

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & 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., Google Scholar,

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

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 5555 Cities in 190 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. | E-GOVERNANCE IN INDIAN UNIVERSITIES: A CONCEPTUAL FRAMEWORK <i>VIJAY BHASKAR KOUDIKI & K JANARDHANAM</i> | 1 |
| 2. | EMPIRICAL ANALYSIS ON THE ADOPTION OF QUALITY MANAGEMENT PRACTICES IN INFORMATION TECHNOLOGY SECTOR IN INDIA <i>DR. BEULAH VIJI CHRISTIANA. M & JOSEPH SASI RAJAN.M</i> | 5 |
| 3. | IMPACT OF FOREIGN DIRECT INVESTMENT INFLOWS ON BRAZILIAN ECONOMY <i>ROBIN INDERPAL SINGH, DR. SANJEEV BANSAL & DR. JAGWANT SINGH</i> | 12 |
| 4. | A STUDY OF ORGANIZATIONAL INVESTMENT IN EMPLOYEE TRAINING, WORK ENGAGEMENT AND TURNOVER INTENTION: A CROSS-LEVEL MEDIATION ANALYSIS <i>YU-PING HSU</i> | 17 |
| 5. | ENTREPRENEURSHIP: IN A DYNAMIC WAY <i>DR. R. SATHYADEVI & SALMA.C.T</i> | 24 |
| 6. | PARTICIPATION OF WOMEN IN SOCIO-ECONOMIC DECISION MAKING: A COMPARISON BETWEEN JOINT FAMILY AND NUCLEAR FAMILY <i>BHAGWATESHWARI KARKI & DR. B. P. SINGHAL</i> | 26 |
| 7. | A STUDY OF INVESTORS' PERCEPTION TOWARDS STOCK MARKET IN JALANDHAR <i>DR. ANIL SONI</i> | 29 |
| 8. | ROLE OF ORGANISATIONS TO COMBAT STRESS AMONG EMPLOYEES IN IT SECTOR <i>DR. SUDHAKAR B INGLE & ANITA D'SOUZA</i> | 34 |
| 9. | THE EFFECT OF SOCIO-ECONOMIC FACTORS ON PUBLIC HEALTH SERVICE DELIVERY IN KENYA (A CASE OF MURANG'A COUNTY HOSPITALS) <i>CLIFFORD MACHOGU, DR. JAIRUS BOSTON AMAYI, DR. JOHN WEKESA WANJALA & LYDIAH KEYA ABUKO</i> | 38 |
| 10. | A STUDY ON POSSIBLE PARTICIPATION OF MINING INDUSTRY IN MAKE IN INDIA CONCEPT <i>DR. MAMTA BRAHMBHATT & AMIT KUMAR SHARMA</i> | 48 |
| 11. | IMPACT OF FOREIGN DIRECT INVESTMENT INFLOWS ON INDIAN ECONOMY <i>ROBIN INDERPAL SINGH, DR. SANJEEV BANSAL & DR. JAGWANT SINGH</i> | 50 |
| 12. | GLOBAL PREVALENCE OF IFRS WITH SPECIAL REFERENCE TO INDIA <i>VAISHALI NAROLIA & AMIT KUMAR PASWAN</i> | 55 |
| 13. | A STUDY ON THE CURRENT STATE OF INDIAN HEALTHCARE INDUSTRY <i>PRIYANKA SAHNI</i> | 60 |
| 14. | DEMONETIZATION AND REMONETISATION OF INDIAN ECONOMY: AFTERMATH <i>GURVEEN KAUR</i> | 63 |
| 15. | EFFICIENCY OF BANKS UNDER DIFFERENT OWNERSHIP GROUPS <i>RACHITA GARG</i> | 66 |
| 16. | REVIVING UP INDIAN VC INDUSTRY: LESSONS FROM USA <i>NEHARIKA SOBTI</i> | 71 |
| 17. | WOMEN ENTREPRENEURSHIP: ENTERING A MALE DOMAIN <i>BHAWNA MITTAL</i> | 79 |
| 18. | STUDENTS ATTITUDE TOWARDS MATHEMATICS AT SECONDARY LEVEL IN SIKKIM <i>RAJESH SINGH</i> | 84 |
| 19. | TRANSFER PRICING REGULATIONS AND ADVANCE PRICING AGREEMENTS IN INDIA <i>PRIYANKA SAHNI</i> | 87 |
| 20. | DIGITAL INDIA OPPORTUNITIES AND CHALLENGES <i>SAPNA</i> | 90 |
| | REQUEST FOR FEEDBACK & DISCLAIMER | 93 |

