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CONTENTS

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REVIEW OF LITERATURE
NEED/IMPORTANCE OF THE STUDY
STATEMENT OF THE PROBLEM
OBJECTIVES
HYPOTHESIS (ES)
RESEARCH METHODOLOGY
RESULTS & DISCUSSION
FINDINGS
RECOMMENDATIONS/SUGGESTIONS
CONCLUSIONS
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SCOPE FOR FURTHER RESEARCH
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APPENDIX/ANNEXURE

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EFFECT OF DEMOGRAPHICAL VARIABLES ON PSYCHOLOGICAL WELL-BEING AND JOB PERFORMANCE OF IT EMPLOYEES

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ABSTRACT

The aim of this study is to examine the relationship between demographic variables such as Gender, Age, Marital Status, Number of Children, Educational Qualification, Income, Overall Work Experience and Work Shift with Psychological well-being and Job Performance of IT employees. The study was conducted among 200 IT employees of the Coimbatore city. The obtained data was analyzed through Independent sample t- test and ANOVA test to find out the relation of demographical variables with psychological well-being and job performance; Pearson correlation was also used to find the relation between psychological well-being and job performance. It was found that there exists positive and strong relationship between the variables psychological well-being and job performance. Findings and suggestions were given to enhance psychological well-being of an individual to motive the performance of employees.

KEYWORDS

psychological well-being, job performance, demographical variables, IT employees.

INTRODUCTION

Psychological well-being generally speaks about how people evaluate their own lives. These evaluations may be in the form of cognitions or in the form of affect (Diener & Suh, 1997). Carol Ryff (1995) proposed six components model of Self-Acceptance, Environmental Mastery, Purpose in Life, Positive Relations with Others, Personal Growth, and Autonomy). And it can be defined as the state of feeling healthy and happy, having satisfaction, relaxation, pleasure and peace of mind (Joshi, Kumari & Jain, 2008).

The core concept of individual performance is organizational psychology and work. For an organization, the performance of employee plays a vital role. Especially, for the industries like IT, every individual performance of an employee is being monitored. This monitoring and evaluation of individual make an employee stress as they follow a unique and modern way of doing the jobs. IT/ITeS sector has led to the creation of a new global workforce which has an effect on lifestyle, sociality and identity that are taking place within this new global workforce (Bhatt and Verma, 2008). So the study helps to find out the relationship between the variables psychological well-being and job performance along with demographical variables.

REVIEW OF LITERATURE

Moore., et al., (2012) discussed about well-being is related to some facets of health, including the psychological, spiritual, social and physical and all the intercorrelation were shown. This explains that well-being is a concept which has been modified over the ages and it is being defined differently in current days. To put up clearly, its stated that, well-being is defined as happiness i.e., it just represents the current circumstances and incidents, and life satisfaction is just introspective of past experiences and is more stable over time. Well-being is not just explains people in a single aspect rather it does more thing to look in health and psychological aspects.

Fischer and Boer (2011) tested whether money or autonomy which contribute more to subjective well-being of people. Thus, measured psychological health, anxiety and stress to evaluate well-being of people in 63 countries including India. The study revealed that autonomy has overall a larger and more effect on well-being than money and also reported that money lead to autonomy (Welzel & Inglehart, 2010), but never taken account to provide well-being or happiness.

Bashir and Ramay (2010) conducted a research among bankers to find out will job stress affects job performance. Bankers are exposed to job stress such Overload, Role ambiguity, Role conflict, Responsibility for people, Participation, Lack of feedback, keeping up with rapid technological change. The study proved that job stress has a negative relationship with job performance and the study also revealed that extra hours of working time is also plays an important role that the employer face job stress. The results recommend that organization should ease employees by brining supportive culture within the working atmosphere of the organization.

Sonnentag, Volmer and Spychala (2010) explains that job performance is a multidimensional concept. Performance of the individuals are measure by task performance, adaptive performance and contextual performance and all this types of performance are multidimensional in itself. And also added that performance vary with from situation to situation (mental abilities) and person to person (experience, cognitive and non-cognitive abilities).

Hansen *et al*., (2009) aims to study how parental status (i.e., childless persons, parents with residential children and empty nest parents) has an impact on the psychological well-being in there midlife and old age. Psychological well-being has measured in the terms of cognitive well-being (life satisfaction & self-esteem) and affective well-being (positive and negative affect). Parental status a overall effect on cognitive well-being among women, but childless women lower cognitive well-being than mothers with residential children and empty nest mothers. And the result shows that mother hood is inconsequential for affective well-being. At the other hand, parental status is unrelated to on both of aspects of well-being. Parental status effects are not modified with the demo-graphical variables like age, marital status & education.

Wright and Cropanzano (2000) conducted a study to find out how psychological well-being and job satisfaction predict job performance. The researchers intend to conduct another study to scrutinize well-being, composite job satisfaction and composite job performance where employee performance was assessed by the supervisor with four specific performances were rated are work facilitation, goal emphasis, team building and support. And these two independent studies show that psychological well-being was related to job performance more than job satisfaction.

NEED FOR RESEARCH

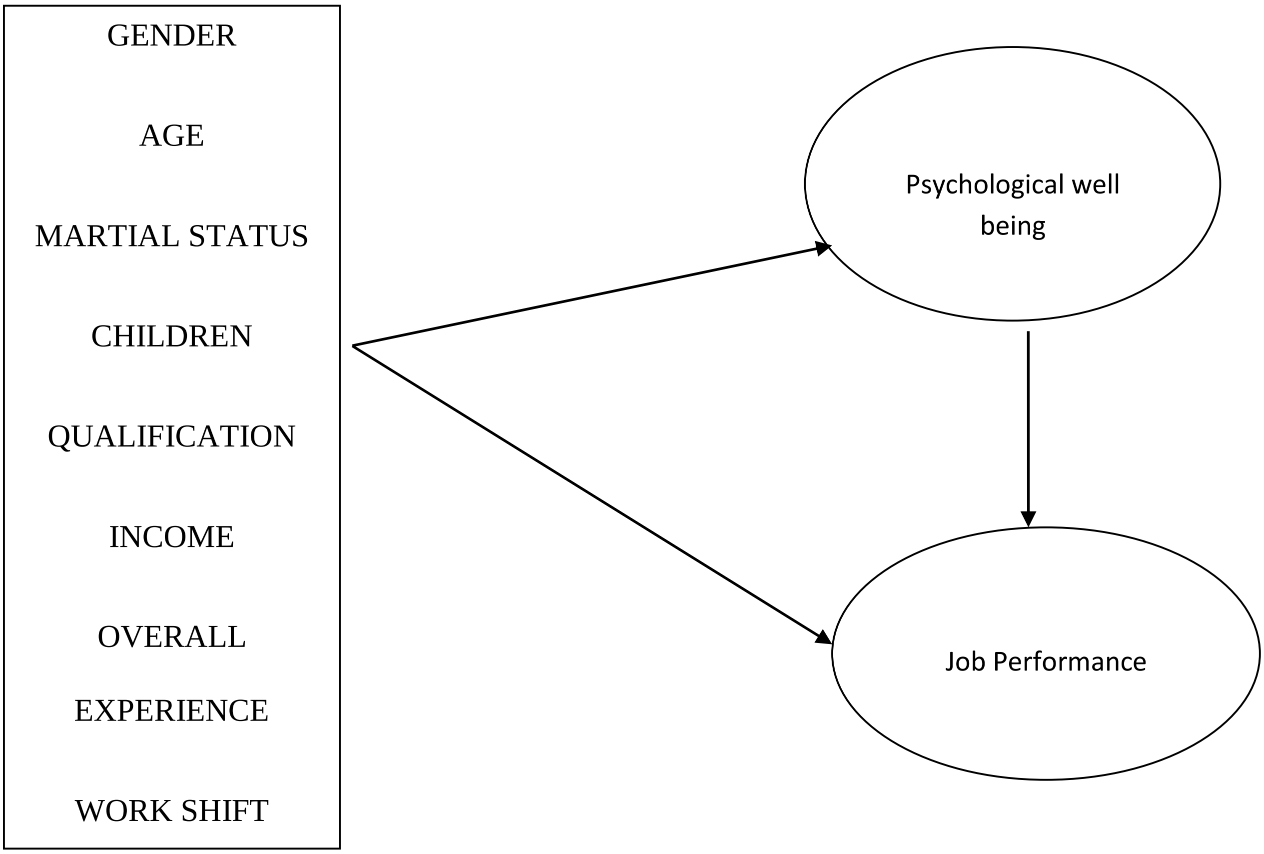
As the IT industry follows a contemporary work style though the majority of the employees were young. The study measures the individuals well-being as theyu face many physical and psychological issues and it also measures job performance to understand the relationship between the variables. This study was conducted to analyze the impact of demographical variables like age, gender, Number of Children, Educational Qualification, Income, Overall Work Experience and Work Shift of employees.

OBJECTIVES
1. To find out the relationship between and among the select demographic variables (gender, age, marital status, Children, Educational Qualification, Income, Overall Experience and Work Shift) and psychological well-being and job performance.
2. To find out the relationship between psychological well-being and job performance.

HYPOTHESES
Hypothesis 1: There is a significant relation between demographic variables (gender, age, marital status, number of children, educational qualification, overall experience, income and work shift) and psychological well-being and job performance.
Hypothesis 1 a**:** There is a significant relation between gender and psychological well-being and job performance.
Hypothesis 1 b: There is a significant relation between demographic variables age, marital status, number of children, educational qualification, overall experience, income and work shift and psychological well-being and job performance.
Hypothesis 2: There is a significant relationship between psychological well-being and job performance.

RESEARCH METHODOLOGY
RESEARCH MODEL

FIGURE 1



SAMPLING PROCEDURE AND DATA COLLECTION
The study was conducted among 200 employees of IT industry in Coimbatore city. The questionnaire was administered personally with demographic variables for the study elicited information such as gender, age marital status, number of children, educational qualifications; overall work experience and work shift. Figure 1 shows the research model of the study.

The structured questionnaire developed by Ryff was used to measure the Psychological well-being with the components Autonomy, Environmental Mastery, Purpose in Life, Positive Relations, Personal Growth and Self-Acceptance; By doing extensive literature survey and structured questionnaire Job performance tool is also developed by the researcher with the components of Task performance, Contextual Performance, Adaptive Performance and Counter Productive behavior. The questionnaire comprises of 78-items of which 54 measures psychological well-being and 24 measures job performance with the rating scale of 1 to 5 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree and 5- Strongly Agree. The distribution of demographic characteristics of the sample is shown in Table 1.

TABLE 1: DEMOGRAPHIC DISTRIBUTION OF THE SAMPLE

Demographic variables and groups			Mean	Standard Deviation (S.D.)
Variables	**Groups**	**Percentage/Frequency**		
Gender	Male	57	2.09	.514
	Female	43		
Age	Below 20	8	1.43	.498
	20-30	76		
	31-40	16		
Marital Status	Single	55	1.50	.689
	Married	43		
	Live in Relationship	2		
No. of children	No child	19	3.42	1.711
	Only one	20		
	Two	7		
	Not Applicable	49		
Educational Qualification	Diploma	19	2.18	1.041
	Undergraduate	47		
	Postgraduate	31		
	Others	3		
Income	<15000	32	1.98	1.005
	15001-25000	40		
	25001-35000	14		
	35001-45000	14		
Overall Experience	<1 year	30	2.13	1.041
	1 yrs-5 yrs	42		
	>5 yrs – 10 yrs	16		
	>10 yrs-15 yrs	12		
Work Shift	Only Day Shift	64	1.86	1.443
	Only Night Shift	36		

Table 1 shows the respondent's demographic profile of 100 respondents which of 57 are males and 43 are females with the mean and S.D of 2.09 and .514. There were 8% respondents who are aged below 20 years, 76 % of the respondents are 20-30 years and 16 % of the respondents are 31-40 years with the mean 1.43 and S.D of .498. 55 % of the respondents are single, 43% of the respondents are married, 2 % of the respondents are into live in relationship with the mean of 1.50 and S.D of .689. 19% of the respondents have no child, 20 % of the respondents have only one child, 7 % have two children and 49 % of the respondents into not the applicable category with the mean of 3.42 and S.D of 1.711. 19 % of the respondents studied diploma, 47% are undergraduates 31 % are postgraduates and 3% of respondents have other degrees with the mean and S.D of 2.18 and 1.041. 32 % of the respondents have the income of <15000, 40 % of the respondents have the income of 15001-25000, 14% have the income of 25001-35000 and 35001-45000 respectively and with the mean of 1.98 and S.D of 1.005. 30 % of respondents have less than 1 year of experience, 42, 16 and 12 percentage of the respondents have 1 to 5 yrs, >5 – 10 yrs and >15 yrs of work experience with the mean of 2.13 and S.D of 1.041. 64% of the respondents work in day shift, 36 percentage work in night shift with the mean 1.86 and S.D 1.443.

DATA ANALYSIS AND INTERPRETATION

Hypothesis 1: There is significant relation between demographic variables (gender, age, marital status, number of children, educational qualification, overall experience, income and work shift) and psychological well-being and job performance.
Hypothesis 1 a**:** There is significant relation between gender and psychological well-being and job performance. The result is shown in the Table 2.

TABLE 2: INDEPENDENT SAMPLE T TEST FOR SIGNIFICANT DIFFERENCE BETWEEN GENDER AND PSYCHOLOGICAL WELL-BEING & JOB PERFORMANCE

Variables	Gender	Mean	S.D	t Value	P value
Psychological well-being	Male	2.77	.30	2.679	.001*
	Female	2.72	.31		
Job Performance	Male	2.71	.53	2.287	.002*
	Female	2.57	.41		

*Significant values

Table 2 shows that the P value for psychological well-being is .001, and job performance is .002 as the P values are lesser than 0.05 for the two variables which shows that there is significant relation between gender and psychological well-being and job performance. Based on the mean score, male employees have higher psychological well-being and Job performance than female employees. Hence, alternate hypothesis is accepted. Their study revealed that there is difference between male and female employees in respective of their psychological well-being and job performance.
Hypothesis 1- b: There is significant relation between demographic variables (age, marital status, number of children, educational qualification, overall experience, income and work shift) and psychological well-being and job performance.

TABLE 3: ANOVA FOR SIGNIFICANT DIFFERENCE BETWEEN THE DEMOGRAPHICAL VARIABLES WITH PSYCHOLOGICAL WELL-BEING AND JOB PERFORMANCE

Variable	Psychological well-being		Job Performance	
	F value	P value	F Value	P value
Age	2.843	.002*	1.545	.003*
Marital Status	3.864	.004*	.987	.030*
Children	.527	.665	1.889	.137
Education Qualification	.688	.562	.980	.405
Overall Experience	.682	.606	1.190	.040*
Income	1.278	.001*	1.718	.139
Work Shift	1.127	.348	2.655	.038*

*Significant values

ANOVA test is used to examine whether there exists difference among the different groups of employees categorized by age, marital status, number of children, educational qualification, overall experience, income and work shift.

Table 3 shows the results of P value for the demographic variable age with the variable psychological well-being is .002 and job performance is .003. It is revealed that there is a significant difference between the different age groups as the P values are lesser than .005. For the demographic variable marital status, the P value for psychological well-being is .004 and job performance is .030 which implies that there is a significant difference between the variables with the marital status. Thus, the alternate hypothesis is accepted for the demographical variables age and marital status.

P value for psychological well-being with the demographical variable children (.665), and non-job performance (.137) shows that there is no significant difference between the number of children with the variable psychological well-being and job performance. P value for psychological well-being with the variable educational qualification (.562), and job performance (.405) shows that there is no significant difference between the qualifications and the study variables. There is no significant difference between the demographic variable overall experiences with psychological well-being (.606) and there is a significant difference between the variable job performance (.040) and experience. For the psychological well-being (.001), there is a significant difference exists with this demographic variable, income and job performance (.139) there exist no significant difference exists with this demographic variable, income. The P value for psychological well-being is .348 which indicates that there is no significant difference with work shift and the P value for job performance is .038 this indicates there is a significant difference.

HYPOTHESIS 2

Hypothesis 2: There is significant relationship between psychological well-being and job performance

The Pearson correlation analysis was used to find out the correlation between the study variables psychological well-being and job performance. The result of correlation analysis is shown in the Table 4.

TABLE 4: CORRELATION ANALYSIS

Variables	psychological well-being	job performance
psychological well-being	1.000	.792**
job performance	-	1.000

*Significant value

Table 4 reveals shows the correlations between the variables psychological well-being and job performance. The correlation coefficient between psychological well-being and job performance is .792 and is significant at 5 % level. Hence the alternate hypothesis is accepted. Thus the study found out that there exists a strong and positive relationship between the variables psychological well-being and job performance.

FINDINGS AND CONCLUSION

The study concludes that there exist significant relationships between the demographical variable gender with psychological well-being and job performance; age with psychological well-being and job performance; marital status with psychological well-being and job performance; experience with job performance; income with psychological well-being and work shift with job performance. And also the study found out that there are no significant relationships between the demographical variable children with psychological well-being and job performance; experience with psychological well-being; income with job performance and work shift with psychological well-being. The correlation between the variable psychological well-being and job performance is strong. Thus the study proves that the performance of the employee depends on the harmony of the organization as well as the family. So it's important to make the employees maintain the individual well-being for the benefit of the organization as well as for the personal life. And the organization plays an important role to make their employees to maintain the well-being of the IT employees.

RECOMMENDATION

The results show the discrepancy between the study variables psychological well-being and job performance. This may affect the performance of individual which ultimately affects the organizational performance. So the organization should concentrate on employees psychological well-being by providing training, give a proper break time, meditate and other leisure time activities.

LIMITATION AND SCOPE FOR THE FUTURE RESEARCH

The study finds out the correlation between the variable psychological well-being and job performance by measuring certain important components, there could be so many other components to measure the study variables due to the vast nature of the study and the higher possibility to mislead, the study components has been limited. The study was conducted among 100 IT employees due to constraints like lack of time, money. And it is impossible to meet many employees personally as they work on shift basis. The study just covers the Coimbatore city, if the samples were taken from other cities the results may be varied. And some of the employees were less interested to participate for the study.

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THE ROLE OF E-COMMITMENT AS A MEDIATOR IN THE RELATIONSHIP BETWEEN E-SERVICE QUALITY AND CUSTOMER RETENTION

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ABSTRACT

The study finds out that longer the duration of banking relationship between the customer and the bank need not indicate commitment, as commitment is only a partial mediator in the relationship between e-service quality and customer retention. This confirms the findings of the study by Venetis and Ghauri (2004), where it was discussed that service quality is the most important factor in establishing long-term customer relationships and thus customer retention. Moreover, they similarly established that there is no significant correlation between the length of the relationship and customers' commitment, indicating that there is nothing intrinsically built during the relationship that makes clients more prone to stay or committed to the relationship. Ennew and Binks (1996) examined the links between customer retention/defection and service quality in the context of relationships between banks and their small business customers in the UK. Their findings support the hypothesis that retention is influenced by service quality, in terms of both functional and technical, and customer relationships.

KEYWORDS

e-service quality, e-commitment, customer retention, mediation, internet banking.

INTRODUCTION

Customer service is the service provided in support of a company's core products. It includes answering questions, taking orders, dealing with billing issues, handling complaints and scheduling maintenance or repairs. Customer service can occur on site or it can occur over the phone or via the internet. There is usually no charge for customer service. Quality customer service is essential for building customer relationships. In case of online commercial transactions, customers can compare suppliers in real time, at any time, making it imperative that service providers do everything possible to upgrade and maintain service quality so as to ensure that customers not only remain loyal but are also retained in the long run. Building superior customer loyalty on-line and retaining these customers for the longer run is now the key to success of any business.

In the Indian banking system too, the IT revolution has had a great impact. The RBI in 1984 formed a Committee on Mechanization in the Banking Industry; followed in 1988 by a Committee on Computerization in Banks because of which computerization began from 1993; and, in 1994, the Committee on Technology Issues emphasized on Electronic Funds Transfer (EFT) system. Electronic banking refers to doing banking by using technologies like computers, internet and networking, MICR and EFT to increase efficiency, quick service, productivity and transparency in the transaction. In a highly service-oriented industry like retail banking, customers expect organizations to deliver service quality to their satisfaction. Therefore, to meet the growing service quality expectations of their customers, commercial banks have spent huge proportion of their budgets on service performance related expenditures.

REVIEW OF LITERATURE

E-service, based on information technology, includes the information provision and system support, the logistic transportation of service and the trace and exchange of information. It is defined as: "…deeds, efforts or performances whose delivery is mediated by information technology. Such e-service includes the service element of e-tailing, customer support, and service delivery" (Rowley, 2006, p. 341). This definition reflects three main components- service provider, service receiver and the channels of service delivery (i.e., technology).

Lu, 2001 identifies a number of benefits to be obtained from e-services, some of which are:

- Accessing a greater customer base;
- Broadening market reach;
- Lowering of entry barrier to new markets and cost of acquiring new customers;
- Alternative communication channel to customers;
- Increasing services to customers;
- Enhancing perceived company image;
- Gaining competitive advantages;
- Potential for increasing customer knowledge.

Web sites play a significant role in the overall marketing communication mix (Berthon, Pitt, & Watson, 1996a). They complement direct selling activities, present supplemental material to consumers, project a corporate image, and provide basic company information to customers.

E-service quality, to some extent, refers to the effectiveness and efficiency of online browse, online purchase, and delivery of goods and services (Parasuraman, Zeithaml, & Malhotra, 2005). E-SQ can be defined as the extent, to which a Web site facilitates efficient and effective shopping, purchasing, and delivery of products and services (Zeithaml, Parasuraman & Berry, 2000). Customer perception about product/service is based on quality of service or product (Parasuraman, Zeithaml & Berry, 1988). For the purposes of data collection, the E-S-QUAL questionnaire prepared by Parasuraman et al., (2005), has been used, along with Loonam and Loughlin (2008b), for the measure Reliability.

Morgan and Hunt (1994) regard relationship commitment as the keystone of relationship marketing. They define commitment as "an ongoing relationship with another that is so important as to warrant maximum efforts at maintaining it". In a relationship marketing context, customer commitment is seen as an attitude that reflects the desire to maintain a valued relationship. In the context of relationship marketing, Gounaris, Tzempelikos, and Chatzipanagiotou, (2007), have studied that there are two main objectives applied in the banking context. The first one is that bankers should maintain loyal customers who contribute the profit to banks; the second is that bankers should provide continuous product/service with relative high quality, in order to establish customers' commitment, and then earn further benefit in turn from these customers. Gundlach, Achrol, and Mentzer (1995) argue that for gaining customer retention, share increase, and public support, the concept of commitment may become a central point of explanation in marketing. It is necessary to examine the reason why customer choose a particular service provider. As per the commitment theory of relationship marketing the reason for successful relationship development with a particular service firm is due to the commitment and trust so, building commitment amongst customers for a bank is very essential for establishing long-term relationship. According to Morgan and Hunt (1994), organizations need to promote commitment in order to develop a cooperative network of customer relationships.

For the purposes of this study, e-commitment has been defined as the decision of the customer to continue using the services of his bank's website in the present and the near future as well as his decision to visit his bank's website first if he needs any banking services. E-commitment was measured on a 7 point Likert scale, with 1 being strongly disagree and 7 being strongly agree, on a scale developed by Hamadi (2011).

Customer retention is defined as the future propensity of a customer to stay with the service provider (Ranaweera & Prabhu, 2003). Customer retention has also been characterized as the degree to which a customer exhibits repeat purchasing and price tolerance behavior to a company (Ahmad & Buttle, 2002). Here, customer retention has been defined as the willingness of a net banking customer to remain with the bank even if internet banking charges increase, to pay higher fees than competitive bank websites, considering his bank's website as the first choice. It also defines the customer's loyalty of remaining with the bank even if he faces difficulties with the bank's website and not complaining to other customers and outside agencies if faced with difficulties with the bank's website. Customer retention was measured on a 7 point Likert scale developed by Zeithaml, Berry and Parasuraman (1996) with 1 being strongly disagree and 7 being strongly agree.

Ranaweera and Neely (2003), concluded that customer perceptions of service quality have a direct linear relationship with customer retention even in mass services with low customer contact. Many scholars have used the term "future behavioral intentions" to describe the concept of customer retention (Zeithaml et al., 1996). Most studies about customer retention argue that retaining customers improves profitability, importantly by reducing the cost incurred in acquiring new customers (Reichheld & Kenny, 1990). It is generally found that due to the attachment and commitment to the organization those customers who are retained will remain loyal. These retained customers will in turn recommend others to purchase and repurchase the companies' product and services (Gremler & Brown, 1999; Oliver, 1999). Reichheld and Sasser (1990) stated that, longer the firm retains the customer, more profit customer generates. Many authors have also claimed that higher the retention rates, higher will be the net present value of the customers. This is a result of various factors like effects of the higher cost of attracting new customers, increased cost of purchases over a period of time, expanded number of purchases, positive word – of- mouth and mutual understanding between customers and firm.

According to Ahmad and Buttle (2002), service firms must improve customer service quality in order to retain customers. They further advocated retention measurement and preventing customer disloyalty by analyzing complaint and service data and identifying and creating deterrents to customer switching. Reichheld (1996) suggested that in order to succeed in retaining the customers, firms should adopt the strategies like defining and measuring retention and seeking loyalty by focusing on the quality of the service. Moreover, strategies should also include changing the channel of distribution, reducing the number of undesirable customers through filtering, offering the rewards to service personnel for retaining the customers, using coupons to distinguish and reward the customer who repurchase and designing the program to attract and retain the valued customers. Customer retention is the important factor that leads to increased profitability and revenue. Boles, Barksdale and Johnson (1997), proposed that retaining customers is not only cheaper than attracting the new one but it is also profitable for suppliers and buyers. Many authors have further added that companies that retain high percentage of customers can improve their retention and easily attract the new customers in future.

Outstanding service quality leads to the customer retention. According to the research of Zeithaml et al., (1996), service quality leads to continuing profits, increased expense, payment of cost and generation of referred customers. Further, author stated that certain behavior signals that customers are falsifying commitments with the firm. Customers demonstrate their favorable intentions such as admiring the company, conveying fondness, enhancing purchasing volume, paying premium readily, making positive comments about the firm to others and continue buying with the same firm. Parasuraman et al., (1988) found the positive and significant link between perceived service quality of the customers and their intention to refer the firm to the others.

Barnes and Howlett (1998) presented evidence that service quality is directly related to customer retention. Banks must identify factors that they need to improve on so as to increase customer retention. Banks need to come up with ways of rewarding the sales force for retaining customers. Organizations should endeavor to create value for their customers. For the banks to gain a sustainable competitive advantage, banks need to extend the quality of their services beyond the core services.

IMPORTANCE OF THE STUDY

Venetis and Ghauri (2004) supported the claim that service quality has a strong positive impact on the desire of customers to stay committed to an organization and this in turn leads to the long term retention of customers. There is a positive relationship between commitment and retention (Bloemer and Odekerken-Schröder, 2003). The research gap is to find out, in the Indian internet banking sector, not only whether there exists a direct positive relationship between E-Service Quality and Customer Retention, Customer Retention and E-Commitment, but also whether E-Commitment strengthens the relationship between E-Service Quality and Customer Retention.

STATEMENT OF THE PROBLEM

Studies in the area of banking have talked about the importance of e-service quality in establishing customer commitment, but the importance of this study lies in the fact that it focuses exclusively on internet banking among Indian banks. Unlike other studies, this study has aimed at establishing a direct relationship between e-service quality and customer retention. Moreover, this study also aims at finding out the possibility of e-commitment acting as a mediator in the relationship between e-service quality and customer retention.

OBJECTIVES

1. To study the impact of service quality on E-Commitment and Customer Retention.
2. To understand the mediating effect of E-Commitment in the relationship between E-Service Quality and Customer Retention.

HYPOTHESIS

H1: There is a direct positive relationship between E-Service Quality and Customer Retention.
H2: There is a direct positive relationship between E-Service Quality and E-Commitment.
H3: There is a direct positive relationship between E-Commitment and Customer Retention.
H4: E-Commitment strengthens (mediates) the relationship between E-Service Quality and Customer Retention.

RESEARCH METHODOLOGY

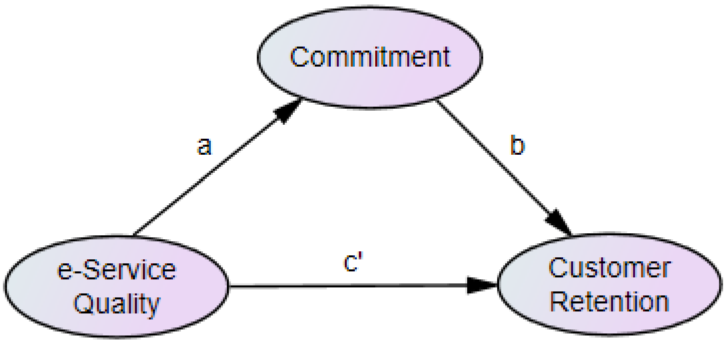
The data was collected with the aid of questionnaires. Responses from 385 completed and validated questionnaires were used for the purposes of statistical inferences.

RESULTS AND DISCUSSIONS

Mediation effect can be called as an intervening effect. A mediator is a predictor link in the relationships between two other variables. In the present context of the SEM model, E-Commitment acts as a mediator between E-Service Quality and Customer Retention.

MEDIATION ANALYSIS RESULT

FIG. 1: MEDIATION MODEL FRAME WORK FOR E-SERVICE QUALITY AND CUSTOMER RETENTION WITH COMMITMENT AS MEDIATOR



A. Zero Order Correlation between *e-service Quality to Commitment*

FIG. 2: DIRECT RELATIONSHIP BETWEEN *E-SERVICE QUALITY TO COMMITMENT*

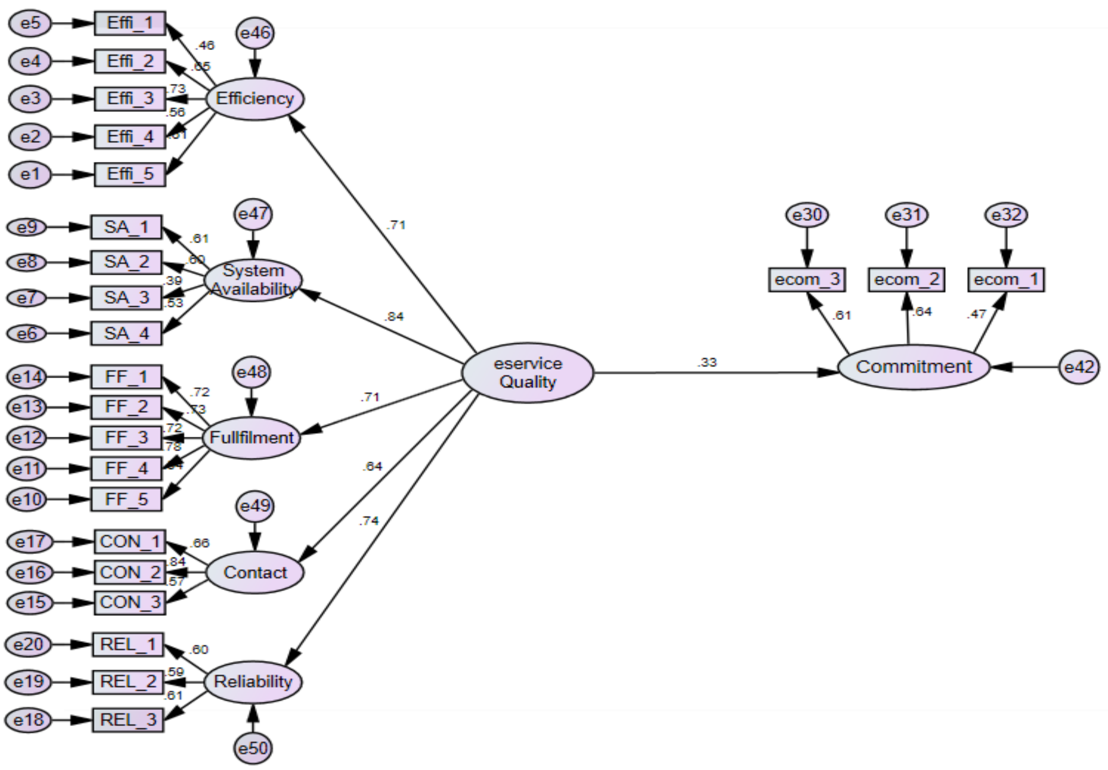


TABLE 1: DIRECT RELATIONSHIP BETWEEN *E-SERVICE QUALITY TO COMMITMENT*

			Standard estimate	S.E	C.R	P value
Commitment	<---	e-service Quality	0.332	0.119	4.108	0.000*

*Significant at 5%.

