp. 849-869.
3. Givoly, D., & Palmon, D. (1982), "The Timeliness of Annual Earnings Announcements: Some Empirical Evidence," *The Accounting Review*, Vol.57, No.3, pp.486-508.
4. Ismail, K., & Chandler, R. (2004), "The Timeliness of Quarterly Financial Reports of Companies in Malaysia," *Asian Review of Accounting*, Vol. 12, pp. 1-18.
5. Sharma, R.C. (1991), "Financial Reporting in Public Enterprises," Tiwari Publications, New Delhi.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