CHIEF PATRON**Prof. (Dr.) 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

FORMER CO-ORDINATOR**Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. R. K. SHARMA**

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

CO-EDITOR**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. CHRISTIAN EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, Woodland
 Park NJ 07424, USA

Dr. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. M. N. SHARMA

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

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan
 Buah Batu, Kabupaten Bandung, Indonesia

Dr. M. S. SENAM RAJU

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

Dr. CLIFFORD OBIYO OFURUM

Director, Department of Accounting, University of Port Harcourt, Rivers State, Nigeria

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology, Westlands Campus, Nairobi-Kenya

Dr. S. TABASSUM SULTANA

Principal, Matrusri Institute of P.G. Studies, Hyderabad

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. SANJIV MITTAL

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

Dr. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. NAWAB ALI KHAN

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

MUDENDA COLLINS

Head of the Department of Operations & Supply Chain, The Copperbelt University, Zambia

Dr. EGWAKHE A. JOHNSON

Professor, Babcock University, Ilishan-Remo, Ogun State, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Head of the Department, Badruka PG Centre, Hyderabad

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELİ ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBUT), Almaty, Kazakhstan

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

Dr. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. SAMBHAVNA

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

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. SHIVAKUMAR DEENE

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

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simlanchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR**AMITA****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 the 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/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

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

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post*

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the 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 expected to be below **1000 KB**.
 - e) Only the **Abstract 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 within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **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 stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **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.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **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 may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** 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 italic printing. 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 parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

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, 19-23

UNPUBLISHED DISSERTATIONS

- 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 Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

PARTICIPATION OF WOMEN IN SOCIO-ECONOMIC DECISION MAKING: A COMPARISON BETWEEN JOINT FAMILY AND NUCLEAR FAMILY

BHAGWATESHWARI KARKI
RESEARCH SCHOLAR
COMMERCE DEPARTMENT
S. S. J. CAMPUS
KUMOUN UNIVERSITY
ALMORA

DR. B. P. SINGHAL
PROFESSOR & CAMPUS HEAD
S.S.J. CAMPUS
KUMOUN UNIVERSITY
ALMORA

ABSTRACT

The research was conducted to study the participation of women in decision making in joint families and nuclear families. It is presumed that all important decisions in the family are taken by male heads of the families and participation of women in decision making is normally ignored. The involvement of women in decision making is necessary because one half population is female in India. A sample of 500 women respondents was selected from the five blocks of the District Udham Singh Nagar (Uttarakhand) through simple random sampling method. The result reveals that participation of women in decision making in nuclear families is greater almost in all respects compare to joint families. The main objective of this study is to make comparison between joint family women and nuclear family women in participation of women in social decision making in family matters.

KEYWORDS

decision making, joint family, nuclear family, social, status

INTRODUCTION

Women occupy an important status in family life, particularly in India, since time immemorial. As the literature reveals women use to enjoy a very high status such as economical, social and political during Vedic period which deteriorated during Medieval and British period till introduction of various laws favoring women and a number of agitation by several social activist-Raja Ram Mohan Roy, Ishwar Chandra Vidyasagar, Jyotirao Phule, Guru Nanak Dev and etc. The status of women deteriorated to the extent that their life were confined to four walls of the house and they had no say in any decision-making. Decision-making is all pervasive. Be it a business organization or government organization or a club or even a family. In families a number of decisions are taken in various situations and circumstances. They may be economic, social, political, religious and professional decisions. But it is presumed that all important decisions in the family are taken by male heads of the families and participation of women in decision-making is normally ignored but in course of time owing to various women emancipation movements. Status of women has improve at the society has started recognizing her role in important family matters. In this paper a humble attempt is made to study the status of women in family life regarding their participation in social decision-making in various areas. But during the course of time the structure of family has also been changing its shape. Decade back, the structure of families was normally in the form of joint family but owing to industrialization and development in technology, infrastructure, communication, transportation, impact on western culture of Indian society etc. gave rise to nuclear family. Therefore it is desirable to study the degree of participation of women in social decision-making in joint families and nuclear families separately.