Figure 2 and Table 1 shows that there is a direct positive relationship between e-service quality and e-commitment. This means, higher the e-service quality, higher would be the commitment of customers to the banking websites and the banks.

B. Zero Order Correlation between *Commitment and Customer Retention*

FIG. 3: DIRECT RELATIONSHIP BETWEEN *COMMITMENT TO CUSTOMER RETENTION*

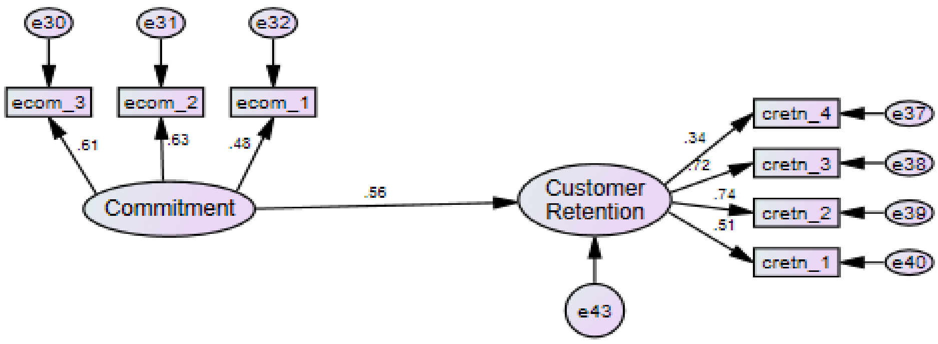


TABLE 2: DIRECT RELATIONSHIP BETWEEN COMMITMENT AND CUSTOMER RETENTION

			Standard estimate	S.E	C.R	P value
Customer Retention	←---	Commitment	0.558	0.087	4.320	0.000*

*Significant at 5%.

Figure 3 and Table 2 shows that e-commitment has a direct positive relationship with customer retention. This indicates that higher the e-commitment, higher would be the long-term retention of customers.

C. Zero Order Correlation between *E-service Quality and Customer Retention*:

FIG. 4: DIRECT RELATIONSHIP BETWEEN *E-SERVICE QUALITY TO CUSTOMER RETENTION*

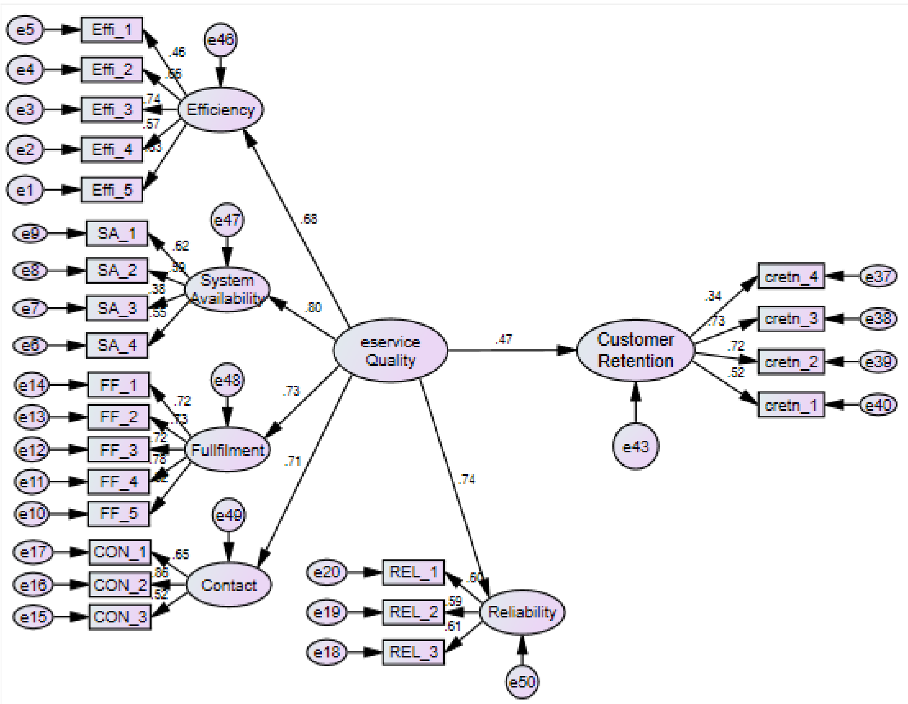


TABLE 3: DIRECT RELATIONSHIP BETWEEN E-SERVICE QUALITY AND CUSTOMER RETENTION

			Standard estimate	S.E	C.R	P value
Customer Retention	←---	e-service quality	0.470	0.102	4.608	0.000*

*Significant at 5%.

Figure 4 and Table 3 indicates that there is a strong direct positive relationship between E-service quality and customer retention. Therefore, bettering the e-service quality of banking websites and rendering of online banking transactions increases the level of customer retention among e-banking customers.

D. MEDIATION Effect result

FIG. 5: MEDIATION OF COMMITMENT ON E-SERVICE QUALITY TO CUSTOMER RETENTION MODEL

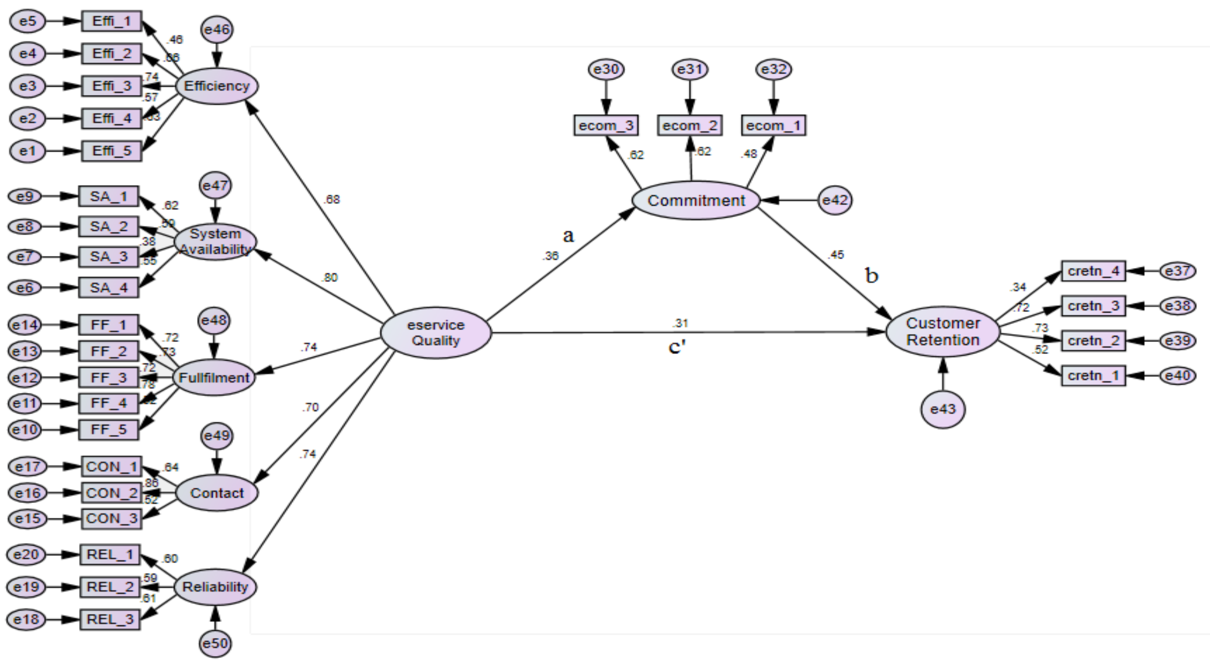


TABLE 4: TEST FOR MEDIATION EFFECT OF COMMITMENT ON E-SERVICE QUALITY TO CUSTOMER RETENTION

(Bootstrap samples =200 and confidence level = 95 %)

	β	Boot S.E	Boot LLCL	Boot ULCI	p-value
a	0.357	0.080	0.247	0.519	0.002*
b	0.447	0.077	0.311	0.572	0.014*
a*b (Indirect)	0.160	0.042	0.097	0.243	0.003*
Direct	0.313	0.084	0.160	0.430	0.014*
Total	0.473	0.080	0.350	0.610	0.006*

The indirect effect from e-service quality to Customer Retention via Commitment is = 0.357 x 0.447 = 0.160. This is found significant (p-value is 0.003) through bootstrapping (Table 4).

The direct effect from e-service quality to Commitment is 0.357. This is statistically significant (p-value is 0.002) (see Table 4). Similarly the direct effect from Commitment to Customer Retention is 0.447 and this path coefficient is also significant (p-value is 0.014). Hence, we conclude that only Partial Mediation occurs between E-Service Quality and Customer Retention when commitment acts a mediator. In essense, Commitment would help to a certain extent but does not completely strengthen in retaining the customer base. It is only a better service quality alone that would strongly influence in retaining the customers.

FINDINGS

Hypothesis H1 has been proved that there is a direct positive relationship between E-Service Quality and Customer Retention.

Hypothesis H2 has been proved that there is a direct positive relationship between E-Service Quality and E-Commitment.

Hypothesis H3 has been proved that there is a direct positive relationship between E-Commitment and Customer Retention.

Hypothesis H4 has been partially proved. E-Commitment partially strengthens (partially mediates) the relationship between E-Service Quality and Customer Retention.

RECOMMENDATIONS

For banking managers, it is important to realize that formal agreements with their banking customers have no positive influence in establishing and maintaining long-term relationships. It is necessary to note that other than commitment to banking websites, long-term retention of internet banking customers can be established only through improvement of e-service quality. This study can be extended to other service industries, considering with it variables such as e-satisfaction, e-trust and e-loyalty that may act as mediators in the relationship between e-service quality and customer retention.

CONCLUSIONS

To conclude, longer the duration of banking relationship between the customer and the bank need not indicate commitment, as commitment is only a partial mediator in the relationship between e-service quality and customer retention. This confirms the findings of the study by Venetis and Ghauri (2004), where it was discussed that service quality is the most important factor in establishing long-term customer relationships and thus customer retention. Moreover, they similarly established that there is no significant correlation between the length of the relationship and customers' commitment, indicating that there is nothing intrinsically built during the relationship that makes clients more prone to stay or committed to the relationship. Ennew and Binks (1996) examined the links between customer retention/defection and service quality in the context of relationships between banks and their small business customers in the UK. Their findings support the hypothesis that retention is influenced by service quality, in terms of both functional and technical, and customer relationships.

LIMITATIONS

One among the few limitations that the study faces has been with reference to the fact that various other factors that have an influence on the e-service quality – customer retention relationship, such as trust, satisfaction and loyalty are not considered as mediators. Secondly, sampling was based on judgment of the researcher, as well as among an urban banking population.

SCOPE FOR FURTHER RESEARCH

The study was conducted only among internet banking customers. It can be replicated in other service sectors, such as hospitality, airlines and advertising services. This is because, in such service sectors, though all the service providers ensure that competitive services are provided to maintain long-term relationship commitment and customer retention, the customer stands to lose nothing if they were to switch service providers. It would also be valuable to find out, which dimensions of e-service quality contribute toward customer retention. Another aspect that needs to be investigated is whether switching costs act as a means of ensuring that customers are retained for a long time, even though service quality may be poor.

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CHANGING LEADERSHIP WITH EVER CHANGING WORLD

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ABSTRACT
Change is evident. No one can control change. Change in the organizations is given at most priority in all the organizations. So, implementing the planned change is very crucial in the organizations. Change in the organizations does not include only operational, system, structural changes. It also includes people. So change should carefully handle the people issue. The organizations should concentrate on change leadership along with change management. Change leadership include leaders, followers and the organizations as a whole to help people adopt the change process more effectively and successfully. Rapidly changing scenarios demands a better leader. Then expectation of good leadership ability is expected from all the leaders. Organizations always want to deal with change. Actually it is a continuous process in the organization which is very complex in nature. Many studies show that 70% of the change initiatives in the organizations fail. Many researchers are still trying the reasons for their failure. But all successful change initiatives have one thing in common i.e., eminent leaders and their leadership. Many research findings proved that change and leadership have a positive relation. The role played by a leader is very important in the change management of an organization. This paper highlights the role of a leader and the leadership challenges issues in this continuously changing world.

KEYWORDS
leadership, change management, organizational change, leadership challenges.

INTRODUCTION
"Progress is impossible without change and those who cannot change their minds cannot change anything."

–George Bernard Shaw

Change is the only permanent thing in this world. It is the only word which tense up the organizations, businesses and everyone. It makes the organizations to be agile and flexible. So everyone's concern now-a-day is this only word "change". When we speak about change, we can take it for a specific thing. There is never a need to change completely, only specific things will change, i.e. the way business is done. Take an example of Uber, which has changed the concept of taxi. A small idea to survive had changed the way of doing business.

Many Organizations are forced to accept the change, as they are well known that change is evident for the long term survival. Organizations clearly know that the rapidity to respond to change will decide the success rate of the organizations. Change is to be managed well in the organization. If not facing bad results is for sure. To handle this change in a step-by-step manner with at-most care organizations require highly focused leaders with a lot of commitment, a refined strategy and a well suited structure. Lack of leadership ability results in failure.

CHANGE AND BUSINESS
"I cannot change the direction of wind, but i can adjust my sails to always reach my destination"

– Jimmy Dean

When the change takes place in the technology, strategy, process or any other thing, its impact will be on the business. The way business is done will change. Many internal and external factors are inter-changeably affected by it. Managing such changes makes up the business. The very essence of the survival of the business depends on this effectiveness of change management.

Managing change and doing business properly is possible by making use of digital advancements and social media. Internet has created a new world for doing business with jet speed. Virtual business is the trend now. Anything can be sold and purchased in the online business. Starting from advertisement to recruitment everything is through social media. Even the meetings were not being conducted face-to-face. Everything is digitalized. Video conferences are more preferred and to the latest web enabled video calling from the laptop is the trend now. The major influencer to the business is to keep up the pace with the speed of change. In a flash of an eyelid there is a change in the technology. So companies need to keep identifying ways to adapt to these technologies and developments as soon as possible.

Many emerging companies are turning down the old models and are redefining the business with new strategies. The new models are enabling the workplaces and the workforce to change them with maximum speed. These business strategies are offering more part-time works, freelancing and contractual works as per the interest of the workforce. So, the scope for the changing organizational structures is more. This in turn creates demand for identifying new ways of leadership and managing. HR aspects and people management aspects are redefined and re-verified for the accuracy in all the aspects and functions of HR.

In the olden days companies' survival rate is more than 60 years. But these days it has fallen to nearly 20 years. The speed and scale of changing the scenario of business have minimized the life span of the companies. If they need to keep up the pace, the only option is updating their business models.

If the companies' want to survive, they should possess the following things:
1. Strong employee commitment
2. Excellent Experimental/Research base
3. Visionary Attitude and Identifying New things
4. Adaptability towards Change
5. Excellent leaders with fast and accurate decision making ability.
6. Top Managements Investment attitude.
7. Ability to Creating part time/ temporary jobs.
8. Readiness to leave old and traditional model for new ones.
9. Welcoming sharing of workloads (Freelancing, Outsourcing etc).
10. Top most Training Programmes.

"To improve is to change, to be perfect is to change often."

–Winston Churchill

CHANGE AND WORKFORCE
The biggest challenge faced by the organizations is their workforce. Change is bringing so many new things into the organizations. The global world is equally inviting the diversified workforce into the organizations. Handling the diversified workforce is a major issue of concern to the organizations. Not that with the spread of wings globally the women workforce has increased rapidly. No organizations having global vision is in a position to ignore the increasing employment of women workforce and the tough competition they are giving to their male counterparts. So having discrimination with respect to sex, disability, age and race are to be changed very fast. Having and adopting equal employment opportunities to all is the mantra for success.

Most of the organizations are facing the difficulties in handling the hanging expectations of the workforce. Younger generations are having many expectations from the organizations regarding the aspects like innovation skill development, societal contributions, equal treatment, ethical way of doing business etc. They

would like to go in a positive way. They even demand participation in the decision making and transparency in the decisions and policies of the organizations. They expect to be treated equally and are least bothered about the status-quo.
Work forces are not interested to work with the organizations that still have bureaucratic thoughts and ways of functions. They demand speedy improvements in the system. Based on the changing demands of the workforce even the organizations are changing themselves by looking for their safety and livelihood. To become the employer of choice organizations are not only paying salaries, but they are providing many allowances, benefits, culture, facilities etc.
Over the past few decades' organizations are slowly increasing the number of women employees in their systems. They identified the abilities of women and now organizations want to retain them to enjoy the benefits of successful women employees. To encourage women employees to work even after having children more and more flexi working hours were introduced. Many other benefits like child care centres, elder care centres, work-life balance, etc were introduced.

CHANGE AND LEADER
Employees in the organizations are reluctant to change, irrespective whether it is a planned change or sudden and accidental change. So to make people accept change and adopted it completely we require the help of leaders, with their leadership style they will act as change agents.
The rapidly changing business landscape is demanding equally changing workplace, people and especially the leader. Because of this rapidity, speed, scale and structure of change are unpredictable. Everything changes in a blink of an eye. Everything is available at the door steps. Companies are changing their strategies overnight. Consumers are the king and the social media is so fast that the globe knows facts in fraction of seconds. Usage of internet has made easy for people ad organization in transferring, communicating and in dealing the issues, documents, and also in cracking the deals and agreements.
Change is so fast that, who won't accept it is vanishing equally fast. Poor adaptation of change is being punished severely. So adopting change in a best way by handling the ambiguities and uncertainties' will give the best possible results to the organizations. Implementation requires the support of the leader.
"Leadership is the capacity to translate vision in to reality"

- Warren Bennis

According to Tal Snnall (2014), Leaders job is to improve and create momentum towards a lasting change that inspires the people around you to follow a worth-while cause. He further specifies that leaders are the change catalysts. Here is how.
1. Great leaders are not comfortable with the status quo.
2. Great Leaders change by their own examples
3. Great Leaders are part of the solution, not part of the problem.
4. Great Leaders have a sense of urgency.
5. Great Leaders are not stuck in corporate bureaucracy.

Nadler & Nadler (1998) said that Leaders are known as "Champions of change" – as it is the top management of any organization who keep the process of change going on and maintaining the operational reliability of the organization.
Leaders are the people who initiate change process and the people adapt to the change without any difficulty. They are the people who clarify the doubts workforce have and slowly they change the perspective of the employees to adopt change without any further delays.

LEADER AS A CATALYST FOR CHANGE
"You must be the change you wish to see in the world"

– Mahatma Gandhi

Bass (1985), defined Leadership as the quality of leader by which he leads the team (or) his group with basic personality traits as Self-Confidence, Ambition, Drive, Tenacity, Realism, Psychological Openness, Appetite for learning, Creativity, Fairness, dedication. Whereas, Senge (1990) illustrates three characteristics for a person to be in a leadership role, they are Architect, Teacher, and Steward. According to him these qualities will assist in clarifying mission, vision and values, identifying strategies, structure and policies, generating efficient learning processes and facilitating subordinates to develop their mental model continuously and think systematically. According to Steve Job only two styles will help they are Persistence and Innovation.
Leaders are known as **"Champions of Change"**, as it is the top management of any organizations who keep the process of change going on and maintaining the operational reliability of the organization (Nadler & Nadler, 1998). In a book titled "The catalyst Leader: 8 Essentials for Becoming a change maker" written by Brad Lomenick, a catalyst Leadership trainer identified and proposed 8 leadership skills which are most important for them. From his ten years of training leaders Brad identified 8 essentials to help leaders lead well. They are Calling, Authenticity, Passion, Capability, Courage, Principle, Hope, and Collaboration.
Leaders are the best change agents. So, the organization has to rebuild the leadership pipeline in an efficient manner. Leaders are the people who create the spirit to change in each and every transaction of the business and people in the organization. The concept of leadership adopted by the leaders must focus on the change so mostly they should adopt transformational leadership styles. All the leaders with common vision should lead the people with combined skills, abilities, expertise and experience in successfully changing the people for the benefit of the organization.
Change never can be adopted individually. So it must be a common effort of all the leaders. According to Rajini Seshadri (2015), successful organizational change is possible only with distributed network of leaders. She says the distributed network of leaders, focuses on success of the organization by collaborating to play to each other's strengths. She even emphasises in creating and cultivating this network leadership through leadership development programs which will help the people to carry the same DNA for future generations and situations.
While cultivating change leaders' should posses' high level of IQ, EQ & SQ. While building teams collaboration, must be the nerve of the leadership development program. In these programs concentration must be on the interpersonal skills to meet the current and future challenges. Leader's behaviour has a high and powerful influence on the employee performances and on the progress of the organizations. Through skills like adaptability, building relationships, developing talent, they increase the rate of success.
In a book named, **"Leaders make the Future"**, Johansen suggests to follow a model proposed by Indrani/Roy, Korn Ferry's Leadership development model "The Smart Growth Model" or "The Agility – Maturity Model". In which Agility includes mental ability, people ability and results ability. Maturity includes Organizational maturity, cognitive maturity and emotional maturity to deal with pace of change and the level of uncertainty. In this he indicates that the world leaders operate in **Volatile, Uncertain, Complex and Ambiguous (VUCA)**, and so he suggests that leader must have Vision, Understanding, Clarity and Agility to move forward. Mr. Johansen suggested 10 skills for leaders to develop to respond to VUCA situations they are,
1. Make Instinct
2. Clarity
3. Dilemma Flipping
4. Immersive Learning ability
5. Bio-empathy
6. Constructive Depolarizing
7. Quiet Transparency
8. Rapid Prototyping
9. Smart-Mob Organizing
10. Commons Creating.

Douglas. A. Ready (2016), specifies that it is important to understand what leaders do to increase the success rate of the companies so that their organizations are not in the two-third failures list. Out of research he conducted he identified five things what all successful change leaders do really well. They are
1. Revitalization Vs Normalization
2. Globalization Vs Simplification

3. Innovation Vs Regularization
4. Optimization Vs Rationalization
5. Digitization Vs Humanization

"I am not afraid of an army of lions led by a sheep; I am afraid of an army of sheep led by a lion".

- Alexander the Great

THE CHALLENGE OF LEADERSHIP
Kotter says that many organizational change efforts fail because of many short comings like Strong leadership, failing to generate a sense of urgency, failure to establish a powerful coalition, no clear vision (or) strategy to direct the change effort, ineffective communication of the change vision to stakeholders, failure to identify and eliminate obstacles to change, failure to create and recognize short-term achievements, celebrating success permanently, causing stakeholders to lose focus, failure to firmly incorporate the changes into the corporate culture.

The main challenge of leadership is all about leading and motivating diversified workforce as individuals and groups towards achieving individual tasks and group goals. They always strive to improve efficiency and invest their maximum efforts in achieving organizational growth. For the same they come across most complex and uncertain environment internally and externally.

Leaders are the people who face many challenges regularly. Few most important challenges they face during the change situations are
1. Driving change
2. Managing Cross cultural workforce
3. Leading the vision
4. Inspiring himself and workforce
5. Maintaining the stakeholders interests
6. Leading the workforce towards change effectively
7. Developing the skills of employees accordingly
8. Implementing the planned change without delays
9. Managing stress in the change process

In a survey conducted by William A. Gentry, Regina H. Eckert, Sarah A. Stawiki, and Sophia Zhao on seven country leadership challenges, the leaders of different countries differ depending upon the challenges they face in their own countries. Here are the preference percentages they have towards the challenges they face,
1. Guiding change – UK (33%), US (22.6%), India (17%), Spain (17%), Singapore (15%), China (10.1%)
2. Inspiring Others – Singapore (23.2%), China (22.2%), Spain (20.2%), Egypt (16%), India (15%), UK (16%), US (15%).
3. Leading a Team – Spain (40.4%), UK (20.8%), Egypt (17%), Singapore (17.9%), US (11.6%), India (13%), China (10%)
4. Developing Employees – Egypt (20.8%), India (19%), China (20.2%), Singapore (18.8%), UK (17%), US (15%), Spain (17.7%)
5. Managing Stakeholders – Singapore (20.5%), US (24%), China (17.2%), UK (16%), Egypt (10.4%), India (13%), Spain (10.6%)
6. Leading Vision – Egypt (14.2%), US (13%), Singapore (15.2%), India (14%), China (10%), UK (11%).

Other challenges they mentioned are – Mobilizing Collaboration, Managing Talent, Navigating Globalization, Driving Growth, Managing Performance, Managing Conflicts, Communication effectively, Managing Retention and Selection, Managing Process, being recognized as leader and leading with less.

MANAGING THE CHALLENGES
Managing change require strong and committed leaders who are able to manage the challenges posed by the change. Organizational survival completely depends on the leaders. Therefore, successful change management requires effective leaders who can respond to challenges immediately by creating a new system to drive change process. Few ways to manage the challenges are
1. Clarify regarding change
2. Prioritization
3. Setting clear goals
4. Delegating the work
5. Building strong relationships
6. Developing Trust
7. Developing sills useful for change
8. Managing stress among all employees
9. Encouraging new ideas
10. Celebrating the success
11. Communicating effectively
12. Accepting the reality and addressing the importance of change
13. Being honest
14. Asking and giving feedback
15. Being a perfect gap analyser
16. Processing the ability to break or bend the rules

CONCLUSION
Change is a natural and ongoing process. It never ends and is continuous. Effective change management is only possible by effective leadership. Leaders play a crucial role in managing change. The task of leadership in handling change is more complicated with the changing scenarios of business. Irrespective of the geographical locations, all leaders face the similar challenges of leadership in driving change in the organization. In-spite of the size of the problem they face, the procedures they follow are more (or) less similar. Whether the change is incremental (or) quantum, it creates similar challenges in the organizations. Managing these challenges only depends on the ability of the leader to respond and manage changes through his effective leadership skills.

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MARKETING MIX AND COMPETITIVE ADVANTAGE

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ABSTRACT

The Marketing Mix comprises of four decisions which should be considered before launching a product. Firms should plan targeted approach on these four different components and they are Product, Price, and Place & Promotion. All the four variables help the firm in formulating strategic decisions necessary for competitive advantage. The main objective of this article is to describe the importance of relationship of various components of marketing mix for attaining competitive advantage in market. Marketing Mix comprises of Product marketing mix and Service marketing mix. Generally, the Product marketing mix consists of product, price, place and promotion and it is generally used for marketing mix of tangible goods. However, Service marketing mix is related to three different variables for example people, process and physical evidence. The term marketing mix became popular when Neil H. Borden published his article on "The concept of Marketing Mix" in 1964. The marketing mix is characterized by four equally important variables. The first step is Product plan for articulating a marketing plan. There are three parts of product plan, i.e. core product, augmented product and the tertiary product. Not only product related decisions but also price related decisions like whether the uniform price will be charged or different prices will be charged for the same product in different markets. The third variable is "Place" and it is related to the decisions like where the product will be sold. "Promotion" decisions are related to increase the sales. The marketing mix involves the decisions related to which the products will be made available at a particular price, may be different price will be charged for the same product as per different market, the marketing manager has to take into account the impact of different factors which are categorized under the 4 P's to decide marketing mix for a product.

KEYWORDS
marketing mix, product, price, positioning, promotion, competitive advantage

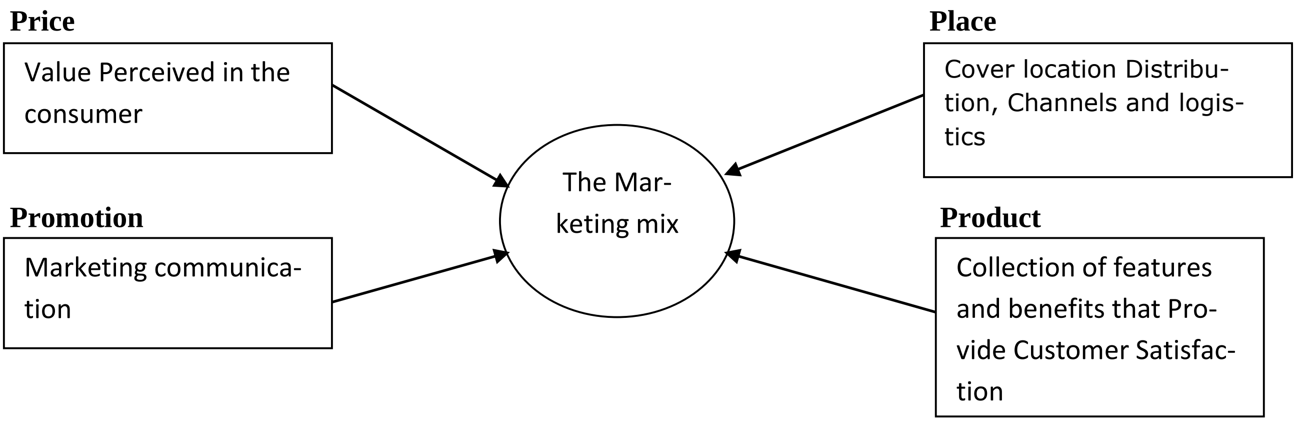
1. INTRODUCTION

Marketing mix is the combination of different marketing decision variables being used by the firm to market its goods and services. After identifying the market and gathering the basic information about it, the next step is the direction of market programming, is to decide upon the instruments and the strategy to meet the needs of the customers and the challenge of the competitors. It offers an optimum combination of all marketing ingredients so that companies can realize goals for example profit, sales volume, market share, return on investment etc. The marketing mix is grouped under four elements i.e., Product, Price, Place, Promotion [1]. A profitable formula of marketing operations is that mostly marketing mix changes as per marketing conditions and also with changing environmental factors.

The marketing mix is a set of controllable variables that the company can use to influence the buyers responses. Thus marketing manager decides the level of marketing expenditure in order to achieve marketing objectives of the firm and after finalizing the market budget it is decided that how to divide total marketing budget among various tools in the marketing mix.

2. THE 4P's OF THE MARKETING MIX

FIGURE 1: THE 4P's OF THE MARKETING MIX



Price includes the pricing strategy of the company for its products, how much customer should pay for a product? Pricing strategy is not only related to the profit margins but also helps in finding target customer, pricing decision also influence the choice of marketing channels.

PRICE DECISIONS INCLUDE

- Pricing strategy (Penetration, skim etc.)
- List price
- Payment Period
- Discounts
- Financing

- Credit terms
- Using price as a weapon for rivals is as old as marketing but it's risky too Consumers are often sensitive for price, discounts and additional offers, Another aspect of pricing is that expensive products are considered of good quality.

PLACE (PLACEMENT)

It not only includes the place **Where the product is placed,** all those activities performed by the company to ensure the availability of the product to the targeted customer, Availability of the product at the right place at the right time and in the right quantity is crucial in placement decisions.

PLACEMENT DECISIONS INCLUDE:

- Placement
- Distribution Channels
- Logistics
- Inventory
- Order processing
- Market coverage
- Selection of channel member

There are many type of intermediaries such as wholesalers, agents, retailers, the internet overseas distributors, direct marketing (form manufacturer to user without an intermediary). And many others.

PROMOTION

Promotion includes all communication and selling activities to persuade future prospects to buy the product, promotion decisions include:

- Advertising
- Media types
- Message
- Budgets
- Sales promotion
- Personal Selling
- Public relations/ Publicity
- Direct marketing
- Sponsorship

The elements of the promotions mix are integrated to form a coherent campaign. As with all forms of communication.

As these costs are huge as compared to product price, so it's good to perform a break even analysis before allocation the budget. It helps in determining whether the new customers are worth of promotion cost or not.

PRODUCT

Product is the actually offering by the company to its targeted customers which also includes value added staff product may be tangible (goods)or intangible(services)

- For many a product is simply the tangible physical entity that they may be buying or selling.
- While formatting the marketing strategy, product decisions include:
- What to offer?
- Brand name
- Packaging
- Quality
- Appearance
- Functionality
- Accessories
- Installation
- After Sales Services
- Warranty

3. MARKETING MIX OF 4 P's FOR COMPETITIVE ADVANTAGE IS A CHALLENGE

Marketing Mix is the combination of four elements i.e. Product, Price, Promotion and Place and every company has the option to design an optimum admix in order to create a trusted marketing strategy. The marketing manager has to consider the behavioral forces and then decide marketing elements in his mix considering the available resources. The manager must examine the resources of the company to decide a mix of procedures that fit the resources. The top level management has to support their effort in supporting new ways of business through the organization

3.1 THEORETICAL APPROACH

Due to no specification on how much percentage of attention to product planning mixed with pricing or how much of pricing. Or how much of physical distribution and how much of promotional efforts would bring about an optimum result hence it cannot substitute an individual's strategy. It is theoretical in nature.

3.2 LACK OF UNIFORMITY

There is no uniform opinion about the composition of the variables of marketing mix. It has led to confusion and difficulty to understand the components of four elements.

3.3 CHANGING ENVIRONMENT

Marketing mix is dynamic and flexible concept. Thus it changes with the change in needs and preferences of the customers and market forces like competition, government policies and marketing situation.

3.4 TO IDENTIFY TARGET CUSTOMERS

The marketing manager has to identify the target customers by discovering their needs as well as expectations for deciding appropriate marketing mix. Proper market research, foresighted approaches are very important factors to locate target markets.

4. STRATEGIES FOR MARKETING MIX OF 4P's FOR COMPETITIVE ADVANTAGE

The Marketing mix by 4P's is a conjuration and it can only be implemented by marketing managers. Marketing mix is a greatest strategy for attaining competitive advantage for any firm. The customer is king thus it is mandatory to employ excellent marketing mix by marketing manager is essential as these key elements will satisfy the customer needs and demands. It is highly necessary to plan and implement appropriate Marketing. Mix of 4P'S for competitive advantage. Marketing management is about placing the right product, at the right price, at the right place, at the right time. Following are the strategies for marketing mix by 4p's for competitive advantage.

4.1 PRODUCT MIX

A product, service is the starting point of all marketing activities. A product is a combination of different attributes. It comprises of physical factors such as color, design, features, performance and non-physical factors like value, quality etc. Product planning involves a variety of decision to be taken firmly to bring the product in the market. Decisions concerning to product are related to the following:

4.1.1 Design is very important in a today's world as it is all about gaining attention, focusing it on the product and influencing the purchase decision of the customers. The design is directly linked to show success and makes the difference because it leads to goal achievement.

4.1.2 Technology should be used to develop user friendly new products with product differentiation.

4.1.3 Usefulness of product can increase market share of the product as it is very essential component to have competitive advantage in the market a product should be developed keeping extra uses in comparison to same type of product available in the market. Product differentiation is established in the market by increasing the usefulness of a product.

4.1.4 Value is something which is a look around of companies while developing a product so that if customers are paying then they should not feel that they have been charged more than the manufacturing cost of the product. Hence high performance product which meets or exceeds a customer demand related to a product's performance should be developed.

4.1.5 Convenience is a parameter related to usage of the product and the product should bring ease in life of customer.

4.1.6 Quality gains customers as an individual always looks for good quality product or service.

4.1.7 Packaging is used for raising the product's value. For an illustration, McDonald's had changed its package design across 118 countries. Packaging increases the perceptual experiences about the quality of the product.

4.1.8 Branding usually assures high or at least consistent quality and hence encourages repeat purchasing.

4.1.9 Warranties give an assurance to the customer about after sales service which assures the customer about the durability of the product and maintains satisfied customers in the market.

4.2 PRICE MIX

The price is the amount a customer pays for a product. It is ascertained by various factors including cost of material, product differentiation, competition, market share and the customer's perceived value of a product [6].

The decisions related to the price are as follows:

4.2.1 Strategies pricing involves important decisions for a firm as there can be an option to fix the price of the product on competitive basis, in this a marketer selects a competitive pricing strategy as he actually seeks to compete on the basis of superior distribution, appealing advertisements and several other factors.

4.2.2 Skimming means pricing the product relatively high in comparison to the similar commodities and then gradually reducing the price. The strategy of skimming allows the firm to recover its cost rapidly by maximizing its sales revenue thus skimming strategy has been used effectively on gadgets like LCD's, calculators, laptops and DVD players.

4.2.3 Penetration pricing means fixing the price of the product comparatively low to similar goods assuming that it will capture wide market and this will allow the company to raise the price of its product.

4.2.4 Psychological pricing is used all over the world therefore marketers believe certain prices are more appealing than others to buyers this kind of image pricing are often envisioned. The psychological pricing is done by the retailers by using price tag like 39.95, 19.98 or 9.99.

4.2.5 Cost-plus is a concept in which some companies try to maximize their profits by pricing their offerings very high [7]. Every firm has different pricing objectives. It is the process of cost-based pricing where by adding all costs associated with offering a commodity in the market by including the expenses related to the production, transportation, distribution as well as marketing also an amount is added to cover profit.

4.2.6 Loss leader means use of low prices to attract new business. A marketer who selects a competitive pricing strategy is attempting to use non price competition.

4.3 PLACE

Place is generally referred to as the distribution channel [8]. Place can be any physical store as well as virtual stores. The process involved in transferring products from the producer to the consumer is known as physical distribution. The decisions related to the place are following –

4.3.1 Retail. Retailers will have a much stronger relationship with the customer because he keeps several other products of different brands this will lead to exposure of the consumer to many products. Often products and services are promoted and merchandised by the retailers.

4.3.2 Wholesale. Wholesalers often cut down the price of a product in comparison to retail traders. Hence the customers are generally satisfied to buy the product from them. Wholesalers print their own brochures to promote sales of manufacturers. But they should be given some commission in the total sales revenue.

4.3.3 Internet. Generally, customers buy products online by using web sites like Flipkart, eBay, Amazon, Jabong etc. The main benefit of the Internet is that niche products reach a wide population with low entry barriers as set up costs are comparatively less hence there is an epitome shift in commerce and consumption via the Internet this led to a huge growth in e commerce.

4.3.4 Direct sales in any marketing are undertaken without a distributor or intermediary. In terms of promotion it means that the marketing company has direct communication with the customer. For example, Aquaguard distributes through retailers however a customer can register directly with them for information which is often delivered by e-mail or mail.

4.3.5 Peer to peer is a type of word of mouth as if a product is admired by an individual then he conveys the message to his peer group and in market it is really effective.

4.3.6 Multi channel is very useful to have market share for different products and services and hence their manufacturers or providers use different distribution channels. For example, a diamond ring can be bought directly from the Gold smith, either on the telephone, or the Internet.

4.4 Promotion Mix

Promotion activities are meant to communicate & persuade the target market to buy the company's products. The firm chooses the product to meet the identified need of the target segment. The right distribution channel is used to make the product available and the firm undertakes attention-getting promotion. The decisions concerning promotion are related to the following:

4.4.1 Special offers are like buy one and get one free of cost or may be coupons, discounts, free accessories (such as free blades with a new razor), introductory offers (such as buy LCD and get free set top box) and so on.

4.4.2 Endorsements are important for promotion because consumers follow their role models, celebrities and thus endorsement brings change in the mindset of the consumers.

4.4.3 Advertising is an important way of communication hence it is used to create awareness, and transmit information in order to gain customers from the target market. There are many advertising mode and media for example magazines, journals, movies television, Ad labs, outdoor advertisements (such as posters) and newspapers.

4.4.4 User trials convince customers about the features of the product. It is important as any customer would like to have a trial before buying it.

4.4.5 Direct mailing is very highly focused upon targeting consumers based upon a database. As with all types of marketing, the potential consumer is targeted based upon a series of attributes. Different agencies work to design a highly focused communication in the form of mails. The mail is marked to the potential customers and responses are cautiously monitored.

4.4.6 Leaflets/posters are the mode of direct communication through with the information of the product is conveyed to the customer and it is very effective.

4.4.7 Free gifts should be offered with the product because consumers look for additional benefits apart from a good product.

4.4.8 Competitions create innovation and hence this spirit keeps alive the invention of new and creativity in existing products in an organization.

4.4.9 Joint ventures with suppliers and distributors bring more customers because the suppliers and distributors become stake holders and they show interest in promoting the product.

5. CONCLUSIONS

This report is an overview of the past, present and future of the Marketing Mix of 4P'S for competitive advantage. This report considers a wide view of Marketing Mix of 4P's, as the biggest challenges before the Marketing professionals in today's world is to design an optimum marketing mix which takes care of both customer's satisfaction and organizational goals. All the elements of marketing mix need careful alteration and minute study with complete concentration. Promotional tools depend upon the type of product, the price which will be charged for the product and the procedure through which it would reach to the customer furthermore while deciding the price of product; the important things to consider are manufacturing cost of the product, promotion cost and amount incurred on distribution channels. Marketing manager should be an expert in deciding marketing mix strategy by 4 P's as marketing mix has a very important role for attaining competitive advantage for the organization. Marketing manager should meet the demand from different markets and also match the competition in the market by delivering satisfaction to the customer.

This is only possible by an accurate blend of all the elements 4P's of marketing mix as it helps in achieving organizational goals of profit maximization by high sales volume and attaining higher market share

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IMPACT OF TELEVISION ADVERTISEMENTS ON INDIAN VALUE SYSTEM: A PROSPECTIVE AND RETROSPECTIVE APPROACH

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ABSTRACT

Now a day's advertisement is one of the significant strategies used by the corporations to communicate and market the product and services. This advertisement helps to communicate the information on products features to the target customers. In this scenario, the way of communication and usage elements used in the advertisements plays crucial role in human behavior. The innumerable advertisements flash on our television screens and it is accused that these advertisements have negative impact on our value system. It is argued that these advertisements are violating our ethical norms, disrespecting culture and degrading women as the weaker sex, leading to sexual Pre-occupation and boosting materialism. The present paper focuses on the television advertisements impact on Indian value system. The study collected data from the 100 respondents who spread across Bengaluru region and uses Anova technique. The results confirm that there is no significant impact of television advertisements in undermining value system.

KEYWORDS

advertisement, value system, Ethical norms and materialism.

INTRODUCTION

Advertising is something more than a sales message that occupies the space in and around new stories, magazine features and television programs. The advertising the products and services in has become most required mode of communication in the market. Advertising is a way of communication with the users of a product or service in the society. The giving advertisements on products and services are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association (AA) of the UK.

Today's young generation is sophisticated than a decade ago. They have sophisticated technology and various options to get the information. Therefore, their interest and preferences are dynamic in nature. Thus, the marketing to the youth is a crucial issue due to varieties of options available in the market. Those options should be attractive enough to gather attention of the youth. Particularly, the options should be combination of color, sound and action, television attracts more viewers than any other medium (with the exception of cinema). The youth deserve special attention because they are prone to accept and orient their views of life according to the dictates of television programs and the advertisements shown on television. Meanwhile, a few part of youth is often intelligent enough to verify the misleading claims of corporations who offers advertisements. The several brands are targeted specifically at the youth. In the Indian scenario, the effect of the television has on youth depends on many factors such as- hours of watch, age, economic condition, social background and personality. More specifically, youth watch alone, with adults, with their parents plays significant impact with them about what they see on television. This information provides the advertiser a mechanism to interact commercially, economically and conveniently with the target audience. It also provides the consumer the knowledge about products and the launch of new products and services.

The advertising is a complex form of communication that operates with objectives and strategies leading to various types of impact on consumer thoughts, feelings and actions. Advertising is about creating a message and sending it to someone, hoping they will react in a certain way. The advertising becomes controversial when questions arise about hoe it influences people and whether that is a good thing, some say they hate it and that it makes them do things they really did not want to do, some see it as a fashion guide or as entertainment with good jokes, great music and fascinating images.

Advertising has evolved as society has changed. It has had an effect on society and at the same time society it also influencing advertising. The history of television points out the important stages. The word television is derived from ancient greek, 'tel' meaning "far" and "vision" meaning "sight". In 1800's Paul Nipkow developed the first mechanical model of a television. In 1927 Philo Farnsworth invented the first working electronic television. The first electronic colour television was created in 1953 and first broadcast of television pictures began in Germany in 1935. In India today's television world has been divided into three domains.

a) Television Broadcasting.
b) Cable services.
c) Satellite services.

TELEVISION ADVERTISING

Television advertising is embedded in television programming so most of the attention in media buying, as well as in the measurement of advertising's effectiveness is focused on the performances of various shows and how they engage their audiences. Some programs are media stars and reach huge audiences, other reach small but selected audiences. Television advertising has become the primary medium for moulding the public opinion. Over last few decades it has become incredibly persuasive, powerful and demanded mode of marketing and serving as a hottest platform to sell the products globally as well as locally. It also plays an important role in disseminating culture, information and values due to its accessibility and availability and has brought the world closer together. However, the various criticisms about the role of advertising in our Indian value system have emerged. It observed that the social media in particular advertising in television has never contributed to the growth of the youth in particular socio-economic development and wellbeing. The various European (EU group) nations forbid or severely curtail advertising to children and youth to avoid the negative impact from the Television advertising. However, the television has the capacity to produce both positive and negative effects, and many studies have looked at the impact of television on society.

LITERATURE REVIEW

During a study of relevant literature one comes across a number of studies which deal with the extent of value degeneration promoted by Television advertising. A review of some of the major studies carried out across different countries during different periods on the same has been done.

Pollary, (1986) On the basis of reviewed literature it has been found that advertisements are generally criticized for targeting youth. Excessive use of sex appeals in the ads has led youth to involve in sexual pre-occupation, leading to undermining the strong Indian values. Chatterji, 2005: Researchers have opened even though we talk about equal status being given to women in our society, still stereotypical portrayal of women in television ads has been criticized by viewers. Roy, (2006) Women critics and feminists for a long time now have been voicing their opinion and fighting against the way women are portrayed in ads. Richins, (1991) examined the impact television on the psychology of the viewer. The study found that the ads which target young women lead them to compare their own attractiveness with the idealized images in the ads, resulting in dissatisfaction of self.

Fay and Price, (1994) A study with almost similar findings was conducted and found that slimming, dieting and body control advertisements directs at young women made them to compare their bodies with media images. Richins, (1995) Studies holds the contention that promotes materialism and consumerism in society. It was pointed that exposure to advertisements enhances materialistic desires of the viewers. Nuta, (2009) Studies indicated that In order to buy the advertised products, people are ready to take loans beyond their repayment capacity are even ready to commit crimes and resort to corruption. As we can see, past research has claimed that advertising is harmful for the society and negatively influences its viewers. The present study is an attempt to test the validity of this claim.

NEED OF THE STUDY

The direction in which television ads are aired today leads to finding out appropriate solutions causing diminishing value system amongst youth. Complaints and concerns about television ads have been extensive since their advent. It is not only damaging society, but morality too.

Although some substantial research has been done on the negative consequences of television ads across the world, the distorting of values caused by exposure to them is an unexplored area. Many researchers have not come across much research on this issue in India.

Through this study attempt has been made to evaluate the value implications of inappropriate advertisements being aired on television.

OBJECTIVES OF THE STUDY

There exists no consensus about the impact of television ads on the value system of viewers; the accusations that we come across in previous research are grave. This study is an attempt to examine the same in the city of Bangalore, Karnataka. Furthermore, this study is an attempt to understand the set of values or beliefs the viewer might draw when contemplating the ethics of controversial practices in television ads.

METHODOLOGY AND DATA COLLECTION

QUESTIONNAIRE DEVELOPMENT

A questionnaire was developed that had statements on the potentially troublesome impact that television ads have on value system practices by youth. These questionnaires are issued to the persons directly who watch the television and collected the response. The respondent's age is restricted to 18 years to 29 years. The systematic random sampling technique used to collect the data. A total of 100 questionnaires were administered out of which 50 were male respondents and 50 female respondents. The study was conducted in the city of Bangalore in Karnataka. The data collected through questionnaire used in the ANOVA technique to find out significant difference of opinions of respondents.

HYPOTHESIS

H_0 : There is no significant impact of television advertisements in undermining value system.

H_A: There is significant impact of television advertisements in undermining value system

RESULTS AND ANALYSIS

TABLE 1: THE NUMBER OF RESPONDENTS APPROVED POSITIVELY TO THE GIVEN STATEMENTS

Statements	Variables	Female	Male
S_1	Tv ads perpetuate negative stereotypes of women	42	23
S_2	Tv ads exploit society	40	36
S_3	New openness in TVC such as in commercials for feminine hygiene products is embarrassing.	33	34
S_4	Tv ads lead to rise in crime violence against women	25	20
S_5	Tv ads portray women as weaker sex	28	32
S_6	Tv ads undermine traditions and culture	40	37
S_7	Tv ads confront the time tested and religiously accepted principles of our society.	43	40

Source: Researchers compellation.

Note: The total numbers of respondents are 100 out of which 50 are female and 50 are male respondents.

The above table shows that the majority of the female respondents are agree that the television advertisements are negative stereotypes of women. However, only 46% of males agree that television advertisements are negative stereotypes of women. The overall responses of the female and male respondents are almost similar in nature.

ANOVA TABLE

Source of variation	Sum of squares	Df	Mean Squares	F
Between samples	485.86	6	80.98	$F_{cal} = 2.59$
Within samples	218.5	7	31.21	$F_{tab} = 3.87$

$V_1 = 6$, $V_2 = 7$, = 5%

$F_{cal} < F_{tab}$

$2.59 < 3.87$

Therefore, Null hypothesis is accepted.

The above table shows that statistics of ANOVA test. The calculated value of ANOVA falls under standard table value. This result shows that the there is no significant impact of television advertisements on youth. The above statistics prove that there is significant difference between female and male respondent's opinion on television advertisements.

CONCLUSION

This study examined the impact of television advertisements on youth and their value system. The ANOVA used test the hypothesis and proved that the acceptance of the null hypothesis. This study concludes that television advertisements do not affect undermine the value system of urban youth. In respondents group, only youth are considered, this seems to be limitation of the study. The parents' response on television advertisements would be different. The future research can be done by using rural youth and adding parents in respondents group.

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QUALITY CONCEPT AND DIMENSIONS IN HIGHER EDUCATION

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ABSTRACT
The study finds out that the quality of higher education purely in the hands of quality students and quality faculty supporting system. The quality in higher education institutions consist of quality design, quality conformance, quality performance. The quality concept and dimensions has been using the higher education institutions towards overall development of education system. To maintain consistency in delivery of quality educational services to the student's community. If we have been adopting quality concept and dimensions as an integrated philosophy in higher education system and motivate to improve the quality at each and every level of education sector. Such a thing will be possible only through continuous and frequent and assessment guidelines given by statutory bodies of higher education department. These statutory bodies have made serious efforts to improve the quality of education and also to match standards with the international norms. The quality concept and dimension will help attain excellence which only a guarantee, the survival of institutions in a highly competitive world in future.

KEYWORDS
quality concept, dimensions in higher education.

INTRODUCTION
Higher education is a powerful tool to build knowledge for an information based society. The mission and vision of higher education is to educate, train, undertake, research and provide service to community. The system of higher education is available to the society a dedicated, committed, devoted and professionally in term of human resources to desire the future of nation. This is possible only when the concept of quality and dimensions are inculcated in the system of higher education. Quality is inevitably common factor that will shape the strategies of higher educational institutions in their attempt to satisfy various stakeholders including students, teachers, parents, industry and society as a whole. It deals with issues pertaining quality concepts and dimensions in higher education and moves on to identify variables influencing in the higher education. There is a great use of quality concept in the manufacturing industries but it is application in the higher education sector seems less. Now several higher education institutions have started using the concept of quality and its values. High increasing rate of student's enrolment in the higher educational institution provides that the quality of education has been improved and is improving. But still there is a demand of great improvement to improve the quality of education in future. A successful quality will surely raise the standard and market value of the educational institutions and also these institutions will become able to face any challenge from its competitors.

QUALITY IN EDUCATION
Deming defines quality as *"a predictable degree of uniformity and dependability at low cost and suited to market"*. For instance, the quality of education is judged not only by the quality of faculty, student and also course offering. Quality is an attribute which can be seen or observe when no one is watching you. A quality higher education depends upon what your objective and what you are going to do with the education system. In simple word quality is cent present purity of knowledge acquired by faculty and standards are set up by the higher education institutions to transform the present state of knowledge of the student community to face upcoming challenges effectively and efficiently. Quality concepts and dimensions in higher education's consist of quality assurance, quality control and quality improvements.

QUALITY CONCEPT
The most commonly used quality concept in higher education is students, faculty and organization. The quality concept may have expressed in various aspects. The several institutions have used quality concept to improve organization performance. The quality concept of education is considered into internal environment and external environment. The internal environment is in teaching and learning it take place and external environment in which institution operates. The quality concept approach to higher education comprises of input and output process. The students, faculty and employers understands the concept of quality input and output process in higher education at different level. They are

Inputs		***Outputs***
Students	↔	Examination Result
Faculty	↔	Employment
Administrator	↔	Earning
Organization	↔	Satisfaction

Quality Input and Output Process

The input and output process in which input refers to entry requirement i.e., students and output refers to the employability and academic standards. The quality attributes is in accordance with the institution's operation system of converting the input into output via the process by teaching and learning process. It can associate the quality improvements with the effective operating system of higher education institution.

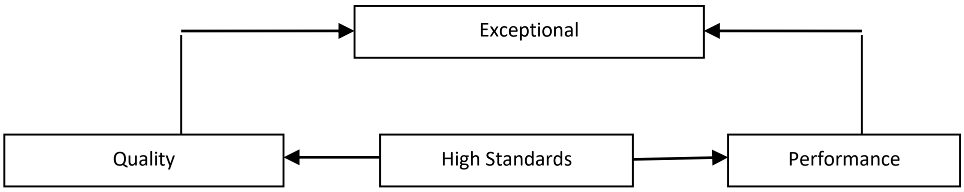
QUALITY DIMENSIONS
The quality of higher education is very important for its stakeholder. In the higher education the quality dimensions which are plays as vital roll. The quality dimensions in higher education referred to as

- *Quality As exceptional*
- *Quality As consistency*
- *Quality As fitness for purpose*
- *Quality As value for money*
- *Quality As transformative*

Quality as exceptional

It is a set of goal for higher education and academic communities to be always the best, belongs to the elite and achieves better outcomes than the others. It can be possible only admitting the best inputs (students). The level where the standards are within a quality concept that applies to the higher education. The higher education institution formulates standards, i.e., high standards is already a fact, still to what extend are these standard adopted to the requirements of the teaching learning process within the higher education institution. The match and compatibility of these high standards applicable to higher education institution and with those according to which stakeholders and society eventually are being governed.

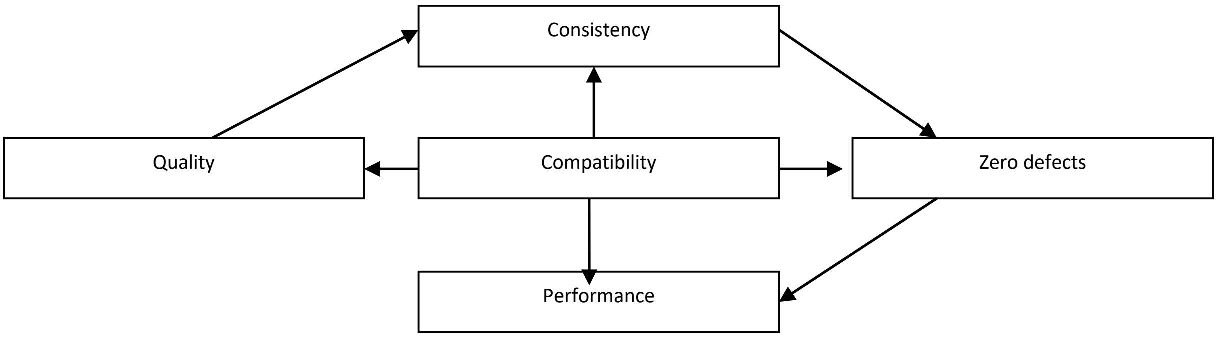
FIG. 1: QUALITY AS EXCEPTIONAL



Quality as consistency

The consistency referred as teaching learning process in a logical manner, using the most suitable examples and case studies so that its makes the knowledge as consistent. The quality of teaching and learning process is consistent in the sense that pieces of knowledge from one field to another are integrated and put together. The higher education institution's standards are reached the stakeholder's needs and their expectations are met. The zero defects imply cent present compliances with standard and norms. The zero defects conclude that by achieving no defects and performance is reached.

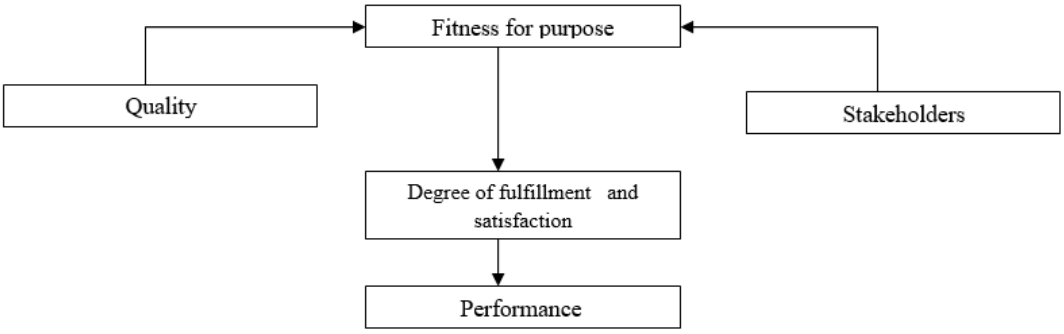
FIG. 2: QUALITY AS CONSISTENCY



Quality as fitness for purpose

The goals of higher education institutions are presented on the general level in the mission statement and more concentrate academic level in the expected learning outcomes. The aims and expectations of internal and external stakeholders (teachers, student's employers, and parents) need to be met. The stakeholders are satisfied depends upon the degree of quality is understood and applied within the higher education institutions or others. The quality as fitness for purpose the role of higher education institutions in the society is important. Weather the stakeholder's purposes are explicit respectively implicit and what extend by the higher education institutions.

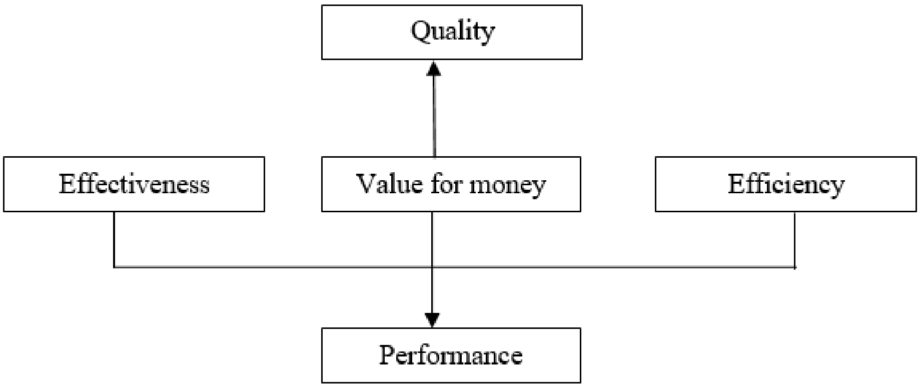
FIG. 3: QUALITY AS FITNESS FOR PURPOSE



Quality as value for money

In higher education the quality of teaching is linked to the effectiveness and efficiency. The effectiveness connected with the objective of the course and efficiency connected with resources used to meet the objective. The value for money refer better outcome can be achieved at the same cost than the quality of service. In general, quality as value for money, being measured according to the efficiency and effectiveness of stakeholders. The cost, and benefits analysis are also issues related to the higher educational institutions.

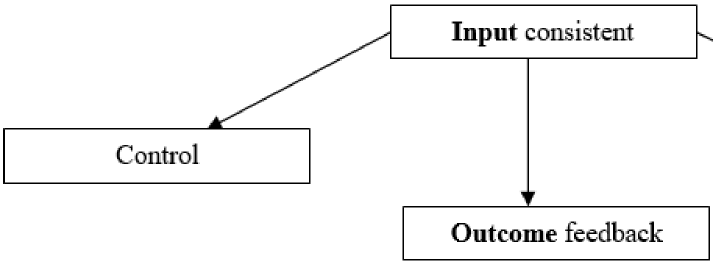
FIG. 4: QUALITY AS VALUE FOR MONEY



Quality as transformative

The quality as transformative and incorporate to the above four dimensions to some extent. The better the graduates can manage in the future working life with the help of knowledge and skills acquired from the institutions. There is a lot of subjective in quality concept. The higher education institutions influence the comparison with the past period. It is also important for transformation. The transformation is made as a set of process that change continuously improved outcomes. The transformative is an ongoing process, it includes empowerment and enhancement of the students. The transformative concept can be measured by way of input and outcome.

FIG. 5: QUALITY AS TRANSFORMATIVE



Quality as transformative

It is the attempt to measure performance by identifying those aspects that integrated the quality dimensions for theoretical purpose. It is a quality concept based performance measures the above five dimensions have been implemented in higher education.

QUALITY FRAME WORK

The several higher education institutions have used quality frame work measurement as means to gain competitive advantage to improve organizations performance. The formal use of a quality framework would bring discipline to the quality concept process and benefit in the continuous improvement effects. Their quality framework is comprised of three components. They are quality of design, quality of conformance and quality of performance. It builds a set of measures and tools to evaluate each of three components of quality framework with the respect to research and development in higher education institutions.

➢ ***Quality of Design***

The Quality of design as to do with how well the design captures the student's requirements in the higher education institution. The quality of the insights gains above the students and depth of understanding for their requirements. The process used to translate these insights that provide value to the students and improve in the design process.

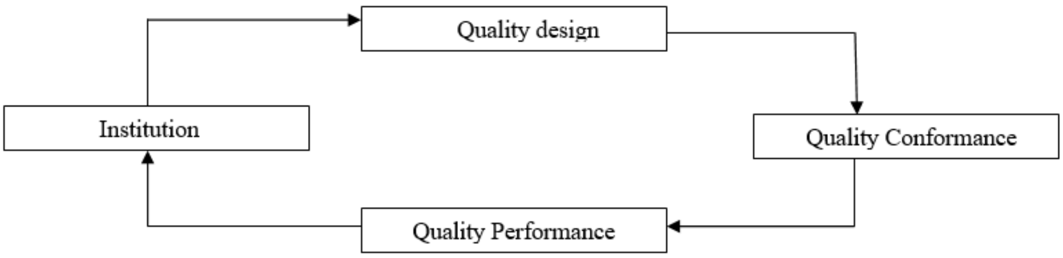
➢ ***Quality of Conformance***

The quality of conformance deals with how well the design requirements are satisfied. It implies the uniformity, dependability, and cost requirements. Proper measures should be developed in order to make sure that design requirements are being met.

➢ ***Quality of Performance***

It deals with how well a service performs in the eyes of the student by internal and external. The internal performance is measured by course design. The external performance measurement is always to the institutions being measured.

FIG. 6: QUALITY FRAMEWORK



CONCLUSION

The quality of higher education purely in the hands of quality students and quality faculty supporting system. The quality in higher education institutions consist of quality design, quality conformance, quality performance. The quality concept and dimensions has been using the higher education institutions towards overall development of education system. To maintain consistency in delivery of quality educational services to the student's community. If we have been adopting quality concept and dimensions as an integrated philosophy in higher education system and motivate to improve the quality at each and every level of education sector. Such a thing will be possible only through continuous and frequent and assessment guidelines given by statutory bodies of higher education department. These statutory bodies have made serious efforts to improve the quality of education and also to match standards with the international norms. The quality concept and dimension will help attain excellence which only a guarantee, the survival of institutions in a highly competitive world in future.

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PROBLEMS AND CHALLENGES OF FAMILY OWNED BUSINESS IN INDIA

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ABSTRACT
We can find family businesses all over the world with different industries and various operating systems. Observing the list of Family Business Magazine one could be surprised which famous and successful companies operate as family businesses, although this list is just a little teaser from the world of family businesses Family firms are the most common form of business structure; they employ many millions of people and generate a considerable amount of the world's wealth. A family business is a company owned, controlled, and operated by members of one or several families. Family businesses dominate the economic landscape in nations around the world. India is no exception. In India, family run businesses account for 85% of all Indian companies and account for the vast majority of national output and employment. According to Business Today, family-run businesses account for 25% of India Inc's sales, 32% of profits after tax, almost 18% of assets and over 37% of reserves. This research paper will therefore analyse the challenges and problems of Indian owned family businesses.