REVIEW OF LITERATURE

1. Malkit (1998) conducted study on decision making power among women, related to social obligations, which include decisions regarding age at marriage, mate selection, dowry, expenditure on marriage and education of children also showed relatively high role of women, dowry was more or less a female domain with 78.3 percent, women having high role in it, followed by decisions related to age at marriage of son and daughter.
2. M. U. Rashid, M. M. Islam (2011) concluded in their studies that women play significant decision-making role in education, social and development aspects of the family leaving comparatively less participation in economic activities of the family. Nearly half of the respondents had medium participation in the family decision making role, while the rest of women had high and low participation in equal proportion. They found that education qualification of women helps to play significant role in family decision-making.
3. Kiani. M (2012) he found out in his study that women of the new generations compare to women of the old generations who have been married for a short time had lower participation in family decisions. Men's education prepares the ground for their change of attitude and acceptance of new norm. Thus it increase men's participation in doing household chores and women's participation in family decisions change the pattern of the family decisions and adjust the structure of patriarchal power pyramid.
4. Jan M., Akhtar S. (2008) concluded in their study that women possess low decision-making power in their families, married and unmarried women holds egalitarian decision-making power related to their health of children. Women possess familial decision-making power related to education of children and marriage of their children. Married and unmarried women mainly possess non-specific decision-making power for participation in local government and masculine decision-making power in choice for income generating activity. Married and unmarried women also hold familial decision-making power for visiting to their relatives. Women also possess masculine decision power visiting to their friends and familial decision making power for sale and purchases of property.
5. Acharya D.R., Bell J. S., simkhanda P., Teilingen E. R. V., Regmi P. R. (2010) concluded in their study that many factors affects the ability of women to take part in the decision-making process in the household. Women from middle and lower class have the least decision-making power, which suggests involving them in education and decent employment to minimise their dependency on the family members and husband/father. In the household, husband –wife relation are central to women's autonomy in decision-making, and improved communication between them can deserve sustained support. Women are excluded from decision-making by more than just lack of education.
6. Zafar S., Batool Z., Bano S., found in their study that by encouraging women role and status in society and providing them education, rights to participate in decision-making can be enhanced. They suggested (i) proper education facilities should be provided for females without discrimination in the rural areas (ii)

- Government should give proper chance to women to make better use of their productive capabilities in different fields (iii) women rights in family need protections (iv) male and female discrimination should be eliminated by the government and society should improve the existing status and role of women.
7. Sharma S., Rao P. K., Sharma R. (2013) find out that women participate in all type of farm activities and do more work as compare to male workers but their participation in decision-making related to farm and income generating activities is low. They also concluded that decision related to buying and selling land, machines and other agricultural implements, improvement of harvest and livestock management were mainly taken by the head of the family or husband.

OBJECTIVES

- To study the participation of women in social decision making in family matters.
- To make comparison between joint family and nuclear family women in view of (1).

HYPOTHESIS

- Null hypothesis H_0 = There is no significant difference in decision-making by women in joint family and nuclear family.
- Alternative hypothesis H_1 = There is significant difference in decision making by women in joint family and nuclear family.

RESEARCH METHODOLOGY

To know the participation of women in social decision making the study was conducted in five blocks namely- Jaspur, Kashipur, Bazpur, Sitarganj and Khatima District of Udham Singh Nagar which is one of the district of Uttarakhand. The sample size were 500 head women in the families out of which 250 were head of the joint families and 250 were head of the nuclear families to assess women's participation in social decision making. The data were collected with the help of questionnaires/interview schedule. Some respondents were not able to understand the question of the questionnaires than the head of the family women were explain the broad objective of this study by the researcher in easy understandable form. Secondary data related to women's decision-making were obtained from various publications book, websites, published and unpublished research paper, article, newspapers and journals.

To measure the role of women in social decision-making, a five point rating scale was developed and five types of responses No participation, low participation, medium participation, high participation and very high participation in social decision-making were obtained from the respondents. The corresponding scores assigned to each response were 1, 2, 3, 4 and 5 respectively. After collecting the data the chi-square test was used in numerical table and value of chi-square was ascertained on the basis of degree of freedom. The rejection and acceptance of the hypothesis was decided on the basis of significance/insignificance of the relevant statistic at 0.05 and 0.01 level of significance.

RESULTS AND DISCUSSION

For the sake of this study social decisions assumed that such decision are taken by elder male member of the family and role of women in this regard is almost ignored. Therefore, the study focuses at looking into the extent to which women have their say in social decisions of the family. For the sake of this study a few selected social activities have been taken like- marriage, widow remarriage, relation maintain with blood-relatives, friends and their families, business partners and colleagues and join the social organizations like- NGO and other.

TABLE 1: DISTRIBUTION OF THE RESPONDENTS ACCORDING TO THEIR PARTICIPATION IN DECISION MAKING IN DIFFERENT FAMILY MATTERS

| S.no | Decision-Making | Family women | | | | (chi-square) |
|------|---|--------------|------|---------------|------|-----------------------|
| | | Joint n=250 | | Nuclear n=250 | | |
| 1. | Marriage | N | % | N | % | 85.512 ^{HS} |
| | 1 | 17 | 6.8 | 0 | 0 | |
| | 2 | 55 | 2.2 | 17 | 6.8 | |
| | 3 | 111 | 44.4 | 130 | 52 | |
| | 4 | 57 | 22.8 | 88 | 35.2 | |
| | 5 | 10 | 04 | 15 | 06 | |
| 2. | Widow remarriage | | | | | 42.482 ^{HS} |
| | 1 | 33 | 13.2 | 16 | 6.4 | |
| | 2 | 75 | 30 | 56 | 22.4 | |
| | 3 | 102 | 40.8 | 114 | 45.6 | |
| | 4 | 35 | 14 | 49 | 19.6 | |
| | 5 | 5 | 02 | 15 | 06 | |
| 3. | Maintain social Relation with blood-relative | | | | | 26.7839 ^{HS} |
| | 1 | 03 | 1.2 | 00 | 00 | |
| | 2 | 32 | 12.8 | 23 | 9.2 | |
| | 3 | 125 | 50 | 107 | 42.8 | |
| | 4 | 77 | 30.8 | 105 | 42 | |
| | 5 | 13 | 5.2 | 15 | 06 | |
| 4 | Maintain social Relation with friends and their family | | | | | 24.6596 ^{HS} |
| | 1 | 15 | 06 | 05 | 02 | |
| | 2 | 37 | 14.8 | 22 | 8.8 | |
| | 3 | 98 | 39.2 | 105 | 42 | |
| | 4 | 90 | 36 | 100 | 40 | |
| | 5 | 10 | 04 | 18 | 7.2 | |
| 5 | Maintain social relation with business partner and colleagues | | | | | 26.1181 ^{HS} |
| | 1 | 05 | 02 | 03 | 1.2 | |
| | 2 | 43 | 17.2 | 22 | 8.8 | |
| | 3 | 112 | 44.8 | 120 | 48 | |
| | 4 | 80 | 32 | 87 | 34.8 | |
| | 5 | 10 | 04 | 18 | 7.2 | |
| 6 | To Join social organizations like- NGO and other | | | | | 18.5323 ^{HS} |
| | 1 | 08 | 3.2 | 04 | 1.6 | |
| | 2 | 47 | 18.8 | 26 | 10.4 | |
| | 3 | 100 | 40 | 110 | 44 | |
| | 4 | 75 | 30 | 89 | 35.6 | |
| | 5 | 20 | 08 | 21 | 8.4 | |

1=No participation, 2=low participation, 3=medium participation, 4= high participation, 5= very high participation

Table value at 0.01=13.2767, 0.05=9.4877, with 4 df.