KEYWORDS
family business, family emotions, types of family business.

INTRODUCTION
A Family-owned business is one that is owned and managed (that is controlled) by one or more family members. Family-owned firms are – "organizations where two or more extended family members influence the directions of the business through the exercise of kinship ties, management roles, or ownership rights." A family – owned business is any business in which a majority of the ownership or control lies within a family. It is also a complex, dual system consisting of the family and the business. Members involved in the business are part of a task system and also a part of a family system and these two systems may overlap. Family owned businesses exist all over the world and some of the world's oldest firms are family owned e.g. Kongo Gumi of Japan was founded in 578 AD and is currently managed by the 30th generation. Some of the largest wealth creators and businesses are family owned like Wal Mart. In India too, the highest generator and creator of wealth are family owned businesses. The issues faced and the interests involved by family-owned businesses all over the world are more or less the same. The importance of the family in business and the blurredness of the distinction between business and family are pre-dominant issues. Over 80% of world business is controlled by families. They employ around 50% of world work force. They contribute around 40 to 50% in world GNP. But the sad picture is that only 15 to 20% of family businesses survive till the third generation. The present paper will try examine the theoretical framework of the importance and problems faced by the family owned business in India. The study also sheds lime light on the characteristics of Family owned business.

REVIEW OF LITERATURE
Family disputes exist in most of the family business houses because of generation gap, lack of succession planning gives rise to division in thoughts and shatters. Financial frills sometimes become unmanageable (Rakesh Mishra & Dr. Pradeep Kumar Jain, 2012). Most of the Business families face unique management challenges because of the differences in the attitude & aspirations of family members. As new generations join the family business, it is an enormous challenge to keep the family & business together. Some sacrifice the business to keep the families together, while others sacrifice the family to keep the business. It has been observed that just 13 percent of the Family business survive till 3rd generation & only 4 percent go beyond third generation and one third of business families disintegrate because of generational conflict. However, the close-knit structure of families, which fosters teamwork combined with respect to family values and family elders, has been the key to success of many family businesses. Indian Family Businesses forms the 'backbone' of the Indian economy and hence there is a need to extend the life span of the family businesses so that the economy can continue to derive benefit from their contribution (CII, 2009)
The ultimate impact a family can have on a business is on the overall strategic positioning in their markets. One of the key tasks of the board of directors (and/or other representatives of the businesses shareholders) and top management of any business, whether a family business or a 71 71 non-family business, is making of strategic decisions. Therefore, the strategic positioning of a family business might be different due to its specific characteristics. This might imply a specific conduct in their product or factor markets. The area of strategic management in family business has been virtually overlooked (Sharma, Christman & Chua,1997).

RESEARCH METHODOLOGY
The study focuses on extensive study of Secondary data collected from various books, National & international Journals, publications from various website.

OBJECTIVES
1. To study the importance of Family Business in India.
2. To study the Characteristics of Indian Family Business.
3. To anticipate the problems and challenges faced by Indian Family Business.

INDIAN FAMILY BUSINESS
Today's Indian industrialists rose from the *bazaar*. Their roots in industry are relatively recent, going back largely to the First World War. Before that they were traders and moneylenders engaged in the hustle and bustle of the bazaar. Even in Bombay and Ahmedabad in western India, where the cotton textile mills came up earlier in the last half of the 19th century, it was the trading communities who became industrialists. Aggarwals and Guptas in the North, the Chettiars in the South, the Parsees, Gujarati Jains and Banias, Muslim Khojas and Memons in the West, and Marwaris all over India.

CHARACTERISTICS OF INDIAN FAMILY BUSINESS

- **Loyalty:** Family, extended family and relatives have a very strong sense of loyalty to the family that automatically translates as loyalty to the business.
- **Family relationship:** Family relationship is the most important factor in determination of the position a person holds in the business.
- **Male Dominated:** Sons and male members are more likely to hold higher positions and Succeed the CEO. Role of women is that of facilitator to the male members and the mother figure to the family and employees.
- **Active and non-active members:** family members include those who are not contributing or are involved in the business are on the Board of Directors.

TYPES OF FAMILY BUSINESS

- ***A family owned business*** is a profit enterprise in which a controlling number of voting shares (or other form of ownership), typically but not necessarily a majority of the shares, are owned by members of a single extended family, or are owned by one family member but significantly influenced by other members of the family.
- ***A family owned and managed*** business is a profit enterprise in which a controlling number of voting shares (or other form of ownership), typically but not necessarily a majority of the shares, are owned by members of a single extended family, or are owned by one family member but significantly influenced by other members of the family. The authority conferred by this controlling interest permits the family to determine objectives, methods for achieving them & policies for implementing such method. And this business has the active participation by at least one family member in the top management of the company so that one or more family members have ultimate management control.
- ***A family owned and led company*** business is a profit enterprise in which a controlling number of voting shares (or other form of ownership), typically but not necessarily a majority of the shares, are owned by members of a single extended family, or are owned by one family member but significantly influenced by other members of the family. The authority conferred by this controlling interest permits the family to determine objectives, methods for achieving them & policies for implementing such method. And this business has the active participation by at least one family member in the board of directors of the company so that one or more family members have at least a high level of influence over the company's direction, culture, and strategies.

CHALLENGES/PROBLEMS IN FAMILY BUSINESS

In spite of the strong position of family business in India there are a couple of inherent problems in family businesses. Family and business are two quite different institutions. And so their values and principles may clash at times. The challenges faced by family owned firms vary according to the size of the company and its level of development. Some of the most inherent problems or challenges which we found worth mentioning are listed below:

- **Family Emotions**

Emotion is a big dimension in family-owned firms, as brothers and sisters, uncles and aunts, nephews and nieces, and fathers and children work together. The problem arises in recognition of these dimensions of emotions and to make objective decisions. Emotional outbursts are many in family-owned businesses and the quarrels and ill feelings of relatives have a way of spreading out to include non-family employees. It is very difficult to keep the bickering from interfering with work and the company becomes divided into warring camps. It is believed by many business thinkers that emotions are vital to Operate a business. But these emotions and passion have to be related to business. Ego Clashes, sibling rivalry, feeling of been left out, deriving importance etc are some of the Problems generally seen in a family business. Controlling of ego clashes and sibling is tough but all the same if the head of the family encourages open communication among Family members and has a system of mentoring every member who enters the family Business then issues can be controlled.

- **Family or Business what comes first**

One of the main concerns for the family members is to decide over the direction of the business. There will be times when it has to sacrifice the interest of either business or the family. Its imperative for the family to sit together and decide over there common goals. They should be ready to trade-off family interest for business to keep developing and growing. There should be a clear demarcation between the family and the business.

- **Succession Planning and fair to all approach**

Succession planning is almost absent in family owned business in India. Even a visionary like Mr. Dhiru Bhai Ambani failed to see the future. It was expected that younger brother will work under the guidance of the elder but the cracks started showing when Senior Ambani was himself alive. Also, families end to act on a fair to all approach meaning that the business pie is divided equally among all the family members without seeing the contribution they have made to the business. It results in fragmentation of business and cross holdings to ensure that the weaker family member shares is taken care of. This system has worked well for the family but has played havoc for business because in every generation the business gets divided into smaller units and it also encourages rivalry among various SBU's.

Succession planning is something which every family business must do well in advance, most appropriately in the first generation itself. Succession planning must not mean dividing the pie among the family members but it must mean finding a role of each family member in the group without having to divide the group. If the business is not split they have a chance to compete with the best in the world. If all the cotton and jute mills of all th Birla group are put together they will be a very formidable force in the world cotton and jute market but as they are fragmented they are not even national leaders.

- **Retaining non-family professionals**

It can be a big challenge to retain the best talents in the organization who are but non-family members. This is mainly because promotions are closed to them after a certain point and they see relatives being pushed into executive offices in spite of not being competent. Outsiders are necessary and managing them is very important. The business should decide over a *crystal Clear HR-Policy* based on performance and commitment of every employee (family and non-family). The vision should be to nurture and develop talent wherever spotted. Promotion structure should ensure secure elevation of all the best talents available in the business and this elevation could also reach to the top position if there is a case. Non-family executives should not feel insecure in the organization.

CONCLUSION

"Family is the fundamental unit of every other institution. Business evolved due to symbiotic interaction Between family and society (itself made of families). This symbiosis can be made eternal by strategically managing both the institutions (Family and Business) ensuring that family remains united and business is given full autonomy to chart its way according to the changing needs of the time." When it comes to family business the rules are very different from other businesses because there are two different set of value systems working side by side and these systems can be often in conflict with each other. Due to changing face of global competition the time has come to face the troubling questions related to family and the business. The conflicts in family business are of different nature often mixed with emotions and personal feelings. These conflicts are resolved keeping in mind the overall unity of the family and the implications of the decisions on the business and the family. If the goal of the family business is to go global, it should institutionalize the business system and develop transparent corporate governance structure so that the business does not feel the heat of family emotions and is given free hand to chart its own way.

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E-BANKING IN INDIA: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

Technology is playing very important role in the easy development of financial services, e-banking offers convenience to the customers and the banking institution. Invention of Internet has brought new and astonishing revolution through electronic gadgets in the global banking sector. Electronic banking which is commonly known as e-banking, means to transfer funds directly from one account to another account directly without using cheque or cash. There is a tramandous face lift in the development and progress of information and communication technology. Online banking has replaced the traditional banking in most of the customer transactions. E-banking enables the banks to gain more competitive advantage over the competitors. This article discusses about the 'Threats and challenges of E-banking in future scenario.

KEYWORDS

e-banking, customer satisfaction, information technology, internet banking, e-transactions.

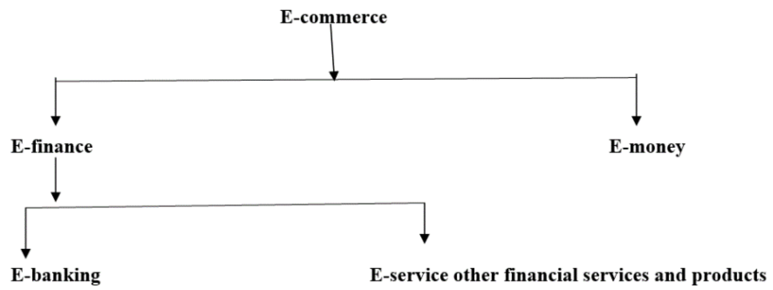
INTRODUCTION

Monetary transactions are basically made through the exchange of bank notes and coins for goods and services. Now it is time for entering the world of modern which gives sophisticated payment system without using traditional method. This is the results of revolution of technology which gives platform for E-banking.

E-BANKING

E-banking in simple words is defined as the automated delivery of new and traditional banking products and services directly to customer through electronic mode. E-banking is explained in flow chart

FIG. 1



The difference between e-money and e-banking is that with e-money balance are not kept in financial accounts with banks.

WHY E-BANKING?

E-banking services which motivates the customers are

1. Automated teller machines(ATM)
2. Tele banking
3. Smart cards
4. Debit cards
5. E – cheque

OBJECTIVES OF THE STUDY

1. To know the revolution of traditional banking to E-banking.
2. To know the benefits of e-banking to customers and challenges to service providers.
3. To know the various strategies applied by the banking sectors to withstand the threats and challenges.

RESEARCH METHODOLOGY

The primary source of the information in this research article is the secondary information. The information about the e-banking has been extensively presented with the help of internet, journals, newspapers, articles presented in national and international seminars.

This research is done for high scale may be multiple regression analysis, chi-square and annova would have been the best statistical tools if the same size becomes large to reach results to at-most accuracy.

Since the article demands the primary data the questionnaire has been prepared and pilot testing was done with a sample of 25 post graduate students.

REVIEW OF LITERATURE

Internet banking, now used as e-banking is a tool of new age banking system (Singhal and Padhmanabhan, 2008).The electronic communications used in internet banking includes internet, e-mail, e-books, database and mobile phones (Chetty et.al 2006) The electronic delivery of the banking service has become ideal for banks in meeting customers expectation and building close customer relationship (Ching 2008).Introduction banking and advanced banking services have been one of the most important business in middle states of Italy(2012).The use of e-banking has bought many advantages amongst customer satisfaction and desire to online services (Cronzalez et.al. 2008).

INTERNET BANKING

Internet banking offers convenience to the customers and the banking institution. Customer could check their banking transactions wherever, whenever they like and the bank could reach customer all over the world without any hard work in real time.

Internet banking refers to the use of the internet as a delivery channel for banking services, which includes all traditional services, which includes all traditional services such as balance enquiry, printing accounts statement, fund transfer etc., The introduction of the electronic banking has improved banking efficiency in rendering services to customer.

As there is a lot of competition among the financial institutions in providing banking and preference. Many financial institutions established online branches and a considerable number of new, completely online banks were formed. Many of these online banking institutions were closed, sold or merged into other operations the first wave of electronic commerce has subsided.

A study on the e-banking service users was conducted by Internet and Mobile Association of India (IAMAI).

23% of the online users prefer IB as the banking channel.

53% of them prefer ATM.

35% internet users use e-banking.

The study reflects that a significant number of e-banking users do not use IB. Hence, there is no need to understand the reasons for not using it. ATM users are comparatively good and internet users need to know more on its usage and autencity of service provided. Many still like to do financial transaction face to face due to lack of knowledge about transferring online and due to insecurity of transaction.

BENEFITS OF E-BANKING

1. Transactions through e-banking, services are found to be cheap.
2. Customer may experience the comfort and time saving in transactions without meeting the bankers physically.
3. Quick and continuous access to services and any information required by the customer in real time.
4. As the transactions are through online the speed of work done is quite faster compared to traditional method.
5. Customer may access their financial account and helps in fund management and fund transactions without any hurdle in real time.
6. Mobile alerts are the new concepts which helps the customer to know their transactions and have information about their fund usage.
7. E-banking will not only help the customer to enjoy traditional services, it also helps in buying and selling securities, check on stock information, check currency rates, check balances etc.

CHALLENGES IN E-BANKING

1. Since the e-banking services are online services to be provided from anywhere in the world, the banker may avoid regulation and supervision.
2. E-banking always carries heightened legal risks for banks.
3. E-banking may invite threats may be inside or from outside due to central operational risk of electronic banking.
4. Breaches OF security and disruptions to the system's availability can damage a bank's reputation.
5. Service providers are always to be governed with legal definitions, recognition and permission.

CONCLUSION

Information technology has empowered the customer and the business to enjoy the services with almost liberty and returns. Most of the financial institutions are providing banking services of greater quality and value. E-banking has become a necessary survival weapon in the name of privatization, globalization and redefining business relationships and the most successful banks will be those that can truly strengthen their relationship with their customers. There is no difference in developing country and developed country as far as services concern. Of course there are many challenges which are to be accepted by the customers as well as the banking service provider.

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HEALTH MANAGEMENT SYSTEM INTEGRATED GLUCOSE MANAGEMENT SYSTEM

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ABSTRACT

Diabetes mellitus was perceived as the problem of the developed world but currently developing countries like Ethiopia are suffering chronic diseases of which diabetes is the major one. The objective of the project is to provide easy access for the patient to check their blood glucose level in their own premises without wasting their valuable time at hospitals. The patient will be informed about the action they have to perform in accordance with their glucose content it will be related to their medicine they have to consume. In the rural areas the people would be having only limited access of clinics so by this paper explain the patient can anytime measure their glucose level with proper suggestions. In the existing glucometric technique the patient would only measure the glucose level but for the suggestion they have to consult with the doctors or physicians but in this setup the machine would itself suggest for what are the measures they have to take to make glucose level under control. In addition to this the rate of diabetes in urban and rural area will be investigated using random sampling method.

KEYWORDS
health management system, integrated glucose management system.

I. INTRODUCTION
BACKGROUND

Diabetes is a chronic disease characterized by high or low blood glucose levels, which results from the pancreas not working properly and not producing enough insulin or when the body cells do not respond to it in the correct way. There are three types of diabetes:
1. Type 1 diabetes is also known as juvenile diabetes because it is typically diagnosed in children and young adults. In this type of diabetes, the body does not produce insulin. 5% of the population particularly in African countries with diabetes has this type of illness.
2. Type 2 diabetes is the result of the body not producing enough insulin or the cells not using insulin properly. This is the most common form of diabetes. 90% of the population with diabetes has this type. 3. Gestational diabetes is high blood glucose levels first diagnosed during pregnancy. This does not mean that the woman will have diabetes after she gives birth or that she had it before she conceived, but it is a risk factor for type 2 diabetes in the future.
A glucose meter is a medical device used to determine the concentration of glucose in the solution. It is a key element of home blood glucose monitoring (HBGM) by people with diabetes mellitus or hypoglycemia. A small drop of blood, obtained by pricking the skin with a lancet, is placed on a disposable test strip that the meter reads and uses to calculate the blood glucose level. The meter then displays the level in mg/dl or mmol/l.

2. LITERATURE REVIEW

In 1962, Leland Clark and Champ Lyons at the Medical College of Alabama developed the first glucose enzyme electrode. It relied on a thin layer of glucose oxidase on oxygen of oxygen consumed by the enzyme. Another early glucose meter was the Ames Reflectance Meter by Anton H. Clemens. It was used in American hospitals in the 1970s. A moving needle indicated the blood glucose after about a minute.
Home glucose monitoring was demonstrated to improve glycemic control of type 1 diabetes in the late 1970s, and the first meters were marketed for home use around 1981. The two models initially dominant in North America in the 1980s were the Glucometer, introduced on November 1981 whose trademark is owned by Bayer and the Accu-chek meter (by Roche). Consequently, these brand names have become synonymous with the generic product to many health care professionals. In Britain, a health care professional or a patient may refer to "taking a BM": "Mrs. X's BM is 5", etc. BM stands for Boehringer Mannheim, now called Roche, who produced test strips called 'BM-test'.
Test strips that changed color and could be read visually, without a meter, were also widely used in the 1980s. They had the added advantage that they could be cut longitudinally to save money. As meter accuracy and insurance coverage improved, they lost popularity. However, a generic version of the BM is marketed under the brand name Glucoflex-R. There is a UK Pharmaceutical company (Ambe Medical Group) who have the
At least in North America, hospitals resisted adoption of meter glucose measurements for inpatient diabetes care for over a decade. Managers of laboratories argued that the superior accuracy of a laboratory glucose measurement outweighed the advantage of immediate availability and made meter glucose measurements unacceptable for inpatient diabetes management. Patients with diabetes and their endocrinologists eventually persuaded acceptance. Some health care policymakers still resist the idea that the society would be well advised to pay the consumables (reagents, lancets, etc.) needed.

3. METHODOLOGY
3.1 OVERVIEW

This section will discuss about the method that was used to design the Glucose measurement with Health management system. Help the patient to know about their diabetes and how to manage hyper and hypoglycemia. This design is also used for the physician to track the patient location which helps him to treat the patient dynamically. Several steps were followed in order to accomplish this task.

3.2 PROCEDURE

In order to get best out of our project, we have followed different phases of engineering design steps and activities performed in each phase is listed below.

3.2.1 CONCEPTUAL DESIGN

- Revising, referring and reading of previous glucose measurement related papers, journals and books
- Specifying the implementation of RFID tag and reader to track the patient.
- GSM modem to transmit the value to the physician.

3.2.2 FINAL DESIGN

After initial prototype the complete design is developed to integrate with glucose values of the patient and providing the clear information about the status of the disease and what are the precautions need to be taken and designing the microcontroller based RFID reader and patient RFID tag which helps the physician to track the patient location with limited distance, So that the physician can know the seriousness of the patient situation and provide the immediate attention towards the needy patient.

3.3 PROPOSED SOLUTION

3.3.1 INTRODUCTION

Present industry is increasingly shifting towards automation. Two principle components of today's industrial automations are programmable controllers and robots. In order to aid the tedious work and to serve the mankind, today there is a general tendency to develop an intelligent operation. The proposed system **"Design of blood glucose measurement with health management system"** designed and developed to accomplish the various tasks in an adverse environment of an industry. This prototype system can be applied effectively and efficiently in an expanded dimension to fit for the requirement of industrial, research and commercial applications.

3.3.2 BLOCK DIAGRAM

FIGURE 2: BLOCK DIAGRAM OF PROPOSED METHOD

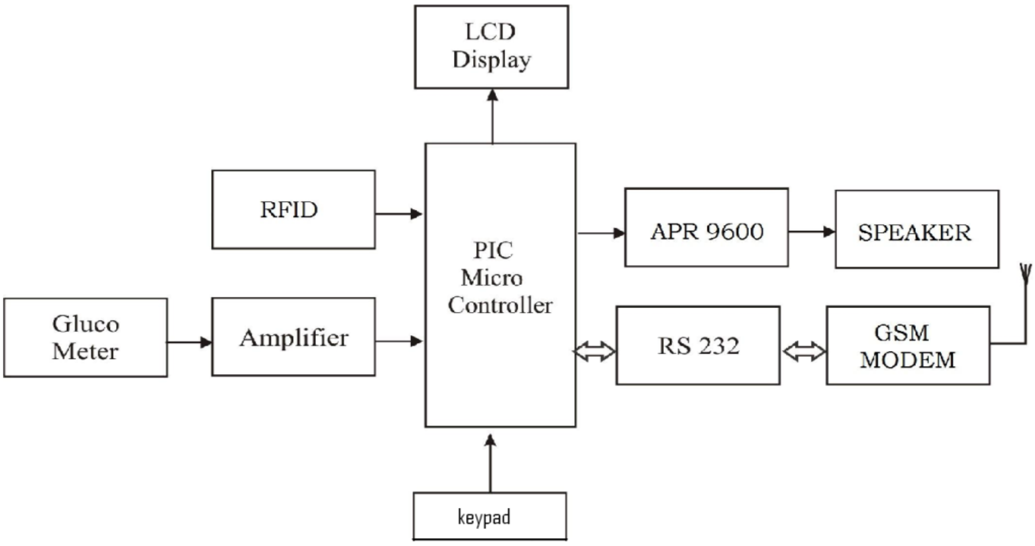
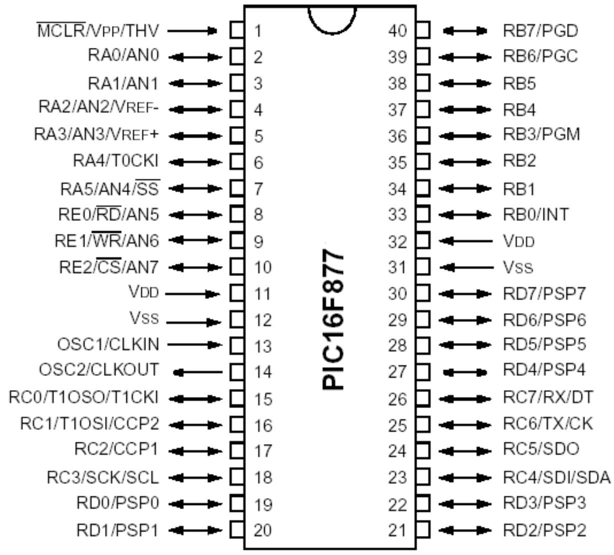


FIGURE 3: PIN DIAGRAM OF PIC16F877



3.4 HARDWARE USED

Develop a uniquely decoded 'E' strobe pulse, active high, to accompany each module transaction. Address or control lines can be assigned to drive the RS and R/W inputs.

Utilize the Host's extended timing mode, if available, when transacting with the module. Use instructions, which prolong the Read and Write or other appropriate data strobes, so as to realize the interface timing requirements.

If a parallel port is used to drive the RS, R/W and 'E' control lines, setting the 'E' bit simultaneously with RS and R/W would violate the module's set up time. A separate instruction should be used to achieve proper interfacing timing requirements.

3.4.1 WORKING OF RFID

- Reader gets and executes commands from the back-end system.
- Reader emits radio frequency (RF) waves via its antenna.
- Waves travel through air and "energize" a passive transponder.
- Tag responds and transmits data signal via its antenna.
- Reader captures the tag data signal.
- Reader processes data signal.
- Reader delivers the processed information to the back-end system.

3.4.2 TRANSPONDER

The Transponder or tag is fixed on to the baggage to be tracked in the airport. When this tag comes within the range of the reader or integrator, the tag is energized. Now, this tag transmits the data to the reader.

This data is automatically sent to the micro-controller for further processing. The time at which the tag is sensed is sent to the micro-controller from the RTC (Real Time Clock). These details are displayed on LCD (Liquid Crystal Display). The same is sent to the EEPROM (Electrically Erasable and Programmable Read Only Memory), which is used as a backup. It can be stored, and retrieved.

3.4.3 PASSIVE TAG AND READER
Passive tags are those energized by the reader itself, they contain no power source, typically have very long lifetimes (near indefinite) a drawback over active tags is the read range, typically 2cm (1in) to 1.5m (4.5 ft), a strong positive is individual tag cost. RFID Passive tag is composed of a integrated electronic chip and a antenna coil that includes basic modulation circuitry and non-volatile memory.

3.4.4 INTERACTION BETWEEN RFID TAG AND READER

FIGURE 3: INTERACTION BETWEEN RFID TAG AND READER

The reader powers the tag (transponder), by emitting a radio frequency wave. The tag then responds by modulating the energizing field. This modulation can be decoded to yield the tags unique code, inherent in the tag. The resultant data can be the passed to a computer from processing. Tags have various salient features apart from their physical size: Other available features are: Read Only, Read Write, Anti-Collision.

4. RESULT AND DISCUSSION
Research result in Black lion and Limmu genet Hospital indicates that currently the hospital is using glucometer without health management system and tracking of the patients which make difficult for the physician to identify the patients about their severity. In addition to this the discussion result of different diabetic patients need to be educated about their sugar level by the way of diet, exercise and knowing their status of glucose level whether it is low, very low, normal, high and very high.

The final design of our project has following steps.
1. Designing of Microcontroller based RFID reader and tag system for the patients
2. Designing of database system and which will be display in the glucometer about the patient current status as well as information about the diet and medicine details need to take.
3. Designing of GSM modem to send the information to the physicians, due to non-availability of GSM modem we unable to proceed further.

4.1 RFID READER AND TAG
The programme has been loaded in the microcontroller about the details of the particular RFID tag and when the patient those RFID has been loaded passing near to the RFID reader produces alarm so the physician can have understood about his patient. We recommend the future work of transferring the information of about the patient through GSM modem to the physician.

FIGURE 4: RFID READER RECOGONIZING THE TAG.

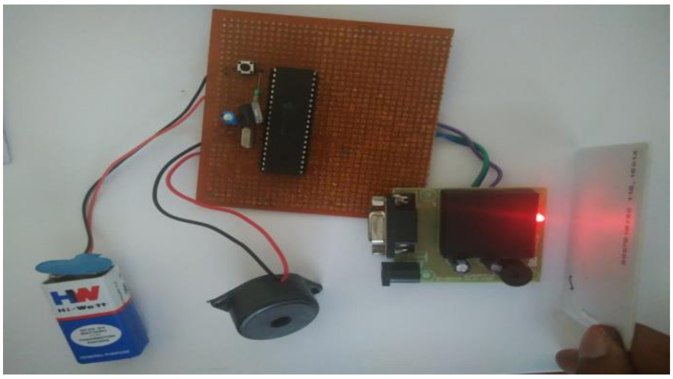
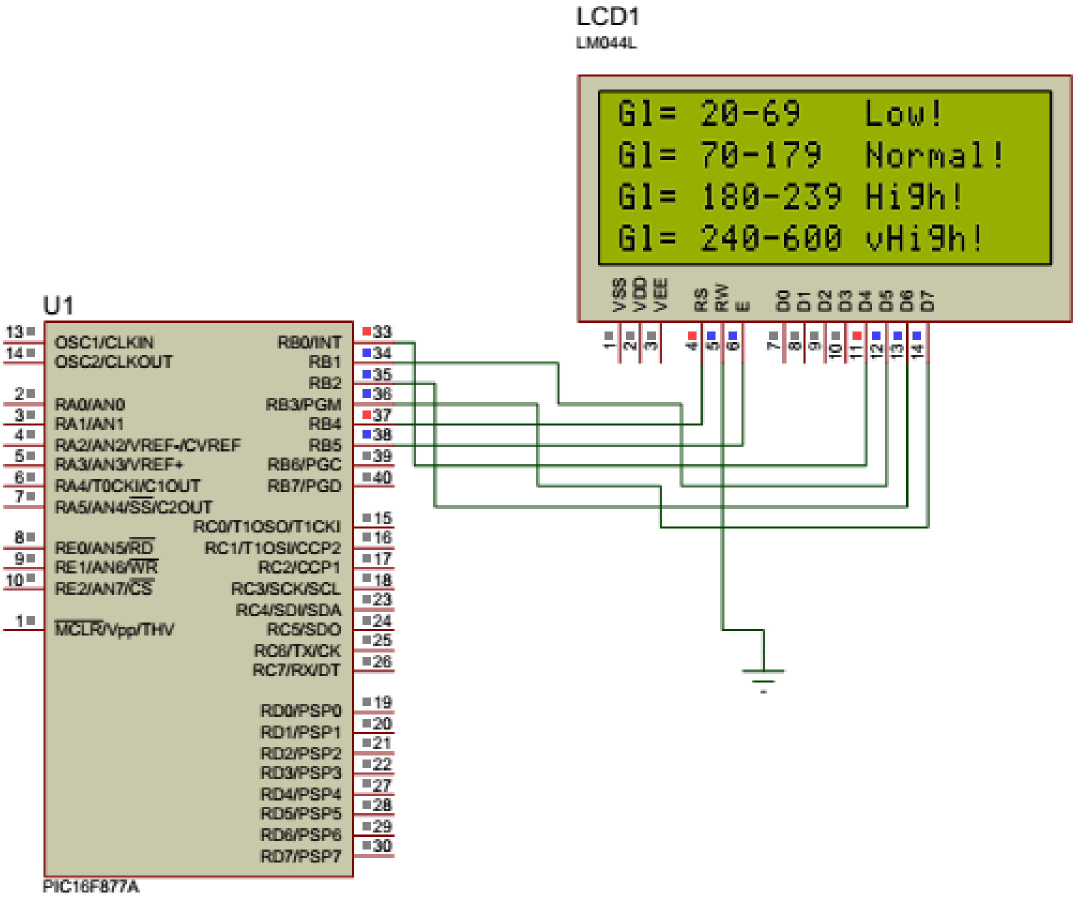


FIGURE 5: PATIENT RFID TAG

4.2 HEALTH MANAGEMENT SYSTEM
By using the glucose strip the patient glucose level has been measured. When the patient blood enters in the strip the machine started working automatically and displays the values (normal value is 80 to 120 mg/dl). When the values of glucose is very low 20-69mg/dl the blue light in the equipment will on and the alarm will

starts continuously. If the glucose value is high (180 – 239 mg/dl) the red led will on and there is one beep of sound. If the glucose level is very high (240 – 600mg/dl) the red led will be on and there is continuous alarm will start.

FIG. 6



CONCLUSION AND RECOMMENDATION

The proposed system based on Atmel microcontroller is found to be more compact, user friendly and less complex, which can readily be used in order to perform. Several tedious and repetitive tasks. Though it is designed keeping in mind about the need for industry, it can have extended for other purposes such as commercial & research applications. Due to the probability of high technology (Atmel microcontroller) used this **"Design of blood glucose measurement with health management system"** is fully software controlled with less hardware circuit. The feature makes this system is the base for future systems.

The programme has been loaded in the microcontroller about the details of the particular RFID tag and when the patient those RFID has been loaded passing near to the RFID reader produces alarm so the physician can have understood about his patient. We recommend the future work of transferring the information of about the patient through GSM modem to the physician. This can be implemented in the hospitals as home care device which really improve the patient's awareness about the diabetes and it can be extended to other critical diseases also.

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EXAMINING FACTORS INFLUENCING AGENT'S PERCEPTION TOWARDS GENERAL INSURANCE COMPANIES PROVIDING HEALTH INSURANCE IN INDIA

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ABSTRACT
Insurance is a highly abstract service, characterised by credence attributes and difficult for consumers to fully understand. Hence, the consumers rely on the insurance agent for correct information and proper guidance. This paper makes an attempt to identify the factors/dimensions influencing health insurance agents towards general insurance companies in India. The data is collected from 200 health insurance agents in Greater Mumbai region, Maharashtra, India using simple random sampling technique. Structured questionnaire was used for collecting primary data. Secondary data is collected from journals, books, websites etc. The top 8 general insurance companies including public and private sector, operating in India was selected. The study identified six factors of perception of health insurance agents viz; Staff Co-ordination, Competitive Advantage, Understanding the needs, Infrastructure, Promising Product and Process and Service Quality. Statistical tools used in the study are Factor Analysis, parametric 't' test, Levene's test, ANOVA, Welch and Brown-Forsythe test. The study revealed that there is an insignificant difference between perceptions of male and female insurance agents and insurance agents of different age groups in public and private sector general insurance companies. There is an insignificant difference between perceptions of insurance agents of different groups of educational qualifications and insurance agents of different groups of working experience in public sector but significant differences in private sector general insurance companies. General insurance companies should consider these insurance agency as it is the most crucial distribution channel and they should make all the efforts to provide them efficient facilities and services to improve the business performance.

KEYWORDS
general insurance companies, health insurance, insurance agent, insurance services, perception.

INTRODUCTION
Insurance is a highly abstract service, characterised by credence attributes and difficult for consumers to fully understand. Hence, the consumers rely on the insurance agent for correct information and proper guidance (Hoffman Douglas *et al*., 1991, p.3). According to Crosby *et al.,* (1990) insurance agents promote a long-term relationship with their clients since they fully understand the needs and requirements of their clients which in turn help them to build a trusting relationship with their clients. Agents often face a dilemma between making sales (self-interest) and providing service (customer benefit) (Oakes, 1990). Insurance being complex in nature customers place a high value on their agents's integrity and advice while buying insurance products (Zeithaml *et al.,* 1993). Insurance agents are not the employees of the insurance company rather they sell the insurance policies for which they get commission which depends on the volume of sales (Annuar, 2004). According to Noor and Muhamad (2005) insurance agents have a long-term commitment and a continuous interaction with their clients. They provide after sale services like helping in getting policy documents, premium payment, claim settlement, helping the customer in changing the policy depending on the changing needs and requirement. Agents serve as the marketing personnel for insurance companies on the lookout for to provide traditional and innovative products and crucial points for customers looking for to procure insurance coverage and long term savings (Bala and Sandhu 2011).

LITERATURE REVIEW
The quality of the agent's service and their relationship with the customer serves to either diminish or intensify the perceived risk while purchasing the life insurance product. While selling insurance product to the customers the agent should basically show signs of trust and integrity which result into either diminish or intensify the perceived risk while purchasing the life insurance product (**Slattery, 1989**).

Hoffman Douglas et al. (1991), the finding of the study revealed that there is a positive association between individual ethical misconduct and perception of co-workers, successful agents and other industry agent's ethical misconduct. It further revealed that perception of unethical behaviour among co-workers was found positively related to the size of the firms whereas negatively related to the age of the agent, unrelated to the job tenure. It further added that the age of sales agent was found negatively related to the perception of successful agent and other industry agent's ethical misconduct.

Pointek (1992), a survey carried out by Prudential on customers revealed that customer's desire to get more approachable agents who will give them personalized communication on behalf of insurer, with better contact, transactions which is as per there requirements, and promptly solve problems.

Arora (1992) in the doctoral thesis "Marketing of services: a study of LIC in Jalandhar division" observed that majority of agents are dissatisfied with the functioning of LIC.

King (1992) a different study done by the National Association of Life Underwriters instituted another important factors such as financial stability of the company, reputation of the insurer, agents' integrity and the quality of information and guidance given by the agent affects customer expectations.

McElory et al. (1993) in their paper attempted to explore three forms of commitment namely, job involvement, professional commitment, community commitment and their relationship to insurance agents' perceptions, attitudes, and performance. The finding revealed that professional commitment confirmed strong and pervasive relationship with job perceptions, job attitudes, and annual earned income. Community commitment showed only isolated effects. It was further added that job involvement was significantly associated with some specific job perceptions and attitudes but not with performance.

Walker and Baker (2000) opined customers' expectations can be accessed from the quality of life insurance agent's service. Since expectations serve as standards or reference points against which service performance is assessed.

Malliga (2000) in the paper recommended that LIC should adopt special marketing strategies and modern sales techniques for better performance of the agents.

Eastman *et al.* (2002) observed that agents appeared to be more apprehensive about non-internet direct marketing since in the modern days people prefer to purchase life/non-life insurance policies online.

Martina E. (2002) had found in her empirical analysis that most of the variables which were used as indicators to assess the quality of information and advisory services provided by the agents and brokers i.e. the intermediaries in the insurance markets showed highly significant differences. The study concluded that insurance brokers provided better advisory services as compared to insurance agents.

Rajatanavin Ranchana (2005) in the paper presented in the conference stated that the whole brand image of the company depends directly on the sales force and its ability to develop strong relationship with customers.

Fan and Cheng (2006) in their paper recommended that the life insurance sales representatives should be given proper training so that it will help these sales representative to increase their problem solving capacity, improve their communication skills, enhance better utilization of information technology, to have emotional intelligence, to adapt with culture etc.

Babu Mujahid and Muhammad Mamun (2009) in their research paper identified the factors that extensively help the insurance agent in selling the insurance products. The researchers identified fourteen factors. These factors were mostly related with the honesty & personality of the agents, presentation style, and physical & psychological attributes of the agents.

Bala and Sandhu (2011) the researchers used seven factors for analysing agents' perception viz. Staff Co-ordination, Customer target, Competitive advantage predicates, Material hallmarks, Promising products and process, Service enhancement and Exclusive attention. The study revealed that out of the seven factors staff co-ordination is the most important factor which influences the agents' perception towards LIC. The study further concluded that there is no significant difference among various groups of respondents (based on education level, working experience, type of agent, club membership and number of policies sold) with respect to their perception towards LIC.

Karthi R *et al*. (2012), the study was carried out on the insurance agents since they play a very important role in the insurance business. The study concluded that a well-informed or knowledgeable insurance agent can offer better services to the customers.

Shukla R. *et al.* (2012) their study revealed that different channel intermediaries have their own distinctive significance in the way they deliver life insurance services, as the role of each of these intermediaries are different in nature and each of them perform their operations in a different method. The study further revealed that channel wise there was significant difference in the level of customer's satisfaction by different channel intermediaries of life insurance services.

L. Manivannan, A. Raju and Dr. K. Rajkumar (2012) in the paper stated that the success of any business purely depends on the sales force. Insurance industry totally depends on marketing agents for survival of their business. The marketing agents do aggressive marketing strategy to succeed in the marketing.

The Indian life insurance industry is seen an attrition of individual agent in the calendar year 2015. The reasons for this attrition are firstly the life insurance companies are itself removing inactive individual agents and focusing on hiring active individual agents who are dedicated which in turn bring business for the company and secondly individual agents are themselves leaving the job because of lot of competition and better prospects with the competing other life insurance company. (**The Financial Express, 24th Feb, 2016**)

It is apparent from the above literature review that most of the studies on insurance agents have been done in foreign countries. Very few studies have been done in India, but those have been done to study the view of agents towards LIC or life insurance companies. The present study makes an attempt to study the perception of health insurance agents towards general insurance companies in India in order to bridge the gap.

OBJECTIVES OF THE STUDY

1. To identify the factors / dimensions of perception of health insurance agents towards the services of general insurance companies.
2. To examine the perceptions of health insurance agents of different groups with demographic characteristics in public and private sector general insurance companies.

HYPOTHESIS OF THE STUDY

To address the research objective, hypothesis, is proposed to find the difference between perceptions of insurance agents of different groups with demographic characteristics in public and private sector general insurance companies. The null and alternative hypothesis framed by the researcher is as under-

Null Hypothesis (H_0): There is insignificant difference between perceptions of insurance agents of different groups with demographic characteristics in public and private sector general insurance companies.

Alternative hypothesis (H_1): There is significant difference between perceptions of insurance agents of different groups with demographic characteristics in public and private sector general insurance companies.

RESEARCH METHODOLOGY

Both primary and secondary data were used for the study purpose. Primary data is collected with the help of structured questionnaire. A sample of 200 health insurance agents in Greater Mumbai region, Maharashtra was selected using simple random method. Primary data related to the study was collected from the health insurance agents of public and private sector general insurance companies viz; New India Assurance, National, United, Oriental, ICICI Lombard, Bajaj Allianz, HDFC ERGO and Star Health and Allied Insurance. The time period for the primary data collection was September, 2015 to July, 2016. Secondary data is collected from books, journals, newspaper etc. Statistical tools used in the present study are Factor Analysis, parametric 't' test, Levene's test, ANOVA, Welch and Brown-Forsythe test.

ANALYSIS, RESULTS AND DISCUSSION

A. CUSTOMER PROFILE

TABLE NO. 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

			Public Sector	Private Sector	Total
1.	**Gender**	Male	62 (48.8)	65 (51.2)	127 (100.0))
		Female	38 (52.1)	35 (47.9)	73 (100.0))
		Total	100 (50.0)	100 (50.0)	200 (100.0)
2.	**Age**	18-28	12 (36.4)	21 (63.6)	33 (100.0)
		29-38	24 (51.1)	23 (48.9)	47 (100.0)
		39-48	33 (54.1)	28 (45.9)	61 (100.0)
		49 & Above	31 (52.5)	28 (47.5)	59 (100.0)
		Total	100 (50.0)	100 (50.0)	200 (100.0)
3.	**Educational Qualification**	HSC	23 (47.9)	25 (52.1)	48 (100.0)
		Graduation	40 (48.8)	42 (51.2)	82 (100.0)
		Post-Graduation	26 (53.1)	23 (46.9)	49 (100.0)
		Other	11 (52.4)	10 (47.6)	21 (100.0)
		Total	100 (50.0)	100 (50.0)	200 (100.0)
4.	**Working Experience**	Upto 2 years	3 (20.0)	12 (80.0)	15 (100.0)
		3 - 5 years	23 (25.8)	66 (74.2)	89 (100.0)
		6 - 10 years	46 (69.7)	20 (30.3)	66 (100.0)
		More than 10 years	28 (93.3)	2 (6.7)	30 (100.0)
		Total	100 (50.0)	100 (50.0)	200 (100.0)

Source: Computed through Primary Data

Note: Figures in bracket indicate percentages

From the above Table 1, it is observed that overall, male insurance agents are dominating in the individual insurance agency profession. Majority of the respondents (61%) are in the age group of 39-48 years followed by 49 and above years (59%). In terms of academic qualifications, the minimum education requirement to be an agent is HSC. However, the majority (82%) of the agents in the industry are graduate followed by postgraduates (49%), HSC (48%) and other (21%). Working experience shows the association of the agent with the insurance company. However, the majority (89%) of the agents have 3-5 year working experience followed by 6-10 years (66%), more than 10 years (30%) and upto 2 years (15%).

B. RELIABILITY ANALYSIS

The 23 items instrument developed by the researcher is based on the review of literature, six dimensions of perception of insurance agents regarding the services were included with modifications to suite the requirements of the present study. Five items defined Staff Co-ordination; four items explained Customer Target; four items for Competitive Advantage; four items represented Infrastructure; three items explained Promising Products and Process and three items explained Service Quality.

Coefficient alpha measures the internal consistency of the set of items in the instrument. Due to the existence of multidimensionality of the perception of the insurance agent, coefficient alpha was computed separately for the 6 dimensions to ascertain the extent to which each items making up the dimensions shared the common core. The coefficient alpha values of the six dimensions: Staff Co-ordination -.881, Customer Target -.804, Competitive Advantage -.707, Infrastructure -.777, Promising Product and Process -.786 and Service Quality -.631. The values of coefficient alpha ranged from .631 to .881 across the six dimensions which is greater than the acceptable range 0.60. The overall coefficient alpha value for the 23 statements was 0.842.

TABLE NO. 2: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.740
Bartlett's Test of Sphericity	Approx. Chi-Square	3183.375
	df	253
	Sig.	.000

Source: Computed through Primary Data

As per Table 2, the value of Kaiser- Meyer- Olkin (KMO) which is a measure of sample adequacy is found to be 0.740. This indicates that Factor Analysis test has proceeded correctly and the sample used is adequate as the value of KMO is more than 0.50 (Kaiser et al., 1983). The result of Bartlett Test of Sphericity shows that it is highly significant (p value = 0.000) with an approximate Chi-Square of 3183.375 with 253 degree of freedom. This test indicates that the Factor Analysis process is correct and suitable for testing multidimensionality. The result of Exploratory Factor Analysis of Perception of Health Insurance Agents is summarized with factors extracted, alpha values, factor loading of each variable, Eigen value and Cumulative Variance is given in the table.

TABLE NO. 3: RESULTS OF EXPLORATORY FACTOR ANALYSIS

(Extraction method: Principal Component Analysis (PCF); Rotation Method: Varimax with Kaiser Normalization)

Dimension	Cronbach's Alpha	Item	Factor Loadings	Eigen Values	% cumulative Variance
Factor1: Staff Co-ordination	. 881	Agents' complaints are properly handled	.827	5.435	23.630
		Behaviour of the supporting staff is good	.815		
		Sales Manager encourages suggestions from agents for improvement	.807		
		Development officers / Sales Managers provide enough support to solve agents' problems	.807		
		Agents are motivated to perform their work	.768		
Factor2: Competitive Advantage	.888	Promotional strategies adopted by the insurance company for creating awareness about health insurance are effective	.927	4.865	44.781
		Premium charged by your insurance company is low as compared to other competitors	.880		
		Feedback from customers is effectively used to improve the service standard	.762		
Factor 3: Understanding the needs	.866	Your Insurance company gives effective training programme to the agents	.916	2.129	54.036
		Your insurance company understands the needs of its customers	.866		
		Your Insurance company provides information about new policies on a regular basis	.629		
		Your insurance company emphasizes quality rather than volume of sale	.613		
		Performance-oriented incentives are provided to agents	.568		
Factor 4: Infrastructure	.777	Operating hours and days of the branches are convenient	.856	1.697	61.413
		Physical layout of premises and other furnishings are comfortable at insurance branch office	.755		
		Convenient location of the insurance branch office	.734		
		Drinking water and sanitary facilities are properly available	.702		
Factor 5: Promising Product and Process	.786	Quick settlement of claim amount	.880	1.440	67.674
		Intimation about renewal of the policy	.666		
		Speedy documentation and processing at the time of issue of policies	.664		
Factor 6: Service Quality	.714	Computerized information system provides best and quick services to the agents	.799	1.155	72.694
		Good coverage of diseases and hospitals in case of health insurance policy	.557		
		Service delivery of the insurance company is effective	.556		

C. HYPOTHESIS TESTING

For testing purpose respondents (insurance agents) are asked to give their opinion on five point agreement scale regarding different characteristics related to services provided by general insurance companies from public and private sector. The codes were as follows: Strongly Disagree (1) to Strongly Agree (5).

For each demographic characteristic we test hypothesis in the form of sub hypothesis given below.

SUB-HYPOTHESIS 1

Null Hypothesis (H_0): There is insignificant difference between perceptions of male and female insurance agents in public and private sector general insurance companies.

Alternative hypothesis (H_1): There is significant difference between perceptions of male and female insurance agents in public and private sector general insurance companies.

Parametric 't' test of two independent samples is used for testing significant difference between perceptions of male and female insurance agents in public and private sector general insurance companies.

The details of t' test of two independent samples is given below.

TABLE NO. 4: DESCRIPTIVE PARAMETER VALUES OF PERCEPTIONS OF MALE AND FEMALE INSURANCE AGENTS IN PUBLIC AND PRIVATE SECTOR GENERAL INSURANCE COMPANIES

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Public sector	Male	62	4.1241	.36007	.04573
	Female	38	3.9989	.47364	.07684
Private sector	Male	65	4.2161	.40916	.05075
	Female	35	4.3292	.31623	.05345

Source: Computed through Primary Data

From the above table it is observed that

1. For public sector companies mean value of perceptions of male insurance agents is slightly greater than that of perceptions of female insurance agents with low standard deviation values.
2. For private sector companies mean value of perceptions of male insurance agents is slightly less than that of perceptions of female insurance agents with high standard deviation values.

To check significant difference, parametric two sample independent 't' test is used. Details are tabulated below.

TABLE NO. 5: INDEPENDENT SAMPLES 'T' TEST FOR PUBLIC SECTOR AND PRIVATE SECTOR COMPANIES

		Public sector		Private sector	
		Equal variances assumed	Equal variances not assumed	Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F	2.147		1.454	
	Sig.	0.146		0.231	
t-test for Equality of Means	t	1.495	1.401	-1.422	-1.535
	df	98	63.055	98	85.862
	Sig. (2-tailed)	0.138	0.166	0.158	0.128

Source: Computed through Primary Data

LEVENE'S TEST FOR EQUALITY OF VARIANCES

1. For public sector companies significant p value is 0.146 which is greater than α = 0.05 (5% significant level). Hence we failed to reject null hypothesis that variances are equal, indicates that both the groups are homogeneous.
2. For Private sector companies significant p value is 0.231 which is greater than α = 0.05 (5% significant level). Hence we failed to reject null hypothesis that variances are equal, indicates that both the groups are homogeneous.

Hence for testing equality of means t test with equal variance is applied.

t-TEST FOR EQUALITY OF MEANS

From above table, it is observed that

1. For public sector companies significant p value is 0.138 which is greater than α = 0.05 (5% significant level). It is also observed that calculated't' value is 1.495 is less than + 1.96 (table value of at 5 % significant level, two tailed and d.f.98). Hence we failed to reject null hypothesis Ho.
2. For Private sector companies significant p value is 0.158 which is greater than α = 0.05 (5% significant level). It is also observed that calculated't' value is -1.422 is less than + 1.96 (table value of at 5 % significant level, two tailed and d.f.98). Hence we failed to reject null hypothesis Ho.

From above it can be inferred that there is insignificant difference between perceptions of male and female insurance agents in public and private sector general insurance companies.

SUB-HYPOTHESIS 2

Null Hypothesis (H_0): There is insignificant difference between perceptions of insurance agents of different age groups in public and private sector general insurance companies.

Alternative hypothesis (H_1): There is significant difference between perceptions of insurance agents of different age groups in public and private sector general insurance companies.

To test above null hypothesis, Levene's test for testing Homogeneity of Variances, ANOVA for testing Equality of Means, Welch and Brown-Forsythe for testing Robust Tests of Equality of Means is used. The details of which are tabulated in the following table.

TABLE NO. 6: TEST OF HOMOGENEITY OF VARIANCES:

	Levene Statistic	**df1**	**df2**	**Sig.**
Public sector	2.383	3	96	0.074
Private sector	2.981	3	96	0.035

Source: Computed through Primary Data

TABLE NO. 7: ANOVA TABLE

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Public sector	**Between Groups**	.609	3	.203	1.219	0.307
	Within Groups	15.970	96	.166		
	Total	16.579	99			
Private sector	**Between Groups**	.612	3	.204	1.421	0.242
	Within Groups	13.793	96	.144		
	Total	14.406	99			

Source: Computed through Primary Data

TABLE NO. 8: ROBUST TESTS OF EQUALITY OF MEANS

		Statistic[a]	**df1**	**df2**	**Sig.**
Public sector	**Welch**	1.359	3	38.957	0.269
	Brown-Forsythe	1.187	3	55.157	0.323
Private sector	**Welch**	1.378	3	49.979	0.260
	Brown-Forsythe	1.421	3	82.314	0.243

Source: Computed through Primary Data

TABLE NO. 9: SIGNIFICANT P VALUES OF LEVENE'S TEST, ANOVA, WELCH TEST AND BROWN-FORSYTHE TEST

		Significant p value			
		Test of Homogeneity of Variances	Tests of Equality of Means	Robust Tests of Equality of Means	
Sector	**Age group**	**Levene's**	**ANOVA**	**Welch**	**Brown-Forsythe**
Public sector	18-28 29-38 39-48 49 & Above	0.074	0.307	0.269	0.323
Private sector	18-28 29-38 39-48 49 & Above	0.035	0.242	0.260	0.243

Source: Computed through Primary Data

From the above table it is observed that

1. For Public sector companies, Levene's test for testing homogeneity of variances p- value 0.074 is greater than 0.05 indicates that all groups are non-homogeneous (unequal variance). This also indicates that standard ANOVA cannot be discarded. All significant p values for ANOVA, Welch and Brown-Forsythe tests are greater than 0.05 indicating insignificant difference between perceptions of financial advisors of different age groups in public sector general insurance companies.
2. For Private sector companies, Levene's test for testing homogeneity of variances p- value 0.035 is less than 0.05 indicates that all groups are homogeneous (equal variance). This also indicates that standard ANOVA must be discarded. All significant p values for ANOVA, Welch and Brown-Forsythe tests are greater than 0.05 indicating insignificant difference between perceptions of financial advisors of different age groups in private sector general insurance companies.

On the basis of the above analysis it can be inferred that there is insignificant difference between perceptions of insurance agents of different age groups in public and private sector general insurance companies.

SUB-HYPOTHESIS 3

Null Hypothesis (H_0): There is insignificant difference between perceptions of insurance agents of different groups of educational qualifications in public and private sector general insurance companies.

Alternative hypothesis (H_1): There is significant difference between perceptions of insurance agents of different groups of educational qualifications in public and private sector general insurance companies.

To test above null hypothesis, Levene's test for testing Homogeneity of Variances, ANOVA for testing Equality of Means, Welch and Brown-Forsythe for testing Robust Tests of Equality of Means is used. The details of which are tabulated in the following table.

TABLE NO. 10: TEST OF HOMOGENEITY OF VARIANCES

	Levene Statistic	df1	df2	Sig.
Public sector	0.385	3	96	0.764
Private sector	3.243	3	96	0.025

Source: Computed through Primary Data

TABLE NO. 11: ANOVA TABLE

		Sum of Squares	df	Mean Square	F	Sig.
Public sector	**Between Groups**	.158	3	0.053	0.308	0.820
	Within Groups	16.421	96	0.171		
	Total	16.579	99			
Private sector	**Between Groups**	2.161	3	0.720	5.649	0.001
	Within Groups	12.244	96	0.128		
	Total	14.406	99			

Source: Computed through Primary Data

TABLE NO. 12: ROBUST TESTS OF EQUALITY OF MEANS

		Statistic[a]	df1	df2	Sig.
Public sector	**Welch**	.333	3	38.711	0.801
	Brown-Forsythe	.339	3	78.867	0.797
Private sector	**Welch**	4.375	3	31.669	0.011
	Brown-Forsythe	4.505	3	28.107	0.011

Source: Computed through Primary Data

TABLE NO. 13: SIGNIFICANT p VALUES OF LEVENE'S TEST, ANOVA, WELCH TEST AND BROWN-FORSYTHE TEST

		Significant p value			
		Test of Homogeneity of Variances	Tests of Equality of Means	Robust Tests of Equality of Means	
Sector	**Age group**	**Levene's**	**ANOVA**	**Welch**	**Brown-Forsythe**
Public sector	HSC Graduation Post-Graduation Other	0.764	0.820	0.801	0.797
Private sector	HSC Graduation Post-Graduation Other	0.025	0.001	0.011	0.011

Source: Computed through Primary Data

From the above table it is observed that

1. For Public sector companies, Levene's test for testing homogeneity of variances p- value 0.764 is greater than 0.05 indicates that all groups are non-homogeneous (unequal variance). This also indicates that standard ANOVA cannot be discarded. All significant p values for ANOVA, Welch and Brown-Forsythe

tests are greater than 0.05 indicating insignificant difference between perceptions of financial advisors of different groups of educational qualifications in public sector general insurance companies.

2. For Private sector companies**,** Levene's test for testing homogeneity of variances p- value 0.025 is less than 0.05 indicates that all groups are homogeneous (equal variance). This also indicates that standard ANOVA must be discarded. All significant p values for ANOVA, Welch and Brown-Forsythe tests are less than 0.05 indicating significant difference between perceptions of financial advisors of different groups of educational qualifications in private sector general insurance companies.

On the basis of the above analysis it can be inferred that there is insignificant difference between perceptions of insurance agents of different groups of educational qualifications in public but significant difference in private sector general insurance companies.

SUB-HYPOTHESIS 4

Null Hypothesis (H_0): There is insignificant difference between perceptions of insurance agents of different groups of working experience in public and private sector general insurance companies.

Alternative hypothesis (H_1): There is significant difference between perceptions of insurance agents of different groups of working experience in public and private sector general insurance companies.

To test above null hypothesis, Levene's test for testing Homogeneity of Variances, ANOVA for testing Equality of Means, Welch and Brown-Forsythe for testing Robust Tests of Equality of Means is used**.** The details of which are tabulated in the following table.

TABLE NO. 14: TEST OF HOMOGENEITY OF VARIANCES

	Levene Statistic	df1	df2	Sig.
Public sector	2.654	3	96	0.053
Private sector	1.604	3	96	0.193

Source: Computed through Primary Data

TABLE NO. 15: ANOVA TABLE

		Sum of Squares	df	Mean Square	F	Sig.
Public sector	**Between Groups**	0.719	3	0.240	1.450	0.233
	Within Groups	15.860	96	0.165		
	Total	16.579	99			
Private sector	**Between Groups**	1.785	3	0.595	4.526	0.005
	Within Groups	12.621	96	0.131		
	Total	14.406	99			

Source: Computed through Primary Data

TABLE NO. 16: ROBUST TESTS OF EQUALITY OF MEANS

		Statistic[a]	df1	df2	Sig.
Public sector	**Welch**	7.372	3	47.452	0.000
	Brown-Forsythe	1.791	3	60.111	0.158
Private sector	**Welch**	0.810	3	4.554	0.544
	Brown-Forsythe	1.827	3	1.804	0.389

Source: Computed through Primary Data

TABLE NO. 17: SIGNIFICANT p VALUES OF LEVENE'S TEST, ANOVA, WELCH TEST AND BROWN-FORSYTHE TEST

		Significant p value			
		Test of Homogeneity of Variances	Tests of Equality of Means	Robust Tests of Equality of Means	
Sector	**Age group**	**Levene's**	**ANOVA**	**Welch**	**Brown-Forsythe**
Public sector	Upto 2 years	0.053	0.233	0.000	0.158
	3 - 5 years				
	6 - 10 years				
	More than 10 years				
Private sector	Upto 2 years	0.193	0.005	0.544	0.389
	3 - 5 years				
	6 - 10 years				
	More than 10 years				

Source: Computed through Primary Data

From the above table it is observed that

1. For Public sector companies, Levene's test for testing homogeneity of variances p- value 0.053 is greater than 0.05 indicates that all groups are non-homogeneous (unequal variance). This also indicates that standard ANOVA cannot be discarded. All significant p values for ANOVA and Brown-Forsythe tests are greater than 0.05 but Welch p value is less than 0.01. Here ANOVA cannot be discarded indicating insignificant difference between perceptions of financial advisors of different groups of working experience in public sector general insurance companies.
2. For Private sector companies**,** Levene's test for testing homogeneity of variances p- value 0.193 is greater than 0.05 indicates that all groups are non-homogeneous (unequal variance). This also indicates that standard ANOVA cannot be discarded. Significant p values for ANOVA is 0.005 is less than 0.05 indicating significant difference between perceptions of financial advisors of different groups of working experience in private sector general insurance companies. Note that we don't consider Welch and Brown-Forsythe tests as ANOVA cannot be discarded.

On the basis of the above analysis it can be inferred that there is insignificant difference between perceptions of insurance agents of groups of working experience in public but significant difference in private sector general insurance companies.

FINDINGS

The study identified six factors/dimensions of perception of health insurance agents towards the general insurance companies in India viz; Staff Co-ordination, Competitive Advantage, Understanding the needs, Infrastructure, Promising Product and Process and Service Quality. The study found that there is an insignificant difference between perceptions of male and female insurance agents and insurance agents of different age groups in public and private sector general insurance companies. There is an insignificant difference between perceptions of insurance agents of different groups of educational qualifications and insurance agents of different groups of working experience in public sector but significant differences in private sector general insurance companies.

CONCLUSION

Success and overall growth of any insurance business depend on how well the insurance company takes the efforts in selling the insurance products and services to its policyholders. Insurance being a complicated service requires the solicitation of the insurance agents before purchasing the insurance products. Agents act as an important middleman connecting both insurance company and the policyholder. The factor analysis result of the present study reveals that there are six factors influencing the perception of agents towards their organization. Agents perceive *Staff co-ordination* as the most important factor followed by other factors, viz., *Competitive Advantage, Understanding the needs, Infrastructure, Promising Product and Process and Service Quality.* If agents are satisfied with their organization in every respect (efficiency of supporting staff and their behaviour, training/refresher courses, working environment etc.) then they can provide efficient services to the policyholders and which would increase the brand image of the insurance company (Bala and Sandhu, 2011). General insurance companies providing health insurance products should consider these insurance agency as it is the most crucial distribution channel and they should make all the efforts to provide them efficient facilities and services to improve the business performance.

LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

Firstly, this study was carried out mainly in General Mumbai; therefore, the results obtained may not be significant to the country as a whole. Of course, the study can be extended to other states of India. Secondly, in the current study, exploratory factor analysis using principal component method with varimax rotation has been used. Moreover, the results of this study may further be validated by employing confirmatory factor analysis technique. Thirdly, certain dimensions affecting perception of insurance agents have remained unidentified which gives scope for further research. Therefore, the conceptual and methodology limitations of this study need to be considered when designing future research.

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PUBLIC LIBRARY INNOVATION FOR THE KNOWLEDGE SOCIETY

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ABSTRACT

The emerging trends in digital technologies give a new challenge to knowledge professionals in the way of providing qualitative services to its users. Public libraries play an important role as parts of the digital, smart, knowledge and creative infrastructures of these knowledge society. The public library in the knowledge society is to support citizens, companies and administrations in their society and region with digital services, namely e-resources as well as reference services, and to communicate with their customers via social media; and to provide physical spaces for meeting, learning and working, as well as areas for children and other groups, in a building that is a landmark of the society. The paper analyses the public library innovation *for the knowledge society and identify the factors for the next generation of libraries.*

KEYWORDS

public library innovation, e-resources.

INTRODUCTION

We live in the changing world. Everything is changing that creates innovation. Public libraries serve knowledge centre in society. In the way, in the changing scenario of information environment make the knowledge society in more interactive, collaborative and dynamic. The emerging trends in digital technologies and their applicability to information handling activities are added new challenges to knowledge society. They have to deal with a growing number of contexts for information like e-commerce, competition intelligence as well as the information needs of ordinary citizens. So, we need to move from a concept of the information society on to a concept of a knowledge society, the role of public libraries must undergo similar changes of priority. The definitions of libraries and of librarians should change accordingly. The enormous increase in Internet-based communication serves to shift attention to the virtual, rather than the physical library. Digital reference services, free access to large-scale data banks and secure retrieval become vital areas of professional development, and there is certainly more to come in this decisive domain of innovation. The librarian's traditional role as 'cultural custodian' or 'cultural guide', is downplayed in favour of the librarian's function as effective information disseminator assisting in the user's development of information literacy. Focus is on developing user-friendly information searches to become more and more the levers of development which is the creation, circulation and appropriation of knowledge in a knowledge society.

WHAT IS KNOWLEDGE SOCIETY?

A knowledge society is not only about technological innovations, but also about human beings, their personal growth and their individual creativity, experience and participation in the generation of knowledge. The primary role of a knowledge society is to ensure that their knowledge sources are passed on and advanced by each generation. Knowledge Society is understood as the ability that people have in the face of information, to develop a reflective competence, relating its multiple aspects, according to a particular time and space, with the ability to establish connections with other knowledge and use it in their everyday lives (Pelizzari et al., 2002).An association of people that have similar interests, be they social, economic, political, cultural and so on and by making effective use of their collective knowledge in their areas of interest thereby contributing to further knowledge that will lead to national progress and global development.