^{HS}= highly significant at 0.05 and 0.01 level.

ANALYSIS OF RESULTS

1. **Marriage-** In the joint family women participation is high till first and second score which is no and low participation, but in nuclear family women participation is high in medium, high and very high scores. The chi-square value reveals that there is highly significance difference between the joint family and nuclear family women regarding decision making about marriage.
2. **Widow remarriage-** The majority of joint family women respondent participation is highest in the third score but it is less than nuclear family women respondents. In fourth and fifth score nuclear family women respondents participation is high compare than joint family women. It shows that nuclear family women participation is high than the joint family women.
3. **Social relation with blood relatives-** The joint family women respondent participation is high in third score than nuclear family women. It reveals that majority of joint family women take decisions with their husband/father but nuclear family women take more decisions along with their husband/father.
4. **Social relation with friends and their family-** The joint family women takes no and low participation in decision making and nuclear family women take part in medium, high and very high decision making about to maintain social relation with friends and their families.
5. **Social relation with business partners and colleagues-** In the joint family women take few decisions about maintaining their relation with friends and their family because male member of the family take decisions behalf of them. But in the nuclear family women have more freedom to decisions about maintain their relation with friends and their family.
6. **Joining social organizations-** Similarly in this area joint family women have minimum freedom to take decision about joining social institution but nuclear family women have more freedom to join the social institutions.

CONCLUSION

Woman is the most important part of the family but there is very high difference between a joint family women and a nuclear family women. There is significant difference between the joint family women and nuclear family women regarding decision making about marriage, widow remarriage, maintaining social relation with blood-relatives, friends and their families, business partners and colleagues and joining the social organizations. Thus the above discussion reveals that participation of women in decision making in nuclear families is greater, almost in all respect as compared to joint families. This might be due to the obvious fact that in comparison to joint families women in nuclear families have less control of their in-laws and other elderly members. In nuclear families the husband happens to be the head of the family and takes almost all decisions but consultancy and advice play an important role in reaching the final decisions. In nuclear families wives act as true consultant and advisor because no other member in the family is capable of extending their advice, this results in high participation of women in decision-making in nuclear families.

REFERENCES

1. Acharya, D. R., Bell J. C., Simkhanda P., Teijlingen E.R.V. and Regmi P. R. (2010), "Women's autonomy in household decision-making: a demographic study in Nepal." <https://www.ncbi.nlm.nih.gov/pmc/articles/pmc2914657/>
2. Jan M. and Akhtar S. (2008): An Analysis of Decision-Making Power among Married and Unmarried Women, stud. Home Comm, Sci, 2(1): 43-50 citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.550.2482&rep=&type=pdf
3. Kaini M. (2012), How much women are involved in decision-making in family in Iran? Sociology study ISSN 2159-5526, Vol-2, Nov-6, pp- 417-427
4. Malkit K. (1988), Rural Women and Technical Advancement, New Delhi, Discovery Publishing House.
5. Rashid M. U. and Islam M. M. (2011), "Women's Participation in Family Decision Making in Dumki Upazila of Patuakhali District", A scientific journal of Krishi Foundation, Vol-9, No 1-2, November 2011, p-138-142
6. Sharma S., Rao P. R. and Sharma R. (2013), Role of Women in Decision-making Related to Farm : A study of Jammu district of J&K State, International Journal of Scientific and Research Publications, Vol. 3, Issue 1, January 2013, ISSN 2250-3153 www.ijsrp.org/research-paper-130/ijsrp-p-1356.pdf
7. Shrivastava A. K. (1986), Social Class and Family Life in India. Allahabad : Chugh Publishing House. Pp-169-170
8. Zafar S., Batool Z. and Bano S. (2005), Female Participation in Decision Making Process in Family Matters in District Faisalabad-Pakistan. Journal of agriculture and social science. <https://www.ijabjass.org>

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & 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 to 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, neither 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 are 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