Manuel Castells argues that in the new economy emerged around the world as a result of the current phase of globalization process, productivity and competitiveness is by and large a function of knowledge generation and information processing or information. In the new information age knowledge became the power and the tool for capital accumulation. According to Yoneji Masuda, in the post-industrial, information-based society, knowledge, or the production of information values, will be the driving force of society, rather than industrial technologies. Thus in the evolving information age the generation, dissemination and application of knowledge becomes the basis of all aspects of knowledge and hence it is also called as knowledge society. Public libraries, in their physical as well as their virtual versions, are spaces that people enter at liberty and often in their spare time. In shaping new visions for public libraries in the knowledge society, perhaps this image is their most fundamental value. For it offers public libraries a unique chance of catching on to the multi-sited nature of learning in a knowledge society.

According to Daniel Bell, in information and knowledge society science plays an increased role in the productive forces; professional, scientific and technical groups will rise into prominence in addition to the vast expansion of information technology, which include a converging set of technologies in microelectronics, computing (machines and software telecommunication or broadcasting, and optoelectronics etc. This will be the new axial principle of the economy and society. He forecasts the growth of new social framework based on telecommunications which may be decisive for the way knowledge is created and retrieved, and the character of work and occupations people are engaged in. The computer will play a pivotal role. In information society knowledge and information will supplant labor and capital as the central variables of the economy. Here the information will be treated as a commodity and the possession of information will give more power to its owner. There will be more and more penetration of information into more traditional areas of agriculture, manufacturing and services. There will be major social changes resulting from the establishment of new telecommunications infrastructure. New forms of social interaction based on electronic communications devises are replacing older types of social relations.

PUBLIC LIBRARY INNOVATION FOR THE KNOWLEDGE SOCIETY

Library innovation for the knowledge society are not only soft location factors (as before), but form essential parts of the Society's (digital, knowledge, creative, and smart) infrastructure. Thorhauge (2010) has three "visions" for public libraries in the knowledge society. The first vision focuses on the physical library space. The key issue here is not – or not only – the borrowing of materials, but the provision of spaces for learning, for having experiences (e.g. films or meetings with writers), for meeting people and for staging performances. The second vision is the establishment of the digital library. The digital library includes commercial digital information services and Web 2.0 services. The licenses for fee-based databases may vary from municipality to municipality, depending on each library's financial framework. The third vision is partnership, in the sense of "from collection to connection**.** In the new millennium, the library professionals have to embrace new tools, techniques and technologies for reaching out to users. The professional have to handle tacit and explicit knowledge to become knowledge managers; it is the duty of the knowledge professionals to develop and maintain full-text databases and digital repositories

According to Bakker "Whatever may be the library environment the primary task has always been - and will remain regardless of changes of technology - to select, stabilize, protect, and provide access to relevant and representative information resources. The collection function, however, is expanding to include a connection function. Selection is moving to an environment in which a multiplicity of media is available. A new facet of resource sharing is the development of joint licensing agreements that permit consortia of libraries to share responsibilities and costs of providing access to electronic resources." Therefore, the traditional librarian, transformed as documentation officer, information officer/manager needs to metamorphose as knowledge professional to meet the demands of the new millennium. To meet the present and future challenges, knowledge professionals need to have theoretical and analytical knowledge. They have to be creative, innovative and responsive to keep up their presence felt in the knowledge society.

National Knowledge Commission (NKC) recognized that access to knowledge is essential and stated, "Access is one of the most fundamental issues in a knowledge society." NKC in its observation about libraries stated that: firstly, library and information services are fundamental to the goals of creating, disseminating, optimally utilizing and preserving knowledge. Secondly, libraries are instrumental in transforming an unequal society into an egalitarian, progressive knowledge society. Thirdly, developments in information communication technology (ICT) have enabled libraries to provide access to all, and also bridge the gap between the local, the national and the global knowledge. Therefore, in the new society the Library and Information Centers (LICs) have to play role of facilitator and aggregator and the information professionals have to be adaptable and multi-skilled in order to survive in an environment of constant and rapid change.

CALL TO ACTION

The changing methods of information search is ought to include reflectivity, density, tone, speed, and volume. In this new information environment, the user is considered as consumer of knowledge. Thus digital revolution and networked environment make the libraries without walls where data and information can now be transmitted to all corners of the world, and also access without geographical restrictions. Now information is just like any other commodity, which can be bought and sold in the market place. Libraries should also start to apply business techniques to manage the libraries in the flowing views;

1. To understand the needs of users and endeavor to meet them. They are manage servers, manage e-mail and print accounts, populate and evaluate websites, select, organize and manage print and electronic collections, offer training and guidance and provide network support – both physical and social.
2. To create the new knowledge environment role to play in knowledge manager, multi-media user, intermediary, enabler/facilitator, team player, trainer/educator, evaluator, negotiator, innovator and fund-raiser.
3. To offer current technology much more possibilities for sharing, archiving and retrieving knowledge and creates knowledge to become the most important capital in the present age, and hence the success of any society lies in harnessing it.
4. To use universal and free use of information and fiction and multimodal literacy, act library or librarian as a knowledge facilitator, include as material or content material artefacts and non-material processes, information and fiction and make user as knowledge producer, co-operator and cultural citizen
5. To provide important infrastructures for information and communication technology as they are given in a digital society which refers to a "green" society with a high quality of life. A knowledge society consists of diverse knowledge institutions such as universities and science parks. A creative society offers infrastructures for the creative class. Moreover, the economic success of a World society correlates positively with an enhanced human capital,
6. To satisfy the needs of citizens, small businesses, entrepreneurs and the community's organizations and institutions. With their own libraries and information centers. Small and medium-sized companies are dependent on the services of the local public library. One of the roles of public libraries in communal economic development is in helping businesses.
7. To describe strategic partnerships between the library and private companies, relating, for instance, to document supply, market intelligence, technical intelligence or strategic intelligence. Empirical studies concerning the economic value of libraries in terms of willingness to pay and willingness to accept clearly show that people think that public libraries are worth their price
8. To acquire public Libraries in the knowledge society to turn them into "smart" users. This includes developing people's ability to retrieve, evaluate and use information as well as to create, upload and index their own. Stress that there are "environmental savings offered by the multiple use and reuse of library materials." Hence libraries also form specific parts of the smart society infrastructure
9. To develop Informational society "build the Internet of Knowledge as a strategic step." Similarly, to conceptions like infrastructure as a service or software as a service, Informational society implement "knowledge as a service". Access to knowledge is ubiquitous: anytime, anywhere, anything, in any way and at any pace.
10. To offer spaces outside for working, meeting people, and learning. In their educational infrastructures, their government, and the businesses established in them; "by developing physical and digital public spaces that provide resources and opportunities for learning and interaction, they enhance community development and innovative collaboration. Libraries serve as important knowledge hubs and main components of the infrastructure of a knowledge society.
11. To play important roles in the creative infrastructure of a society, e.g. supporting rural, urban development and culture-led regeneration. The library building is part of the society's architainment and of its experience. The public library acts as a "place maker". It is an active part of urban planning and contributes to urban diversity.
12. To offer internet access in their rooms and can lend smartphones or laptops to people who are unable to buy such devices and produce specific information services for distribution on the society wide networks (e.g. digitized images of the society, access to their catalogue and to full-text collections, digital reference services).
13. To create smart environment, "smart mobility," "smart energy" "smart health," "smart living and working" for the all aspects of "smart" developments and to educate their users in information literacy in cultural districts and creates public domain and new stages for experience. The public library provides for community consolidation and community vitalization insofar as it boosts local identity and cohesion and involves users and other local citizens in its activities.
14. To build the library in the contemporary digital environment the holdings are accessible to multiple users from multiple workstations that made 'libraries without walls'. This emerging 'library without walls' is often described as existing in a space free world in which users can search catalogues and access electronic files at the click of a mouse on his desk top, without having to walk through a library's door in person.
15. To analyze Information professionals design and develop knowledge products and services that promote learning and awareness. Their tasks include the representation of the various kinds of organizational knowledge; developing methods and systems of structuring and accessing knowledge; knowledge distribution and delivery; amplifying the usefulness and value of knowledge; and knowledge storage and retrieval.
16. To evolve measures continuously to keep up with the changing needs of their users. Knowledge professionals can provide better service offerings by adopting new ideas and re-evaluating old ones according to the need of its consumers in changing behaviour, changing needs, training and support in marketing services, information literacy, webbliography, value added, aggregator services, open access strategies, open access publishing and digital repositories
17. To provide access to top-quality databases, literature search through subject gateways, downloadable audio books and music, and instant messaging reference services, etc. Owing to these developments library's services underwent change, focusing more on the facilitation of information transfer and information literacy rather than providing controlled access to it.

CONCLUSION

Library innovation makes a witnessing advantage with cultural, educational and knowledge institutions, with companies and with single individuals. Besides the partnerships between the public library and other institutions, businesses and people, the economic value of the public library in the knowledge society lies in the way it shapes the infrastructure of digital, smart, knowledge and creative society and serves as a soft location factor in the societies ' spaces which are the physical space and power, money, and information space. If the public libraries are hardly concerned with power and money they are essential with regard to information. So it is reasonable to disaggregate the outreach space into the physical and the digital aspects. Information flows in the knowledge society are organized both face-to-face and electronically. The library thus functions in spaces, the physical and the digital.

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USE OF WORD OF MOUTH MARKETING METHOD IN CONSUMER BUYING BEHAVIOUR

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ABSTRACT

In the process of buying a product, consumers resort to various information sources around them. The major information sources for the customers are the positive or negative experiences of their trusted people like friends, colleagues, relatives, neighbors, social media and family. The word of mouth is such an interpersonal communication that can be quite effective on consumers' buying decision. The aim of this study is to determine the use of word of mouth marketing (WOMM) method in consumer buying behaviour. Survey study was conducted with a sample of 50 consumers in Palakkad District. In the survey study, the effect of word of mouth communication on consumer's product choices was determined. The findings of the study showed that word of mouth marketing is a most sort for marketing medium by consumers.

KEYWORDS

WOMM, social media, consumer buying decision, technical products.

INTRODUCTION

Communication has extended from verbal to non verbal ways. The world of marketing has also responded to the changing nature of environment. Consumers express opinions and experiences about specific brands or products to other consumers. This specific marketing tendency is known as "word of mouth communication". Word of mouth (WOM) has been recognized as one of the most influential means of information transmission (Jalilvand, 2010).

Word of mouth is not a marketing strategy, where actors are hired by companies for creating a conversation process with consumers, without them having actually used the product. Word of mouth is not a forged online marketing, where individuals forward e-mails to persons who don't want them, or where any companies post fake ideas on social media. Word of mouth marketing method has a strong influence in human mind, which is done by every one every time. Word of mouth is the way of sharing ideas, believes and experiences among each other. Always share truthful idea, and also create word of mouth (Balter, 2004).

Word of mouth is one of the fundamental means of distribution. Word of mouth can influence others' views, thoughts and their decision. If word of mouth power utilized correctly, it could market any product/services for the long time. It has the power to create strong image in the individual mind.

REVIEW OF LITERATURE

Cakir & Cetin (2013) in the study is to determine the importance of word of mouth in consumers' decision making process. The study included the public survey with consumers of at least 18 years old in Aydin provincial centre. In the survey study, the effect of word of mouth communication on consumer's travel agency choices was determined. Statistical analysis was performed with the survey data in accordance with the aim of study.

Campbell (2013) develops a model of demand, pricing and advertising in the presence of social learning via word-of-mouth communication between friends. In the model consumers must receive information about a monopolist's product in order to consider purchasing it. The presence of word-of-mouth is not sufficient for demand to be more elastic and prices to be lower compared to an informed population. The author derives the comparative static results of connectivity, mean-preserving spread of friendships, and clustering of friends on prices. The optimal targets for advertising are not, generically, the individuals with the most friends.

Lerrthaitrakul & Panjakajornsak, (2014) in their study developed a conceptual framework on the potential effects of electronic word–of-mouth (eWOM) communication on consumers' buying decision-making process in the low cost airline industry. The samples are Thai consumers, which surfed on the internet and social media for information about the low cost carriers. The study expects to make key contributions for low cost airline companies in setting their marketing plans and developing online relationships with customers as well as contributions for e-marketing management research.

Loncaric, Ribaric & Farkas (2016) conducted empirical research was on a convenience sample of 129 Croatian citizens. The survey was conducted using a 22- item structured written questionnaire completed by the respondents. Descriptive and cluster analyses were used to obtain the goals of the research. Results of the study showed that the effects of e-WOM are the only real indicator of the value of products or services, taking into account their independence and objectivity, and the fact that they are not paid or purchased, fabricated or falsified.

NEED OF THE STUDY

Everywhere consumers rely on advices from friends, family and even from colleagues they work with. The advices they receive either can be positive or negative. This Word of mouth marketing influences the buying decision of consumers about daily products, technical products and even long term consumption goods. Word of mouth is understood as the bad experience of any product, place and environment could be the reason of many problems for the organization. This study is conducted to understand the influence of different groups on buying decision and types of products purchased on the basis of word of mouth marketing. This understanding will help the organization in rearranging their marketing strategies.

STATEMENT OF THE PROBLEM

This study is conducted to understand the use of word of mouth marketing method in consumer buying beahviour.

OBJECTIVES OF THE STUDY

1. To find out significant difference between buying products on advice
2. To find out significant difference between buying behavior on opinions from others
3. To find out significant difference between sharing the experiences of product or service

HYPOTHESIS OF THE STUDY

1. There is no significant difference between buying products on advice from others
2. There is no significant difference between buying new products on advice from others
3. There is no significant difference between relying on friend's opinion while buying expensive or technical products
4. There is no significant difference between reluctance to use the products and services that are negatively judged by family, friends and colleagues.
5. There is no significant difference between telling family and friends about negative experience of using a product or service.
6. There is no significant difference between to tell family and friends about positive experience of using a product or service.
7. There is no significant difference between getting satisfaction on buying products on advice from others.

METHODOLOGY

The present study is descriptive in nature; hence the survey method was adopted for investigation. Population for the present study was identified as working persons and college students in Palakkad district. From the population 50 were selected as sample. The tool used for measuring the extent of WOM on the purchase decision was questionnaire. For analyzing the data, percentage analysis was used.

ANALYSIS AND INTERPRETATION

H_{01}: There is no significant difference between buying products on advice from others

From Table 1, it is evident that 72% of the consumers 'sometimes', 10% 'always', 10% 'seldom' and 8% 'often' bought products on advice from others.

TABLE 1

Sl no	Item	Always	Often	Sometimes	Seldom	Never
1	I buy products on advice from others	10%	8%	72%	10%	0
2	I buy new products on advice from others	20%	26%	40%	10%	4%
3	I rely on my friends opinion while buying expensive or technical products	28%	40%	20%	8%	4%
4	I am reluctant to use the products and services that are negatively judged by my family, friends and colleagues	32%	26%	28%	4%	10%
5	I am likely to tell my family and friends about negative experience of using a product or service	46%	36%	14%	0	4%
6	I am likely to tell my family and friends about positive experience of using a product or service	68%	20%	8%	4%	0
7	I get satisfaction when I buy products on advice from others	18%	24%	54%	4%	0

H_{02}: There is no significant difference between buying new products on advice from others.

From Table 1, it is evident that 40% of the consumers 'sometimes', 20% 'always', 26% 'often', 10% 'seldom' and 4% 'never' bought new products on advice from others.

H_{03}: There is no significant difference between relying on friends opinion while buying expensive or technical products.

From table 1, it is evident that 40 % of the consumers 'often' bought expensive or technical products on friends opinion. While 28 % 'always', 20% 'often', 8% 'seldom' and 4% 'never' bought expensive or technical products on friends opinion

H_{04}: There is no significant difference between reluctance to use the products and services that are negatively judged by family, friends and colleagues

From table 1, it is evident that 32% of the consumers 'always' were reluctant to use the products and services that are negatively judged by family, friends and colleagues. At the same time 26% 'often', 28% 'Sometimes', 4% 'seldom and 10 %' never' of the consumers were reluctant to buy the products and services that are negatively judged by family, friends and colleagues.

H_{05}: There is no significant difference between telling family and friends about negative experience of using a product or service.

From table 1 it is evident that 46 % of the consumers 'always' told family and friends about negative experience of using a product or service. At the same time 36 % 'often', 14 % 'sometimes' and 4 % never told family and friends about negative experience of using a product or service

H_{06}: There is no significant difference between to tell family and friends about positive experience of using a product or service.

From table 1 it is evident that 68 % of the consumers 'always' told to family and friends about positive experience of using a product or service. At the same time 20% of consumers 'often', 8% 'sometimes' and 4% 'seldom' told to family and friends about positive experience of using a product or service.

H_{07}: There is no significant difference between getting satisfaction on buying products on advice from others.

From table 1 it is evident that 54 % of the consumers 'sometimes' gets satisfaction on buying products on advice from others. At the same time, it is evident that 18% 'always', 24 % 'often', and 4% 'seldom' gets satisfaction on buying products on advice from others.

FINDINGS OF THE STUDY

While 72% of the consumers 'sometimes' bought products on advice from others, only 40% of the consumers 'sometimes' bought new products on advice from others. 40 % of the consumers 'often' bought expensive or technical products on friends opinion. 32% of the consumers 'always' were reluctant to use the products and services that are negatively judged by family, friends and colleagues.

While 46 % of the consumers 'always' told family and friends about negative experience of using a product or service 68 % of the consumers 'always' told to family and and friends about positive experience of using a product or service. 54 % of the consumers 'sometimes' gets satisfaction on buying products on advice from others.

CONCLUSION

Main objective of this study is to find the effects of word of mouth marketing on consumer buying decision. From the results it is evident that most of the consumers are influenced by word of mouth marketing. Bad impression of any product/service can be created by once bad experience proves that negative word of mouth could have undesirable effects, but positive word of mouth could create a long lasting impression or image about the products/services. Word of mouth marketing is more influential than many other marketing techniques because it is accurate, fast, and cheap.

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A STUDY ON SITUATION ANALYSIS FOR MARKETING RENEWABLE ENERGY PRODUCTS - WITH SPECIAL REFERENCE TO ESSORPE HOLDINGS PVT. LTD., COIMBATORE, TAMIL NADU

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ABSTRACT

A Situation analysis is regarded as a systematic analysis of the situation in which the organization finds it as the basis for identifying opportunities to satisfy unfulfilled customer needs. In addition to identifying the customer needs, the organization must understand its own capabilities and the environment in which it is operating. The study is carried out using secondary and primary data. There are three frameworks used in this study to add structure to the situation analysis namely 5C analysis, PEST analysis, and SWOT analysis. The study was conducted: to appraise the awareness of the renewable products in the industries, to analyse the demand of the customers in purchasing the renewable energy products, to scrutinize the factors that intrudes and influences the business and to identify the target market. Exploratory research technique was adopted in this project. The type of the sampling used in this study is convenience sampling. In this study, the industries in Coimbatore district are concentrated. The industries are categorized into small scale, medium scale, large scale, service and commercial sectors are considered as samples. In this study the data are gathered from 80 respondents. From the study, it is understood that the Government is taking more initiative to promote renewable energy products and the market conditions are favorable for the companies to promote Solar and LED products. It is recommended that the manufacturers should improve awareness regarding the use of renewable energy products among the public. They should also improve the quality of after sales service and educate the users regarding the maintenance of those products.

KEYWORDS

PEST analysis, situation analysis, 5C analysis.

INTRODUCTION

The project titled "A Study on Situation Analysis for Marketing Renewable Energy Products" is undertaken for ESSORPE HOLDINGS Pvt Ltd, one of the emerging Green Marketing company in Coimbatore. A thorough analysis of the situation in which the firm finds it serves as the basis for identifying opportunities to satisfy unfulfilled customer needs and to understand its own capabilities. The study helps in evaluating the situation and trends in a particular company's market and is aimed at identifying the internal and external forces that may influence the organization's performance and choice of strategies, and assessment of the organization's current and future strengths, weaknesses, opportunities, and strengths. There are three frameworks used in this study to add structure to the situation analysis namely 5C analysis, PEST analysis and SWOT analysis. The 5C analysis is an environmental check on five key areas especially applicable to marketing decisions. This includes analyzing the company, competitors, customers, collaborators and climate. PEST Analysis is a type of situation analysis in which political-legal, economic, socio-cultural, and technological factors are examined to identify an organization's long-term plans. A SWOT analysis can be used to analyse the most relevant problems and opportunities and to assess how well the firm is equipped to deal with them. The research was conducted to spot out the various environmental factors that affect the business and the factors that influence the growth of the business there by identifying opportunities to satisfy the customer needs.

REVIEW OF LITERATURE

According to DR. V.V. BEDEKAR (*Energy Use and Carbon Emissions,* p.17) Majority of energy needs in India are met by commercial energy sources and is stated that in 1998 the industrial sector energy consumption accounted for 41% of total energy consumption in through Renewable sources. BOB VAN DER ZWAAN, (*Canadian Journal on Electrical and Electronics Engineering, p.124, Vol. 1, No. 6, October 2010*) states that nearly 27 percent of India's total energy consumption are from combustible renewable and waste. CUTLER J. CLEVELAND, (*Encyclopedia of Energy,* Academic Press/Elsevier Science, 2004) considers six different types of policies that affect renewable energy development, both directly and indirectly: renewable energy promotion policies, transport bio fuels policies, emissions reduction policies, electric power restructuring policies, distributed generation policies, and rural electrification policies. DR. BARBARA FARHAR, (Energy *and the Environment: The Public View,* November 12, 1996) reveals broad favor for renewable energy across society, and demonstrates that the support has remained high even as energy prices have dropped.

NEED FOR THE STUDY

Renewable energy has enormous potential to meet the growing energy requirements of the increasing population of the developing world, while offering sustainable solutions to the global threats of climate change. Renewable energy sources are indigenous and can contribute towards reduction in dependency on fossil fuels. Renewable energy sources assume special significance in India when viewed in the context of the geographic diversity and size of the country, not to mention the size of its rural economy. Since renewable energy resources are diffused and decentralised, they are more appropriate as local energy systems to meet the ever expanding and diversified energy needs. In this perspective, this study helps in identifying the numerous possibilities for manufacturing the renewable energy products to meet the basic energy needs of the rural poor.

STATEMENT OF THE PROBLEM

Essorpe Holdings Private Limited is one of the emerging green energy companies in Coimbatore. Since the company has just stepped into the green energy business,

- The company desires to know the environmental factors that affects and influences the business,
- The company needs to find the target market where it could trade the renewable products in bulk, mainly the solar as well as LED lighting.

OBJECTIVES OF THE STUDY

1. To assess the awareness of the renewable products in the industries.
2. To study the demand of the customers in purchasing the renewable energy products.
3. To analyze the factors that intrudes and influences the business.
4. To find the target market.

HYPOTHESIS

(H0): There is no significant relationship between the location of the company and the power consumed for lightings by the company.
(H1): There is no significant relationship between the location of the company and the monthly expenses on power utilization for lightings.

(H2): There is no significant relationship between the period of line of activity and the personal experience in utilizing the renewable energy.
(H3): There is no significant relationship between type of industry and the belief on renewable energy sources helps to improve the environment.
(H4): There is no significant relationship between economic consideration and improvement in the reliability of electric service.
(H5): There is no significant relationship between personal experience and consideration on installing solar/LED lighting.

RESEARCH METHODOLOGY

TYPE OF RESEARCH

The type of research used to analyze the problem is the exploratory research. Exploratory research is conducted into an issue or problem where there are only few earlier studies to refer to. The focus is on gaining insights and familiarity for later investigation.

SAMPLING METHOD

The type of the sampling method used in this study is convenience sampling. In this study, for Customer analysis, the industries in Coimbatore district are concentrated. The industries are categorized into small scale, medium scale, large scale, service and commercial sectors are considered as samples. The industries which are readily available for providing data are chosen as samples for the study.

SAMPLE SIZE

Sampling size is the number of respondents selected in order to provide information. In this study the data are gathered from 80 respondents.

DATA COLLECTION

In 5C analysis, customers and company were analyzed using questionnaire. Competitors, collaborators and climate are analyzed through reviewing the literature and also through secondary data. PEST analysis was carried out using secondary data.

ANALYSIS AND INTERPRETATION

Customer analysis is made in order to analyze the demand of the customer, their preference and their level of interest in purchasing the product. The tools used for analyzing the customer interest are percentage analysis, Chi – Square test, regression and correlation.

TABLE 1: AWARENESS REGARDING RENEWABLE ENERGY

Renewable Energy Source	Not at all familiar		Somewhat Familiar		No idea		Familiar		Very Familiar		Total	
	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%
Solar Energy	8	10	16	20	24	30	32	40	0	0	80	100
LED	12	15	4	5	4	5	22	28	38	48	80	100
Wind Energy	8	10	43	54	7	9	22	28	0	0	80	100
Photovoltaic cells	20	25	16	20	33	41	11	14	0	0	80	100
Thermal energy	20	25	12	15	22	28	10	13	16	20	80	100

INTERPRETATION

It is evident from the above table that most (40%) of the respondents are aware regarding the solar renewable energy, 30% of the respondents do not have any idea and the remaining 30% of the respondents are not at all and somewhat familiar. Nearly half (48%) of the respondents are very familiar and 28% of the respondents are familiar towards the LED renewable energy, 15% of the respondents are not at all familiar, and the remaining 5% each of the respondents are somewhat familiar and no idea respectively.

More than half (54%) of the respondents are somewhat familiar towards wind energy, 28% of the respondents are familiar and only 10 & 9% of the respondents are not aware and have no idea respectively. Less than half (41%) of the respondents are having no idea about the photovoltaic cell energy 16% of the respondents are somewhat aware, 25% of the respondents are not at all familiar and 14% of the respondents are familiar about the photovoltaic cell energy. 28% of the respondents do not have any idea towards the thermal energy, 20% of the respondents are very familiar, 15% of the respondents are somewhat familiar, 13% of the respondents are familiar and the remaining 25% of the respondents are not at all familiar towards the thermal energy.

TABLE 2: PURCHASE CONSIDERATIONS

Purchase Consideration	Very Important		Important		Neutral		Somewhat Important		Not at all Important		Total	
	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%
improve reliability of my electric service	0	0	23	29	12	15	37	46	8	10	80	100
environmental concerns	0	0	49	61	15	19	0	0	16	20	80	100
economic consideration	0	0	15	19	22	28	0	0	43	54	80	100
investment for the future	0	0	17	21	19	24	32	40	12	15	80	100
personal values for saving money	23	29	16	20	19	24	14	18	8	10	80	100
personal interest in tech	0	0	15	19	38	48	23	29	4	5	80	100
less reliance on electric utility	0	0	38	48	18	23	20	25	4	5	80	100
Global climate change	0	0	26	33	11	14	0	0	43	54	80	100
independence from electric utility	19	24	37	46	12	15	8	10	4	5	80	100
cost of extending electric utility lines	30	38	30	38	12	15	4	5	4	5	80	100
Availability of support/sales/design/service	0	0	11	14	8	10	45	56	16	20	80	100

INTERPRETATION

The above table shows that nearly half (46%) of the respondents feel somewhat important toward improving reliability of their electric services, most (61%) of the respondents feel it is important to change towards renewable energy for the purpose of environmental concerns, 54% of the respondents feel not at all important towards economic consideration, 40% of the respondents feel somewhat important towards the investment for the future, 29% of the respondents feel very important towards the personal values for saving money. Nearly half (48%) of the respondents feel less reliance on electric utility, 33% of the respondents feel it is important because of global climate change, 38% each of the respondents feel important and very important towards the cost of extending electric utility lines and the remaining 56% of the respondents feel somewhat important about the availability of support / sales /. Design and services that can be utilized towards the renewable energy sources.

TABLE 3: SIGNIFICANT BARRIERS IN PURCHASING RENEWABLE ENERGY PRODUCTS

Factors	Significant Factors		NA		Total	
	No. of Resp.	%	No. of Resp.	%	No. of Resp.	%
Electric Utility Interconnection	21	26	59	74	80	100
Consumer Understanding Tech	41	51	39	49	80	100
Local Building Dept Permits	20	25	60	75	80	100
Availability Of Products/Trained Installers	12	15	68	85	80	100
Availability Of Financing At Reasonable Rates	19	24	61	76	80	100
Concerns With Performance Or Product Reliability	15	19	65	81	80	100
Environmental Instability	20	25	60	75	80	100
	0	0	80	100	80	100

INTERPRETATION

The nature of the above table is a multi response table in which the respondents opted multiple choices from the given attributes. It is evident from the above table that more than half (51%) of the respondents feel believe the most significant barriers are consumer understanding the technology towards the existing renewable energy system, 25% of the respondents opined local building department permits as a barrier, 26% of the respondents believe electric utility interconnection, 24% feel availability of financing at reasonable rates, 25% of the respondents feel environmental instability and the remaining 19% and 15% of the respondents feel concerns with performance or product reliability and availability of products trained installers are the major barriers for considering opting renewable energy.

Null Hypothesis (H0): There is no significant relationship between the location of the company and the power consumed for lightings by the company.

Alternate Hypothesis (H1): There is significant relationship between the location of the company and the power consumed for lightings by the company.

TABLE 4: RELATIONSHIP BETWEEN LOCATION OF THE COMPANY AND POWER CONSUMPTION BY THE COMPANY FOR LIGHTINGS

Location of the comp#	Power consumption by the company for lightings				Total
	>3500	1500-2500	2500-3500	500-1500	
Rural	24	15	15	8	62
	21.7	16.3	14.7	9.3	62.0
Urban	4	6	4	4	18
	6.3	4.7	4.3	2.7	18.0
Total	28	21	19	12	80
	28.0	21.0	19.0	12.0	80.0

Chi-Square Tests

	Value	df	5% Level of Significance
Pearson Chi-Square	2.358(a)	3	NS

Chi-Square Value : 2.358
Degree of Freedom : 3
Table Value : 7.815
Result : Not Significant

INTERPRETATION

The result of the chi-square test reveals that the calculated chi-square value (1.25) is less than the table chi-square value (7.815) at 5% level of significance and therefore, the relationship between Location of the company and Power consumption by the company lightings is not significant. Thus the hypothesis is that between the two factors does not hold good. Hence the null hypothesis is accepted.

Null Hypothesis (H0): There is no significant relationship between the location of the company and the monthly expenses on power utilization for lightings.

Alternate Hypothesis (H1): There is significant relationship between the location of the company and the monthly expenses on power utilization for lightings.

TABLE 5: RELATIONSHIP BETWEEN LOCATION OF THE COMPANY AND MONTHLY EXPENSES ON POWER UTILIZATION FOR LIGHTINGS

			Monthly expenses on power utilisation for lightings				Total
			>15000	1000-5000	10000-15000	5000-10000	
Location of the comp#	Rural	Count	24	8	15	15	62
		Expected Count	24.8	9.3	14.0	14.0	62.0
	Urban	Count	8	4	3	3	18
		Expected Count	7.2	2.7	4.1	4.1	18.0
Total		Count	32	12	18	18	80
		Expected Count	32.0	12.0	18.0	18.0	80.0

Chi-Square Tests

	Value	df	5% Level of Significance
Pearson Chi-Square	1.625(a)	3	NS

Chi-Square Value : 1.625
Degree of Freedom : 3
Table Value : 7.815
Result : Not Significant

INTERPRETATION

The result of the chi-square test reveals that the calculated chi-square value (1.625) is less than the table chi-square value (7.815) at 5% level of significance and therefore, the relationship between location of the company and Monthly expenses on power utilization for lightings is not significant. Thus the hypothesis is that between the two factors does not hold good. Hence the null hypothesis is accepted.

Null Hypothesis (H0): There is no significant relationship between type of industry and the belief on renewable energy sources helps to improve the environment.
Alternate Hypothesis (H1): There is significant relationship between type of industry and the belief on renewable energy sources helps to improve the environment.

TABLE 6: RELATIONSHIP BETWEEN TYPE OF INDUSTRY AND BELIEF ON USING RENEWABLE ENERGY SOURCES IMPROVING THE ENVIRONMENT

			believe using renewable energy sources helps to improve t		Total
			not sure	yes	
Type of Industry	Large Scale Industry	Count	4	19	23
		Expected Count	4.3	18.7	23.0
	Medium Scale Industry	Count	8	27	35
		Expected Count	6.6	28.4	35.0
	Service Sector	Count	3	3	6
		Expected Count	1.1	4.9	6.0
	Small Scale Industry	Count	0	16	16
		Expected Count	3.0	13.0	16.0
Total		Count	15	65	80
		Expected Count	15.0	65.0	80.0

Chi-Square Tests

	Value	df	5% Level of Significance
Pearson Chi-Square	7.954(a)	3	*

Chi-Square Value : 7.954
Degree of Freedom : 3
Table Value : 7.815
Result : Significant

INTERPRETATION

The result of the chi-square test reveals that the calculated chi-square value (7.954) is more than the table chi-square value (7.815) at 5% level of significance and therefore, the relationship between type of industry and whether they believe using renewable energy sources helps to improve the environment is significant. Thus the hypothesis is that the relationship between the two factors holds good. Hence the null hypothesis is rejected.

Null Hypothesis (H0): There is no significant relationship between economic consideration and improvement in the reliability of electric service.
Alternate Hypothesis (H1): There is significant relationship between economic consideration and improvement in the reliability of electric service.

TABLE 7 OPINION ON ECONOMIC CONSIDERATION IMPROVING RELIABILITY OF ELECTRIC SERVICE

Correlations			
		improve reliability of my electric service	economic consideration
improve reliability of my electric service	Pearson Correlation	1	.252*
	Sig. (2-tailed)		.024
	N	80	80
economic consideration	Pearson Correlation	.252*	1
	Sig. (2-tailed)	.024	
	N	80	80

*. Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION

From the above table, there is significant relationship between the economic consideration and the improvement in the reliability of electric service. It represents that the respondents are ready to spend based on the level of improvement of the electric service the product provides. Therefore, alternate hypothesis is accepted.

Null Hypothesis (H0): There is no significant relationship between types of industry, power shut down per day on the expense on power utilization for lightings.
Alternate Hypothesis (H1): There is significant relationship between types of industry, power shut down per day on the expense on power utilization for lightings.

TABLE 8: RELATIONSHIP BETWEEN THE FACTORS INFLUENCING THE MONTHLY EXPENSE ON POWER UTILIZATION FOR LIGHTINGS

Coefficients[a]						
Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.711	.488		3.506	.001
	Type of Industry	.283	.135	.250	2.099	.039
	Power shut down per day	.416	.181	.252	2.297	.024

a. Dependent Variable: Monthly expenses on power utilization for lightings

Dependence of monthly expense = ∑ of factor1+∑of factor2+∑ of factor 3
= 2.099 + 2.297
= 4.316

INTERPRETATION

The result of the regression test reveals that the calculated regression value (2.305) is more than the table regression value (0.75) at 5% level of significance and therefore, the relationship between type of industry, power shut down per day and location of the company influences the monthly expense on power utilization for lightings. Thus the hypothesis is that the relationship between the factors holds good. Hence the null hypothesis is rejected

FINDINGS

- A significant chunk of renewable energy investment in the next five-year economic plan is expected to come from the private sector.
- Renewable grow at a much faster rate than the overall generation capacity, with a thirteen times increase in renewable capacity over 2000 to 2035.
- Majority (81%) of the respondents accepted that using renewable energy helps to improve the environment.
- Most (61%) of the respondents feel it is important to change towards renewable energy for the purpose of environmental concerns.
- The relationship between Location of the company and Power consumption by the company lightings is not significant.
- The relationship between location of the company and Monthly expenses on power utilization for lightings is not significant.
- The relationship between Period of line of activity and the Personal experience in utilizing the renewable energy is significant.

- The relationship between Type of Industry and whether they believe using renewable energy sources helps to improve the environment is significant.
- Fluctuating generation costs create problems in cost recovery under fixed power purchase terms.
- Subsidy on fossil fuels and irrational electricity tariff structure hinder development.
- Lack of financing institutions to back the huge capital cost investment that wind farms require.
- Various states give financial subsidies on renewable energy utilities like PV, home lighting systems, solar water heater etc. The Ministry of New and Renewable Energy also gives various incentives to individuals for installing various such utilities.
- ESSORPE HOLDINGS Pvt Ltd is among the few sellers of renewable energy products in Coimbatore. So we can create good reputation of the company through competitive price.
- The company makes use of green energy-latest pollution free project utilizing the natural resource.
- ESSORPE HOLDINGS Pvt Ltd is more socially responsible and hence it ensures sustained long-term growth along with profitability.
- The major threat for the business is existing competitors and major Chinese producers are next in line. Also the small scale industries may not afford the product.

SUGGESTIONS

- The green energy company can concentrate more on promoting the product to the manufacturing industries than commercial sector.
- The commercial sectors are interested in using show lights. If the company concentrates on designing solar lights according to the specifications of the commercial sectors it can acquire the market share.
- The company can concentrate on yarn production units for marketing solar and LED lightings, where the requirements of lighting are more.
- The company can target much on the industries in the rural area to market the renewable energy products.
- The companies which have more industrial experience are very interested towards the renewable energy products. So the green energy companies can target the company that has more industrial experience.
- Now – a- days the hours of power shut down are per day. So, it will be more suitable for the company to market the renewable products in areas of power shut down as a means of alternate source.
- The companies which spend more amount on power consumption can be targeted by the company.
- The green energy companies must create the awareness among the people regarding the benefits of renewable energy as well as product availability.
- The green energy companies should conduct awareness programme among the public in order to provide insight of the products.
- The company should design the product in order to improve the reliability of the electric service and should be eco – friendly.
- The green energy companies can try to offer the renewable energy products at reasonable price because most of the industries feel initial cost is high and this prevents them from investing in renewable energy products.
- The companies offering renewable energy products must give the customers the proper input regarding the technology used.
- The green energy company can include the periodic maintenance in its after sales service.

CONCLUSION

Renewable energy remains a promising tool for companies that can identify, concrete, factually supported environmental benefits associated with their products or services. Green marketing can be a very powerful marketing strategy, when it's done right. Marketers need to understand the implications of renewable energy. If one thinks customers are not concerned about environmental issues or will not pay a premium for the products that are more eco-responsible, think again. One must find an opportunity to enhance the product's performance and strengthen the customer's loyalty and command a higher price.

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LEAST DEVELOPED COUNTRIES' PARTICIPATION IN GLOBAL TRADE IN COMMERCIAL SERVICES

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ABSTRACT

In this paper we analyse the international trade in commercial services of 48 least developed countries (LDCs) during 2005 to 2015. We find that average annual growth rate of LDCs' services trade is higher than in relation to rest of the world economies, likely on an average three times more in contrast to developed economies and double of the world in all. LDCs' average overall growth in exports and imports of world commercial services remained 14.6 percent per year and 12.2 percent per year in the span of study. Inspite of, participation of LDCs in global services trade in commercial services remains insignificant, due to the several barriers, encompassing confined skills in concerning sector, weak infrastructure and scarcity of financial resources. Furthermore, services trade of LDCs outstays focused within a few economies sharing Top 10 leading exporting and importing LDCs nearly 63 percent and 67 percent of the group's total commercial services. LDCs' exports of commercial services continue to lag behind in "other commercial services" such as charges for the use of intellectual property not included elsewhere, insurance and pension services and financial services, research and development, professional and management consulting services, and technical, trade-related and other business services. It remains challenges to these economies. This paper examines the participation of LDCs in world trade of commercial services, with a view to knowing both the challenges and achievements of several services in these economies. Using UNCTAD Handbook of Statistics, UNCTAD Stat., latest trade trends jointly produced by WTO and UNCTAD according to BPM6 presentation and WTO's statistical publication, we first highlight the LDCs at a glance. Second, highlights the share of LDCs in world trade of commercial services, analyze the LDCs' global trade of commercial services. Finally, to structure of LDCs, other developing economies and developed economies' exports of commercial services and comparison among them to investigate several parameters being world trade in commercial services of LDCs may go ahead in escaped global services.

KEYWORDS
commercial services, developing economies, developed economies, ldcs, transition economies, world trade.

INTRODUCTION

Whether the world trade of commercial services has had significant implications for economic development of least developed economies is a topic that can generate considerable attention within international community. Several citing factors such as confined skills in concerning sector, weak infrastructure and scarcity of financial resources, so on hinder the development of commercial services trade in these countries. LDCs as a group shown expansion in International trade of commercial services. In the year 2005, this group exported and imported of value US $ 9480 million, and US $25750 million, which became US $36010 million and US $74980 million in 2015. Increase in 2015 are 3.8 times in exports and 2.9 times in imports in connection to the year 2005. While we study of LDCs' global trade of commercial services in the terms of average value per year in the study span of 11 years from 2005 to 2015, overall exports and imports remain US $22800 million and US $57022 million.In another side, average overall exports in rest of the world economies, viz., other developing economies, transition economies, developed economies, and overall world having US $1074117 million per year, US $ 98692 million per year, US $2784922 million per year, and US $3980530 million per year, consecutively as well as average per year overall imports of commercial services remained US $1244400 million, US $127998 million, 2398685 million, and 3828105 million, respectively in the corresponding study span.

The paper is organized as follows. We first insight the LDCs at a glance and briefly reviews the literature on international trade in services. Secondly, highlights the share of LDCs in world trade of commercial services, analyze the LDCs' global trade of commercial services. Finally, to *structure of LDCs, other developing economies and developed economies' exports of commercial services and comparison among them to investigate several parameters being world trade in commercial services of* LDCs may go ahead in escaped global services as well as conclusions are provided.

BRIEF HISTORY AND GEOGRAPHICAL DISTRIBUTION OF LEAST DEVELOPED COUNTRIES

LDCs are poorest countries of the world. The establishment of a category of least developed countries (LDCs) was first advocated at UNCTAD I in 1964. It was not until UNCTAD II (New Delhi, 1968) that the question of a category of LDCs was examined in detail, when member States accepted by consensus the idea of an LDC category that would attract special measures for the most disadvantaged economies without discrimination among developing countries. On 13 December 1969, the General Assembly of the United Nations, following up on several relevant resolutions of the Trade and Development Board (TDB), acknowledged the need to alleviate the problems of underdevelopment of the LDCs in order to enable them to draw full benefits from the Second United Nations Development Decade. In this context, the Assembly (resolution 2564 (XXIV) of December 13, 1969) requested the Secretary-General, in consultation with, among others, the CDP, to carry out a comprehensive examination of the special problems of the LDCs and to recommend special measures for dealing with those problems.

In the Committee's view, LDCs were low-income countries which faced severe structural handicaps to growth. It proposed a list of 25 LDCs based on a simple set of criteria (per capita GDP, share of manufacturing in GDP, adult literacy). The list of Committee for Development Policy (CDP) was approved by the United Nations Economic and Social Council (ECOSOC) and formally endorsed by the General Assembly in November 1971. Since the establishment of the category, the Committee has been responsible for undertaking, once every three years, a review of the list, on the basis of which it advises ECOSOC regarding countries which should be added to the list and those that could be graduated from the list. In the year 2015, in its triennial review of the least developed country category, the UN Committee for Development Policy (CDP) defined the Least developed countries (LDCs) as low-income countries suffering from structural impediments to sustainable development. To identify LDCs, the CDP uses three criteria: gross national income (GNI) per capita; human assets index (HAI) and economic vulnerability index (EVI). HAI and EVI are indices composed of four and eight indicators, respectively. The three criteria together with these indicators judges LDCs for inclusion and graduation.

The income thresholds for inclusion is based on a three-year average of the level of GNI per capita, which the World Bank uses for identifying low-income countries. In the 2015 triennial review of the UN Committee for Development Policy (CDP), the threshold for inclusion in the LDC category will be $1,035 and for for graduation is set at 20 per cent above the inclusion threshold. It will be $1,242. The income-only graduation threshold (which enables a country to be eligible for graduation even if none of the other two criteria is met) is twice the normal graduation threshold. It will be $2,484 in the 2015 review. The human asset index (HAI) is a measure of the level of human capital. It consists of four indicators, two on health and nutrition and two on education and adult education. At the 2012 triennial review, the inclusion of HAI threshold was set at 60. This value corresponded to the third quartile in the distribution of HAI values of a reference group, which consisted of all LDCs and other low-income countries. The graduation threshold was set at 66 (10 per cent higher). The economic vulnerability index (EVI) measures the structural vulnerability of countries to external economic and environmental shocks. The EVI contains eight indicators, viz., *Population, remoteness, merchandise export concentration, share of agriculture. Forestry, and fisheries, share of population in low elevated costal zones, instability of exports of goods and services, victims of natural disasters, and instability of agriculture production,* which are grouped into six sub-indices. At the 2012 triennial review, the inclusion threshold of EVI was set at 36. This value corresponded to the first quartile in the distribution of EVI values of a reference group, which consisted of all LDCs and other low-

income countries. The graduation threshold was set at 32 (10 per cent lower). In 2014, the CDP decided to permanently fix the thresholds at their 2012 levels of both HAI and EVI, with adjustments being made for changes in data sources and indicators.
To the point of view of special attention paying by the international community, the United Nations designed 48 countries as Least Developed Countries currently. These countries are selected from developing economies, out of which 34 are WTO members and another eight are in the process of acceding to the WTO. The LDC WTO members account for more than one-fifth of the WTO membership. Overall LDCs are highlight in the Table-1 as follows:

TABLE 1: LEAST DEVELOPED COUNTRIES AT A GLANCE

S. No.	Africa and Haiti	S. No.	Africa and Haiti	S. No	Asia	S. No	Islands
1.	Angola	**2.**	Malawi		**South-East Asia**	**42.**	Comoros
3.	Benin	**4.**	Mali	**34.**	Cambodia	**43.**	Kiribati
5.	Burkina Faso	**6.**	Mauritania	**35.**	Lao People's Democratic Republic	**44.**	Sao Tome and Principe
7.	Burundi	**8.**	Mozambique	**36.**	Myanmar	**45.**	Solomon Islands
9.	Central African Republic	**10.**	Niger		**South Asia**	**46.**	Timor Leste
11.	Chad	**12.**	Rwanda	**37.**	Afghanistan	**47.**	Tuvalu
13.	Democratic Republic of the Congo	**14.**	Senegal	**38.**	Bangladesh	**48.**	Vanuatu
15.	Djibouti	**16.**	Sierra Leone	**39.**	Bhutan		
17.	Equatorial Guinea	**18.**	Somalia	**40.**	Nepal		
19.	Eritrea	**20.**	South Sudan		**Western Asia**		
21.	Ethiopia	**22.**	Sudan	**41.**	Yemen		
23.	Gambia	**24.**	Togo				
25.	Guinea	**26.**	Uganda				
27.	Guinea-Bissau	**28.**	United Republic of Tanzania				
29.	Lesotho	**30.**	Zambia				
31.	Liberia	33.	**Haiti**				
32.	Madagascar						

Source: UNCTAD Handbook of Statistics 2015; United Nations, New York, USA.

In the above Table Haiti is a country of Caribbean developing economies in America. Four LDCs are of developing Oceania's economies namely Kiribati; Solomon Islands; Tuvalu; and Vanuatu. Timor Leste is an economy of developing South-East Asia. Sao Tome and Principe's economy is of Middle Africa and Comoros economy encompasses in East-African developing economies. Nine economies (21 percent) out of 43 developing economies of Asia are LDCs, in which three from South-East Asia, four from South Asia, and one includes in Western Asia.

REVIEW OF LITERATURE

The protruding importance of trade in services has been reflected in several research studies. The International Monetary Fund (IMF) has given to policies in a number of service sectors, particularly, concerned with financial services, and, to a lesser extent, with telecommunications, transportation, and distribution, areas in which the IMF has cooperated with the World Bank. Globalization manifested in large protests in possibly every city that has hosted a major international policy meeting since 1999. These concerns, and the enormous costs and risks associated with international terrorism, pose serious challenges to closer economic relations between countries. Integrating with the world is a choice that must be made by policymakers, though the costs of withdrawing are considerable (Wolf 2001). Moreover, there is strong interdependence between the decisions of policymakers.
Determination of policies to manage interactions with the world economy is not simple. Trade policy reform increasingly necessitates more than just reducing and streamlining border barriers, it also requires developing institutions. Many of the "behind-the border" reforms needed to take advantage of the opportunities created by open trade regimes require institutional capacity that is in short supply in developing economies. In addition, supporting policies are likely to be needed to alleviate adverse impacts on particular groups. Globalization will likely be sustainable only if it is accompanied by policies that equip people to take advantage of the benefits offered by increased integration with the world economy **(Rodrik 1997)**. According to the WTO, Services represent the fastest growing sector of the global economy and account for two thirds of global output, one third of global employment and nearly 20% of global trade.
The dramatic changes in developing country exports have many underlying causes. One is the relatively high rates of accumulation of human and physical capital in these countries. Estimates by **Nehru** and **Dhareshwar (1993)** suggest that between 1960 and 1990 the ratio of capital to labour more than doubled in most developing countries. Estimates by Nehru, Swanson, and **Dubey (1995)** suggest that education per worker, particularly secondary education per worker, rose even faster. Although such estimates need to be treated with caution **(Pritchett 2000, 2001)**, trade theory suggests that rapid growth in these factors should increase both production and trade in sectors that use them intensively. **Gehlhar, Hertel,** and **Martin (1994)** find that rapid accumulation of these factors contributed to a strong shift out of agricultural activities and into export-oriented manufacturing activities in East Asian economies. The highly protectionist policies followed by most developing countries prior to the 1980s were often designed at least partly to stimulate industrialization. But one of their effects was to greatly constrain countries' ability to participate in the more dynamic parts of international trade—trade in manufactures and services. Both of these typically require access to capital, technology, and intermediate inputs that are often best obtained from abroad.
The General Agreement on Trade in Services (GATS) is the first and only set of multilateral rules governing international trade in services. Negotiated in the Uruguay Round, it was developed in response to the huge growth of the services economy over the past 30 years and the greater potential for trading services brought about by the communications revolution. In several developing countries, commercial presence still appears to be the most restricted mode of market access. Restrictions apply to the type of legal entity under which the supplier can establish local presence, and to the extent of foreign capital participation. Restrictions on national treatment, on the other hand, affect aspects like administrative authorization, and land ownership. Restrictions on commercial establishment in national service sectors also account for the bulk of investment restrictions overall. While many countries have been liberalizing their services sectors unilaterally or in the context of regional agreements, the role of the WTO as a multilateral forum for liberalization has increased markedly in recent years. The Uruguay Round led to the creation of the GATS, which covers all services sectors and provides a comprehensive set of multilateral rules covering international trade in services as well as a forum for continuous negotiations. During the Uruguay Round, and in subsequent agreements, participating countries made specific commitments to provide access to their national services markets. The most notable concessions lay in financial services, telecommunications, health and some social services sectors. While most countries essentially bound their regime in place at the time, such "bindings" have enhanced the predictability and transparency of market access regimes. Moreover, the GATS will provide a framework to circumscribe anticompetitive practices by foreign service providers, and the conduct of state-owned service providers. Some studies argue that substantial welfare gains and poverty reduction can be expected if the rights of temporary movement were to be extended to less skilled workers from developing countries **(Winters, 2002).**
Even though the GATS provides the most comprehensive framework to deal with the liberalization in services trade, there is a risk that it is being undermined through the proliferating bilateral and regional trade agreements, most of which now also include provisions on services. Liberalizing international trade in services is likely to yield substantial gains in welfare and growth. By reducing the margin between the prices of foreign and domestic services, a country will increase national welfare, in a way comparable to the liberalization of goods trade. Because many services are intermediate inputs in the production of goods and other services, this can be compared to a reduction of a tax on downstream sectors **(Hoekman and Braga (1997)**. For example, exporters in many developing countries

face higher costs due to the extensive protection awarded to national carriers and cargo service providers, as reflected in higher cif-fob margins. However, unlike in the case of goods trade, few barriers to services trade are price-based, and hence liberalization rarely entails a loss in fiscal revenue. Adverse terms of trade effects are also unlikely for small countries. Additional benefits could derive from factor movements that result from market access commitments for commercial establishments or the temporary movement of natural persons (Winters, 2002). Some study suggests that open financial and telecom sectors may increase growth rates by up to 1.5 percent **(Mattoo and others, 2001)**. Global welfare effects from a services liberalization have been estimated to be on a par with those from a complete elimination of trade barriers in manufactures and agricultural goods. Such gains are intuitive, given the pervasive role of services in both developed and developing countries, and the comparatively high barriers to international trade. To the point of view of developing countries, welfare gains were estimated to be two to three times larger in proportion to national incomes than in industrialized countries. A general equilibrium model of Tunisia suggests that the liberalization of a number of key services sectors could yield gains equivalent to seven percent of GDP **(OECD 2002)**.

The least-developed countries receive extra attention in the WTO. All the WTO agreements recognize that they must benefit from the greatest possible flexibility, and better-off members must make extra efforts to lower import barriers on least-developed countries' exports. Since the Uruguay Round agreements were signed in 1994, several decisions in favour of least-developed countries have been taken. In the Ministerial Conference in Singapore in 1996, WTO ministers agreed on a "Plan of Action for Least-Developed Countries". This included technical assistance to enable them to participate better in the multilateral system and a pledge from developed countries to improved market access for least-developed countries' products. A year later, in October 1997, six international organizations — the International Monetary Fund, the International Trade Centre, the United Nations Conference for Trade and Development, the United Nations Development Programme, the World Bank and the WTO — launched the "Integrated Framework", a joint technical assistance programme exclusively for least-developed countries. In 2002, the WTO adopted a work programme for least-developed countries. It contains several broad elements: improved market access; more technical assistance; support for agencies working on the diversification of least-developed countries' economies; help in following the work of the WTO; and a speedier membership process for least-developed countries negotiating to join the WTO. At the same time, more and more member governments have unilaterally scrapped import duties and import quotas on all exports from least-developed countries.

In 2015, WTO Ministerial Conference Nairobi Declaration, ministers cited the "pre-eminence of the WTO as the global forum for trade rules setting and governance" and recognized the contribution the rules-based multilateral trading system has made to the strength and stability of the global economy. "We reaffirm the need to ensure that Regional Trade Agreements (RTAs) remain complementary to, not a substitute for, the multilateral trading system," ministers declared, adding that the WTO's Committee on Regional Trade Agreements (CRTA) would discuss the systemic implications of RTAs for the multilateral trading system and their relationship with WTO rules.It also acknowledged that members "have different views" on how to address the future of the Doha Round negotiations but noted the "strong commitment of all Members to advance negotiations on the remaining Doha issues"(**Tenth WTO Ministerial Conference, Nairobi, 2015)**.

To the stand point of LDCs' trade in services, the Ministerial Decision on Implementation of Preferential Treatment in Favour of Services and Service Suppliers of Least Developed Countries and Increasing LDC Participation in Services Trade extends the current waiver period under which non-LDC WTO members may grant preferential treatment to LDC services and service suppliers (WT/MIN (15)/48). The waiver, adopted in December 2011, runs 15 years. The Ministerial Decision extends this an additional four years, or until 31 December 2030. The waiver allows WTO members to deviate from their most-favoured nation obligation under the General Agreement on Trade in Services (GATS). In this ministerial conference, 21 members have submitted notifications granting preferences to LDC services and service suppliers. The decision also instructs the WTO's Trade in Services Council to encourage discussions among members on technical assistance aimed at increasing the capacity of LDCs to participate in services trade. It also sets up a review to monitor the operation of the notified preferences (Tenth WTO Ministerial Conference, Nairobi, 2015).

OBJECTIVES OF THE STUDY

This study is organised to the stand point of examine the participation of LDCs in world trade of commercial services particularly, and suggest measures for expanding of weak areas of services to global exports of this kind of services. The main objectives are:

1. To insight the brief history and overall geographical distribution of LDCs as a group, etc.
2. To analyse and evaluate the LDCs' global trade of commercial services in various terms.
3. To analyse and evaluate the structure of LDCs, other developing economies and developed economies' exports of commercial services and comparison among them.

RESEARCH METHODOLOGY

Pertaining study work is an output of secondary data, information and literature of international trade. To carry out the objectives and results of the study concerned, various secondary data of world level have been collected through UNCTAD Handbook of Statistics 2015, United Conference on Trade and Development, New York and Geneva; UNCTAD Stat., latest trade trends jointly produced by WTO and UNCTAD according to BPM6 presentation and WTO's statistical publication. Data are interpreted through several statistical tools and techniques such as mean, S.D., and Coefficient of Variation, trend analysis, coefficient of determination, etc.

LDCs' PARTICIPATION IN WORLD TRADE OF COMMERCIAL SERVICES

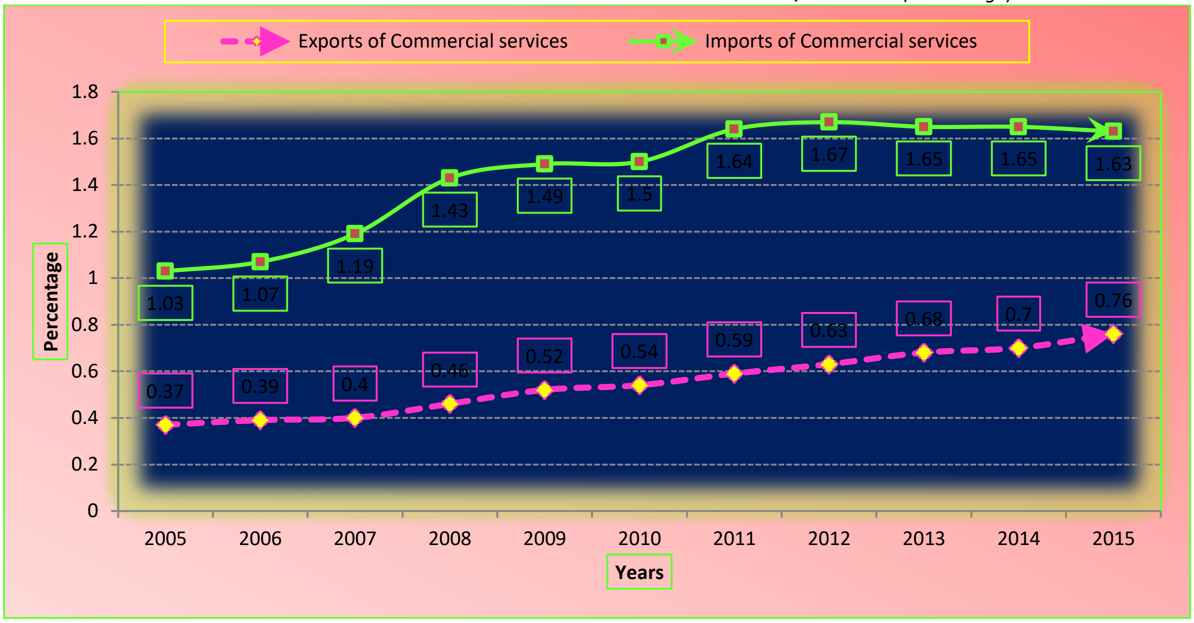
On account of playing an important role in world trade by commercial services, the participation of Least Developed Countries (LDCs) in international trade of services remains meagrely. In the year 2005, the share of LDCs in world exports of commercial services was 0.37 percent, which reached only 0.76 percent in the year 2015, whereas imports of commercial services in same period raised from 1.03 percent to 1.63 percent. Concerning data of world trade of commercial services are presented as under:

TABLE 2: LDCS' SHARE IN WORLD TRADE OF COMMERCIAL SERVICES, 2005-2015 *(Percentage)*

Year	Exports of Commercial Services	Imports of Commercial Services
2005	0.37	1.03
2006	0.39	1.07
2007	0.40	1.19
2008	0.46	1.43
2009	0.52	1.49
2010	0.54	1.50
2011	0.59	1.64
2012	0.63	1.67
2013	0.68	1.65
2014	0.70	1.65
2015	0.76	1.63
Average	0.55	1.45

Source: UNCTAD estimates.

FIGURE 1: LDCS' SHARE IN WORLD TRADE OF COMMERCIAL SERVICES, 2005-2015 *(Percentage)*



Source: Author's elaboration, based on UNCTAD Stat., 2005 to 2015.

Table 2 and Figure 1 reflect the overall share of LDCs in world trade of commercial services in percentage terms from 2005 to 2015. It is obvious that in the corresponding duration LDCs are exported on an average 0.55 percent commercial services globally. The share of LDCs in world imports of commercial services average 1.45 percent.

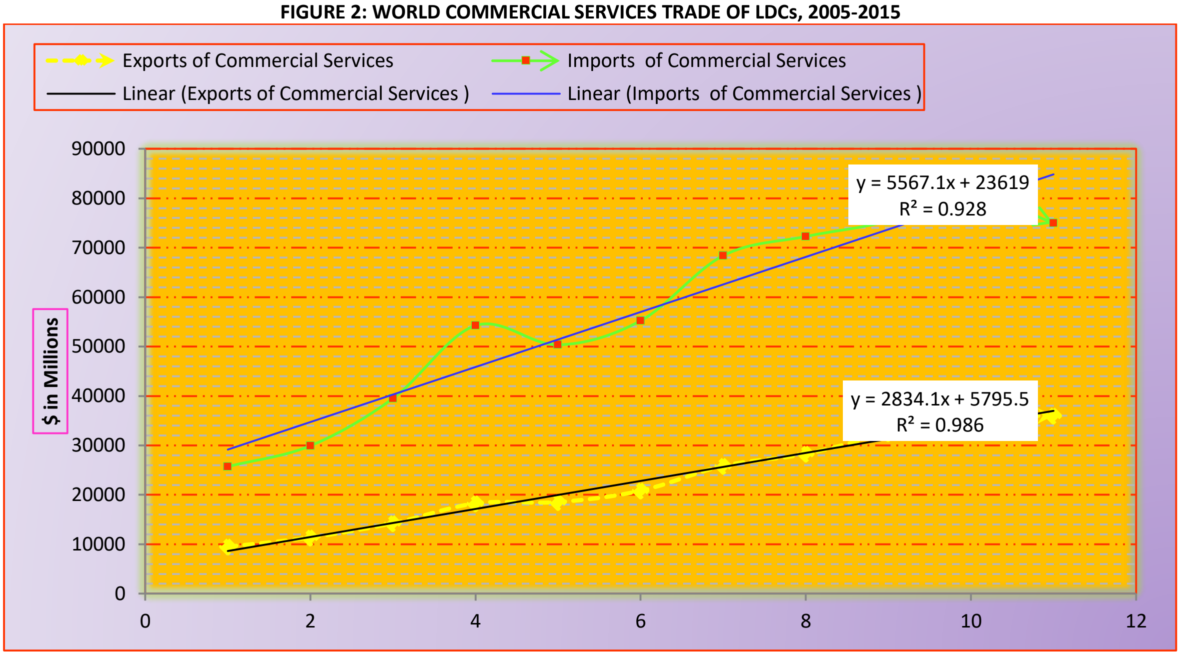
LDCs participation in world trade of commercial services are consistently to rise in study span from 2005 to 2015, excepting the contraction in imports in the year 2009 and 2015. The average exports and imports of commercial services remain US $22800 million and US $57022 million, in which average imports are 2.7 times much more than exports of commercial services in period of study. In this respect, Table 3 is formatted, which is as below:

TABLE 3: WORLD COMMERCIAL SERVICES TRADE OF LDCs, 2005-2015 *(US Dollars at current prices in millions)*

Year	Exports of Commercial Services	Imports of Commercial Services	Ratio (col.3/2)
1	**2**	**3**	**4**
2005	9480	25750	2.7
2006	11350	29950	2.6
2007	14220	39520	2.8
2008	18250	54270	3.0
2009	18520	**50360**	2.7
2010	20810	55240	2.7
2011	25840	68410	2.7
2012	28260	72280	2.6
2013	32420	75400	2.3
2014	35640	81080	2.3
2015	36010	**74980**	2.1

Source and Notes: Data in this table sourced from UNCTAD Stat., which is based on the sixth edition of the IMF Balance of Payments Manual (BPM6) classification of exports and imports by service-category.

FIGURE 2: WORLD COMMERCIAL SERVICES TRADE OF LDCs, 2005-2015



Source: Author's elaboration, based on UNCTAD Stat., 2005 to 2015.

Table 3 and Figure 2 reflect exports of commercial services, imports of commercial services, linear trend line of exports and imports data sets, trend line equation of exports and imports of commercial services of LDCs from 2005 to 2015 and coefficient of determination (r^2) thereto. In the corresponding span overall mean, S.D., and C.V. of exports of commercial services were US $ 22800 million, US $9026 million, and 39.6 %, respectively, whereas imports of commercial services were US $ 57022 million, US $18275 million, and 32.1 %, consecutively. It is clear that to the point of view of price variability, imports of commercial services are more stable rather than exports of commercial services in LDCs.

A linear trend lines of exports and imports of commercial services clearly shows that these have consistently risen over a 11-year period (i.e. 2005 to 2015). Linear trend line of exports of commercial services accounts 98.6 percent of the variance while the imports of commercial services accounts for 92.8 percent. The more variance that is accounted for by the trend line equation of exports in commercial services are closer the data points will fall to the good fitted regression line. In case of imports in commercial services, there is relatively more distance between the fitted line and all of the data points. It is noted here that R-squared is a statistical measure of how close the data are to the fitted regression line. It is also known as the coefficient of determination.

LDCs' POSITION OF GLOBAL TRADE DEFICIT IN COMMERCIAL SERVICES

Overall LDCs are net importers of commercial services. In the year 2005, overall trade deficit of commercial services was US $ 16270 million. It has widened and reach to US $ 38970 million in the year 2015.

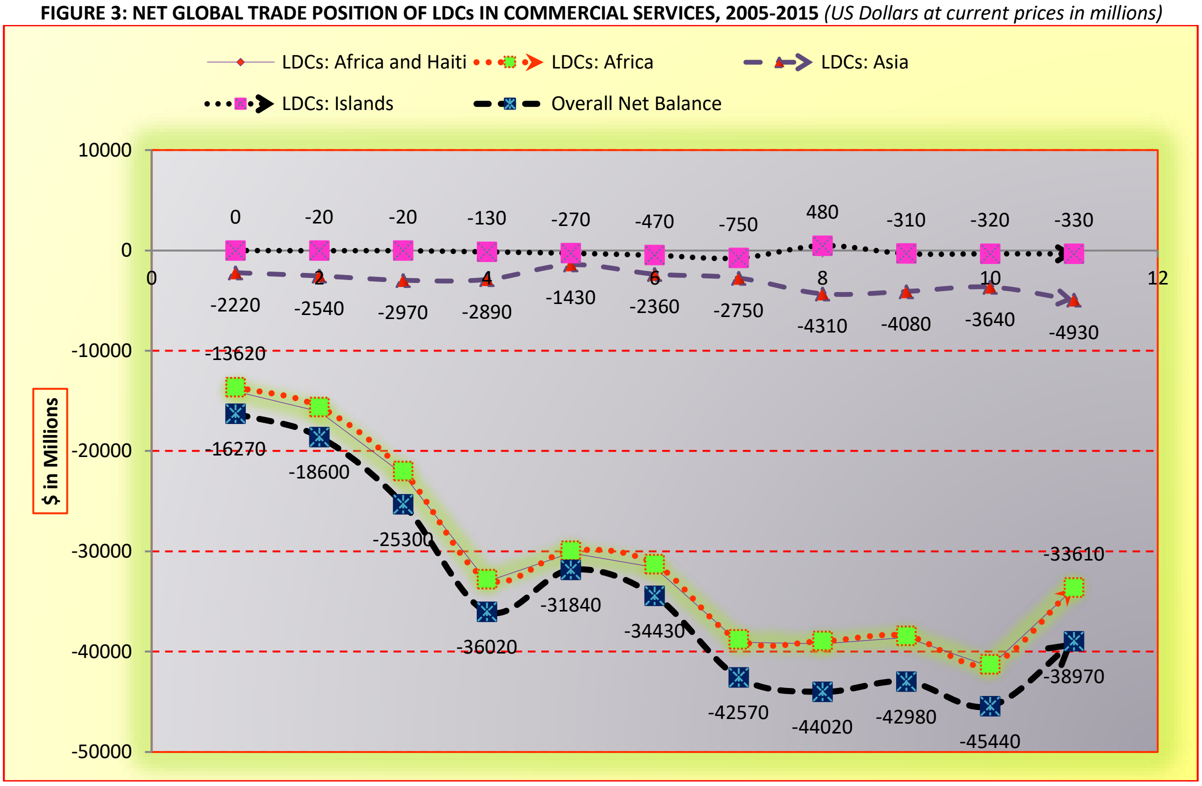
TABLE 4: LDCs' NET GLOBAL TRADE IN COMMERCIAL SERVICES, 2005-2015 *(US Dollars at current prices in millions)*

Year	LDCs: Africa and Haiti	Share (%)	LDCs: Asia	Share (%)	LDCs: Islands	Share (%)	Overall Net Balance	Growth rate in Deficit (%)	Memorandum items	
									LDCs: Africa	Haiti
2005	-14060	86.42	-2220	13.65	0	0	-16270	-	-13620	-440
2006	-16050	86.29	-2540	13.66	-20	0.11	-18600	14.3	-15610	-440
2007	-22300	88.14	-2970	11.74	-20	0.08	-25300	36.0	-22010	-290
2008	-32990	91.59	-2890	8.02	-130	0.36	-36020	42.4	-32770	-220
2009	-30150	94.69	-1430	4.49	-270	0.85	-31840	-11.6	-29940	-210
2010	-31600	91.78	-2360	6.86	-470	1.37	-34430	8.1	-31270	-330
2011	-39060	91.76	-2750	6.46	-750	1.76	-42570	23.6	-38790	-270
2012	-39230	89.12	-4310	9.79	480	-1.09	-44020	3.4	-38950	-280
2013	-38600	89.81	-4080	9.49	-310	0.72	-42980	-2.4	-38420	-180
2014	-41480	91.29	-3640	8.01	-320	0.70	-45440	5.7	-41270	-210
2015	-33700	86.48	-4930	12.65	-330	0.85	-38970	-14.2	-33610	-90

Source: UNCTADStat online database.

Notes and Sources: The calculations here are all based on the data as presented by online database of UNCTAD and *is based on the sixth edition of the IMF Balance of Payments Manual (BPM6) classification of exports and imports by service-category.*

FIGURE 3: NET GLOBAL TRADE POSITION OF LDCs IN COMMERCIAL SERVICES, 2005-2015 *(US Dollars at current prices in millions)*



Source: Author's elaboration, based on UNCTAD Stat., 2005 to 2015.

Table 4 and Figure 3 highlight the picture of net global trade in commercial services of LDCs- regions and in all, moreover, overall growth rate in deficit of commercial services and share of each region in trade deficit since 2005 to 2015. In the study span, share in trade deficit of LDCs-Africa and Haiti are ranging from 86 percent to 95 percent, whereas LDCs- Asia in 5 percent to 14 percent. It has been contraction in trade deficit of commercial services for the year 2009, 2013 and 2015. Trade deficit in these services increase higher in the year 2008. In this period global economic crisis situation was occurring. Although, Travel and goods related services have recorded an increasing surplus on average US $194.6 million and US $5393.6 million, while both transport and "other commercial services" sectors have generated average trade deficits of US $19962.7 million per year and US $19843.6 million per year consistently since 2005 to 2015(see appendix).

REGION-WISE LDCs' INTERNATIONAL TRADE OF COMMERCIAL SERVICES

LDCs as a group shown expansion in International trade of commercial services. In the year 2005, this group exported and imported of value US $ 9480 million, and US $25750 million, which became US $36010 million and US $74980 million in 2015. Increase in 2015 are 3.8 times in exports and 2.9 times in imports in connection to the year 2005. While we study of LDCs' global trade of commercial services in the terms of average value per year in the study span of 11 years from 2005 to 2015, overall exports and imports remain US $22800 million and US $57022 million**.**

In another side, average overall exports in rest of the world economies, viz., other developing economies, transition economies, developed economies, and overall world having US $1074117 million per year, US $ 98692 million per year, US $2784922 million per year, and US $3980530 million per year, consecutively as well as average per year overall imports of commercial services remained US $1244400 million, US $127998 million, 2398685 million, and 3828105 million, respectively in the corresponding study span.

Region-wise position of LDCs global trade in commercial services in value terms are demonstrated in Table 5 as under:

TABLE 5: REGION-WISE LDCs' INTERNATIONAL TRADE IN COMMERCIAL SERVICES (US Dollars at current prices in millions)

Regions/Economies	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Exports											
LDCs :Asia	2840	3570	4100	6010	6890	8160	9930	9810	11890	14080	14390
LDCs: Africa and Haiti	6400	7510	9790	11870	11230	12180	15400	17920	19900	20910	21030
LDCs: islands	230	270	330	370	390	470	510	530	630	650	600
LDCs	9480	11350	14220	18250	18520	20810	25840	28260	32420	35640	36010
Memorandum items											
1.D.E.(Excl. LDCs)	595370	694040	850050	979430	878020	1046920	1212340	1288430	1353410	1478780	1438500
2.Transition Economies	52330	64340	81870	103820	86770	96170	113500	122510	134060	124770	105470
3.Developed Economies	1941520	2172260	2576750	2862550	2550330	2678110	2997830	3028760	3227370	3424630	3174030
World	**2598700**	**2941990**	**3522880**	**3964040**	**3533640**	**3842010**	**4349510**	**4467960**	**4747270**	**5063820**	**4754010**
Imports											
LDCs :Asia	5060	6110	7070	8900	8320	10520	12680	14120	15970	17720	19320
LDCs: Africa and Haiti	20460	23560	32090	44860	41380	43780	54460	57150	58500	62390	54730
LDCs: islands	230	290	350	500	660	940	1260	1010	940	970	930
LDCs	25750	29950	39520	54270	50360	55240	68410	72280	75400	81080	74980
Memo: items											
1.D.E.(Excl. LDCs)	669020	780330	946770	1114920	999340	1202340	1405690	1499960	1593760	1765410	1710860
2.Transition Economies	66010	76880	100470	125460	102900	119060	140190	164350	188150	182590	141920
3.Developed Economies	1747840	1923080	2241880	2511250	2223060	2315890	2548080	2582410	2724020	2884090	2683940
World	2508620	2810240	3328630	3805900	3375660	3692530	4162370	4318990	4581330	4913180	4611700

Source and Notes: *Data in this table sourced from UNCTAD Stat* online database, *which is based on the sixth edition of the IMF Balance of Payments Manual (BPM6) classification of exports and imports by service-category. D.E. indicates here to* D.E. (excl. LDCs) indicates here to Developing Economies(excluding LDCs).

Table 5 shows the picture of overall exports and imports of commercial services in LDCs all regions in value terms for the year 2005 to 2015, the on an average exports of LDCs- regions namely LDCs-Asia, LDCs- **Africa and Haiti**, and LDCs-Islands are US $ 8333.64 million per year, US $14012.73 million per year, and US $452.73 million per year, consecutively, whereas average imports remain US $ 11435.45 million per year, US $44850.91 million per year, and US $734.55 million per year, respectively. The coefficient of variation in exports of commercial services of LDCs-Islands are low in relation to LDC- Asia, Africa and Haiti, which are 30.55 percent, 46.53 percent, and 36.16 percent, consecutively. In imports side, coefficient of variation of Africa and Haiti in LDCs (30.5 percent) are less in contrast to LDC- Asia (40.86 percent) and LDCs-Islands (44.79 percent). It is obvious that to the view of exports of commercial services are LDCs- Islands and for imports of commercial services are LDCs-Africa and Haiti having more consistency, more stability and less variability in relation to other LDCs. It is worth mentioning here that C.V. of international trade in commercial services of rest of the world is lesser than LDCs and its regions, for instance in exports side, other developing economies, transition economies, developed economies, and overall world having 26.8 percent, 24.7 percent, 15.6 percent, and 18.8 percent, respectively and in the imports side, there are 28.83 percent, 29.97 percent, 13.79 percent, and 19.23 percent respectively.

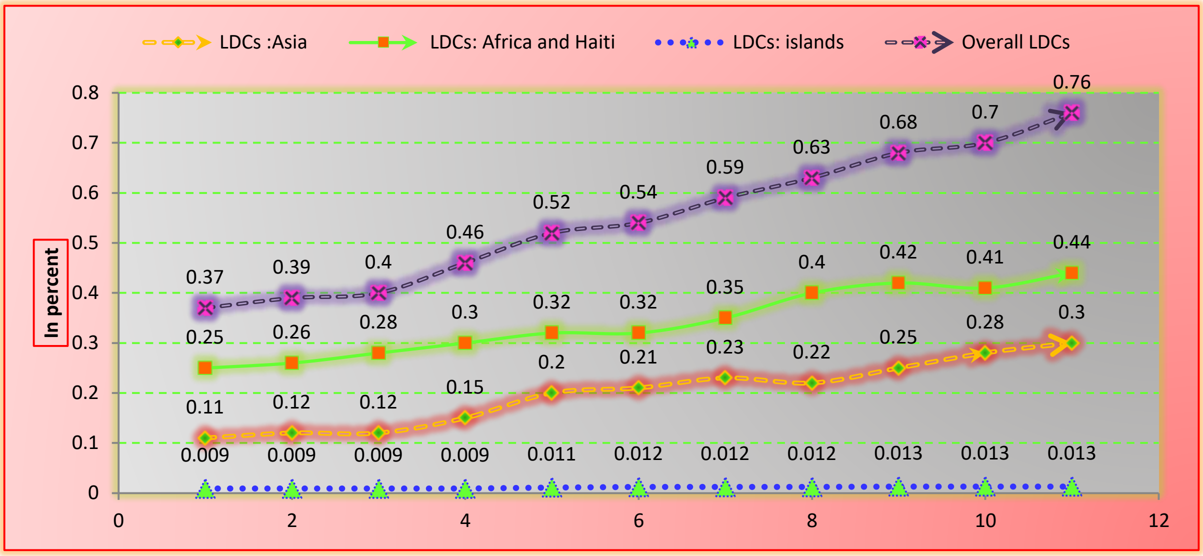
While we study the LDCs' share in world trade of commercial services in terms of percentage, we find that in the year 2005, aggregate share of LDCs in world exports of commercial services was 0.37 percent, which rose to 0.76 percent in the year 2015. Pertaining 11 years of study, it remains average 0.55 percent. While we look at the imports view, it raised in same span from 1 percent to 1.63 percent, averaging 1.5 percent in the period concerned. Share of LDCs in world trade of commercial services is as follows:

TABLE 6: LDCs' SHARE IN WORLD TRADE OF COMMERCIAL SERVICES *(In percent)*

Regions/Economies	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Exports											
LDCs :Asia	0.11	0.12	0.12	0.15	0.20	0.21	0.23	0.22	0.25	0.28	0.30
LDCs: Africa and Haiti	0.25	0.26	0.28	0.30	0.32	0.32	0.35	0.40	0.42	0.41	0.44
LDCs: islands	0.009	0.009	0.009	0.009	0.011	0.012	0.012	0.012	0.013	0.013	0.013
LDCs	**0.37**	**0.39**	**0.40**	**0.46**	**0.52**	**0.54**	**0.59**	**0.63**	**0.68**	**0.70**	**0.76**
Memorandum items											
1.D.E.(Excl. LDCs)	22.91	23.59	24.13	24.71	24.85	27.25	27.87	28.84	28.51	29.20	30.26
2.Transition Economies	2.01	2.18	2.33	2.62	2.46	2.50	2.61	2.74	2.83	2.46	2.22
3.Developed Economies	74.71	73.84	73.14	72.21	72.17	69.71	68.92	67.79	67.98	67.63	66.77
World	100	100	100	100	100	100	100	100	100	100	100
Imports											
LDCs :Asia	0.202	0.217	0.212	0.234	0.247	0.285	0.305	0.327	0.349	0.361	0.419
LDCs: Africa and Haiti	0.816	0.838	0.964	1.179	1.226	1.186	1.308	1.323	1.277	1.270	1.187
LDCs: islands	0.009	0.010	0.011	0.013	0.019	0.025	0.030	0.023	0.020	0.020	0.020
LDCs	**1.03**	**1.07**	**1.19**	**1.43**	**1.49**	**1.50**	**1.64**	**1.67**	**1.65**	**1.65**	**1.63**
Memorandum items											
1.D.E.(Excl. LDCs)	26.67	27.77	28.44	29.29	29.6	32.56	33.77	34.73	34.79	35.93	37.10
2.Transition Economies	2.63	2.74	3.02	3.3	3.1	3.22	3.37	3.81	4.11	3.72	3.1
3.Developed Economies	69.67	68.43	67.35	65.98	65.86	62.72	61.22	59.79	59.46	58.7	58.2
World	100	100	100	100	100	100	100	100	100	100	100

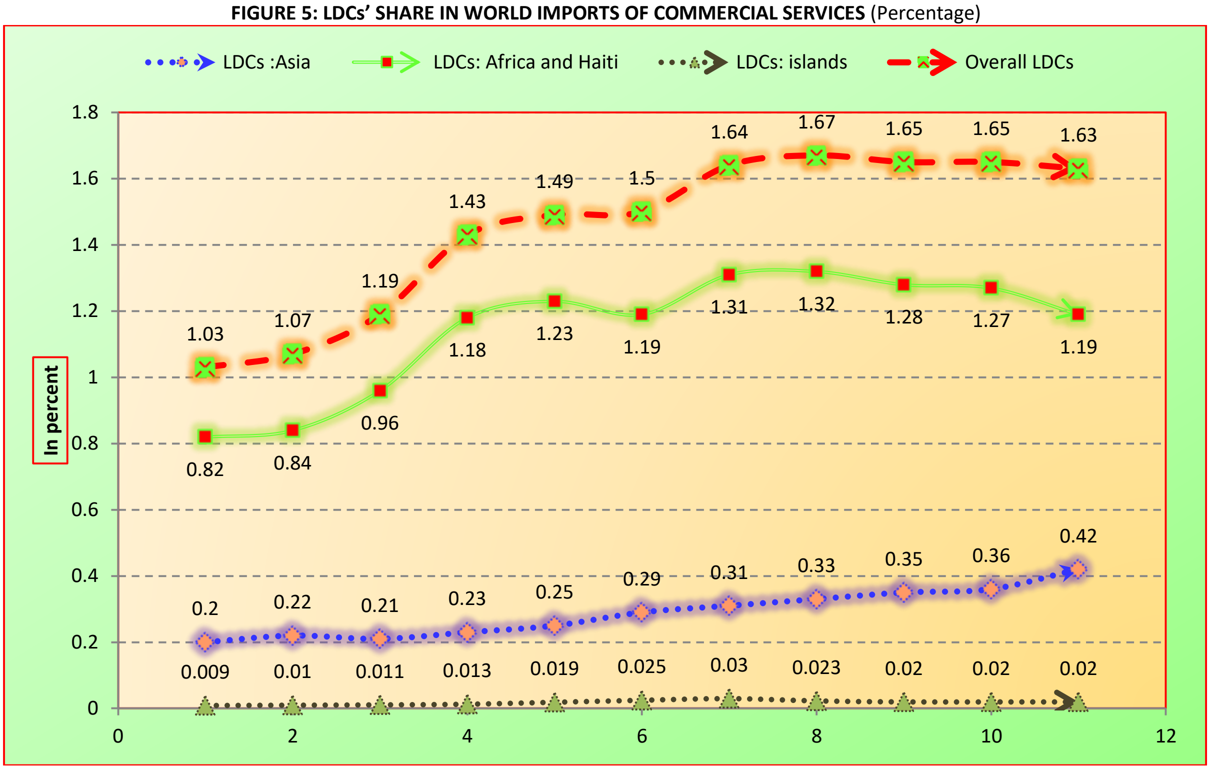
Source and Notes: Same as the Table above.

FIGURE 4: LDCs' SHARE IN WORLD EXPORTS OF COMMERCIAL SERVICES (Percentage)



Source: Author's elaboration, based on UNCTAD Stat., 2005 to 2015.

FIGURE 5: LDCs' SHARE IN WORLD IMPORTS OF COMMERCIAL SERVICES (Percentage)



Source: Author's elaboration, based on UNCTAD Stat., 2005 to 2015.

Table 6, Figure 4 and 5 present the share of LDCs in world exports and imports of commercial services during the year 2005 to 2015. To the stand point of share in world exports, in the corresponding study span, Africa and Haiti LDCs exported on an average 0.34 percent and LDCs-Asia was 0.2 percent, whereas LDCs-Islands' share was meagre 0.01 percent. In the imports side, on an average share of Africa and Haiti LDCs, Asian LDCs and LDCs-Islands were 1.14 percent, 0.3 percent, and 0.02 percent, respectively. Moreover, average Share of developed economies, developing economies (excluding LDCs), and transition economies in global exports of commercial services were 70.4 percent, 26.6 percent, and 2.5 percent, respectively and in global imports of commercial services were 63.4 percent, 31.9 percent, and 3.3 percent, respectively. It is obvious that both in global exports and imports of commercial services, developed economies having highest share and LDCs' share meagre 0.55 in global exports and 1.5 percent in global imports of commercial services.

Services trade of LDCs remain concentrated within a few economies. In the year 2014, the top 10 leading exporters were in descending order namely, Myanmar; Cambodia; United Republic of Tanzania; Ethiopia; Uganda; Angola; Bangladesh; Madagascar; Senegal; and Zambia. Export earnings of these countries were nearly 63 percent of commercial services exported by LDCs. On the other hand, top 10 leading importers were in descending order, viz., Angola; Bangladesh; Ethiopia; Mozambique; Equatorial Guinea; Uganda; Dem. Rep. of the Congo; United Republic of Tanzania; Myanmar; and Cambodia. These countries imported about 67 percent of commercial services of LDCs. In 2015, the top ten leading exporters accounted for more than two-thirds of the group's services receipts, a proportion virtually unchanged since 2005. Myanmar is the largest exporter of services among the LDCs. For imports, Angola alone represented one-quarter of the group's total commercial services payments. (WTSR, 2016)

LDCs' GROWTH IN GLOBAL TRADE OF COMMERCIAL SERVICES

While we study of LDCs' growth in global trade of commercial services in the terms of annual percentage change year-on-year, it is find that LDCs' average overall growth in exports and imports of world commercial services remained 14.6 percent per year and 12.2 percent per year in the span of 2005 to 2015. On the other hand, average overall growth in exports in other developing economies, transition economies, developed economies, and overall world having 9.7 percent per year, 8.4 percent per year, 5.4 percent per year, and 6.6 percent per year, consecutively as well as average per year overall growth in imports remained 10.3

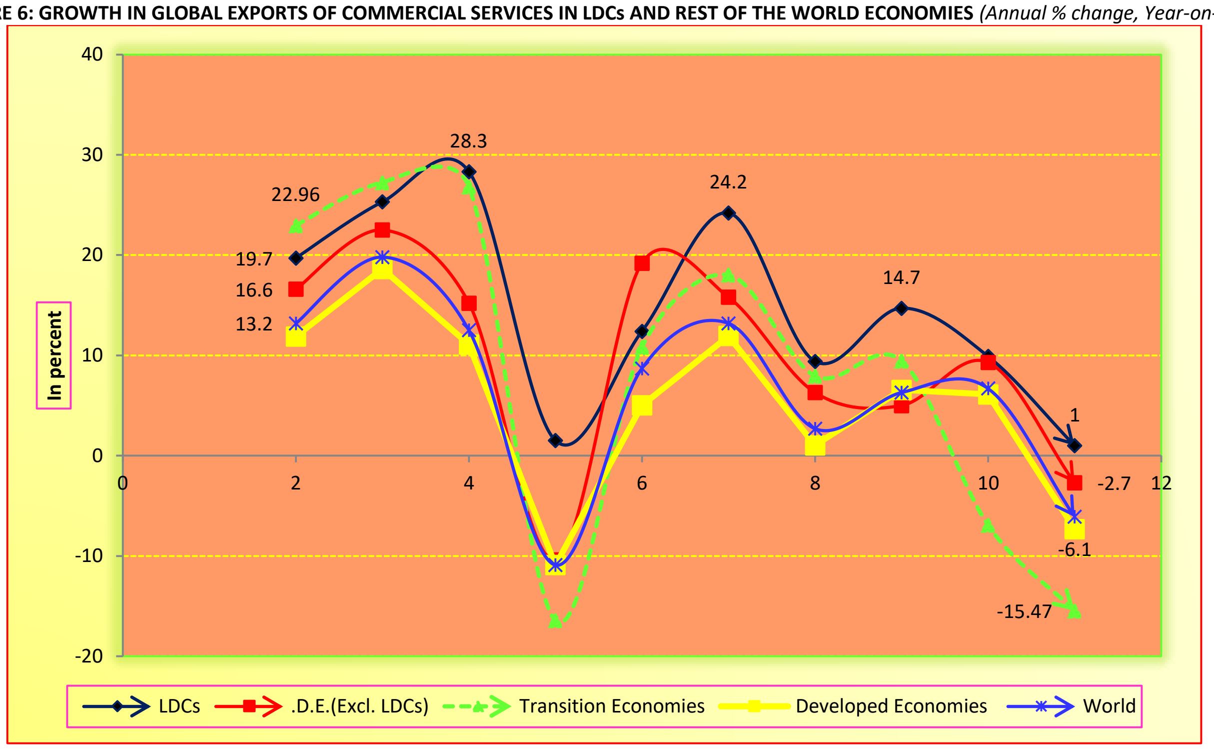
percent, 9.4 percent, 4.7 percent, and 6.7 percent, respectively in the corresponding study period. It is clear that average growth rate of world trade in commercial services are greater vis-a-vis rest of the world and likely on an average three times more in contrast to developed economies and double of the world in all. Data in this respect are given in the Table 7 as follows:

TABLE 7: GROWTH IN GLOBAL TRADE OF COMMERCIAL SERVICES IN LEAST-DEVELOPED COUNTRIES (Annual % change, Year-on-Year)

Regions/Economies	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Exports											
LDCs :Asia	-	25.4	14.9	46.6	14.8	18.4	21.6	-1.2	21.2	18.4	2.2
LDCs: Africa and Haiti	-	17.3	30.4	21.2	-5.4	8.4	26.5	16.3	11.0	5.1	0.6
LDCs: islands	-	18.5	20.5	13.2	5.7	20.5	7.7	4.5	18.4	2.8	-8.1
LDCs	-	19.7	25.3	28.3	1.5	12.4	24.2	9.4	14.7	9.9	1.0
Memorandum items											
1.D.E.(Excl. LDCs)	-	16.6	22.5	15.2	-10.4	19.2	15.8	6.3	5.0	9.3	-2.7
2.Transition Economies	-	22.96	27.24	26.82	-16.42	10.83	18.02	7.94	9.44	-6.93	-15.47
3.Developed Economies	-	11.88	18.62	11.09	-10.91	5.01	11.94	1.03	6.56	6.11	-7.32
World	-	13.2	19.8	12.5	-10.9	8.7	13.2	2.7	6.3	6.7	-6.1
Imports											
LDCs :Asia	-	20.7	15.7	25.9	-6.5	26.4	20.6	11.3	13.1	11.0	9.0
LDCs: Africa and Haiti	-	15.1	36.3	39.8	-7.8	5.8	24.4	4.9	2.4	6.7	-12.3
LDCs: islands	-	26.3	23.6	42.2	30.4	42.5	34.5	-20.0	-6.9	3.5	-4.0
LDCs	-	16.3	31.9	37.3	-7.2	9.7	23.9	5.7	4.3	7.5	-7.5
Memorandum items											
1.D.E.(Excl. LDCs)	-	16.64	21.33	17.76	-10.37	20.31	16.91	6.71	6.25	10.77	-3.09
2.Transition Economies	-	16.47	30.68	24.87	-17.99	15.71	17.75	17.23	14.48	-2.95	-22.28
3.Developed Economies	-	10.03	16.58	12.02	-11.48	4.18	10.03	1.35	5.48	5.88	-6.94
World	-	12.0	18.45	14.34	-11.3	9.39	12.72	3.76	6.07	7.24	-6.14

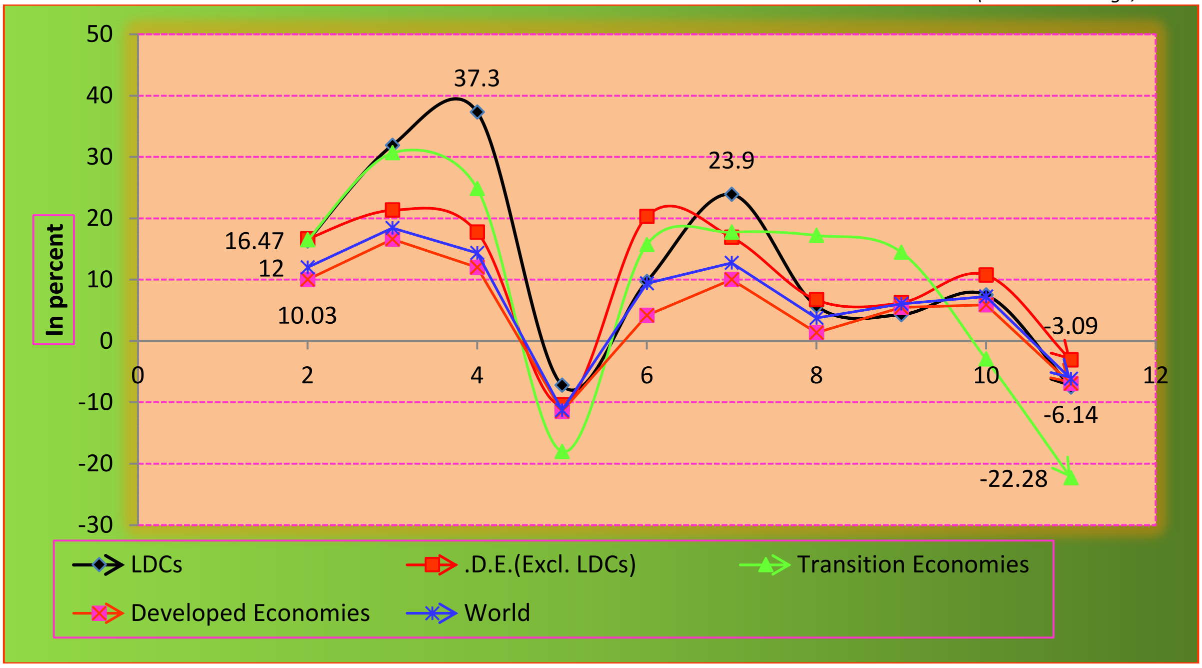
Source and Notes: Same as the Table above.

FIGURE 6: GROWTH IN GLOBAL EXPORTS OF COMMERCIAL SERVICES IN LDCs AND REST OF THE WORLD ECONOMIES *(Annual % change, Year-on-Year)*



Source: Author's elaboration, based on UNCTAD Stat., 2005 to 2015.

FIGURE 7: GROWTH IN GLOBAL IMPORTS OF COMMERCIAL SERVICES IN LDCs AND REST OF THE WORLD ECONOMIES *(Annual % change, Year-on-Year)*



Source: Author's elaboration, based on UNCTAD Stat., 2005 to 2015.

Table 7, Figure 6 and 7 reflect the growth per year in World trade of commercial services in LDCs and rest of the world economies in the period of 11 years (i.e. 2005 to 2015). In the span of study, LDCs-Asia having on an average highest growth per year in global exports and in second place in imports growth as well as LDCs-Islands region is the highest in imports growth of commercial services in entire group of LDCs. LDCs-Asia' exports and imports of commercial services growth rate on average per year are 18.2 percent, 14.7 percent, whereas exports and imports of commercial services growth rate on average per year of LDCs-Africa and Haiti are 13.1 percent and 11.5 percent. Same basis growth rate in LDCs-Islands are 10.4 percent, 17.2 percent.

STRUCTURE OF LDCs' EXPORTS TRADE OF COMMERCIAL SERVICES

To the point of view of study, overall commercial services are classified into four main categories by UNCTAD, comprising goods-related services, transport, travel, and other services. The other services are further classified into eight categories, viz., construction, insurance and pension services, charges for the use of intellectual property not included elsewhere (n.i.e.), telecommunications, computer, and information services, Other business services. personal, cultural, and recreational services, and Government goods and services n.i.e. The trade in Government goods and services n.i.e have been kept out of *commercial services but is a category of overall services.* Transport Include all transport services involving the carriage of people and objects from one location to another as well as related supporting and auxiliary services. Also included are postal and courier services. Travel credits cover goods and services for own use or to give away acquired from an economy by non-residents during visits to that economy. Travel debits cover goods and services for own use or to give away acquired from other economies by residents during visits to these other economies.

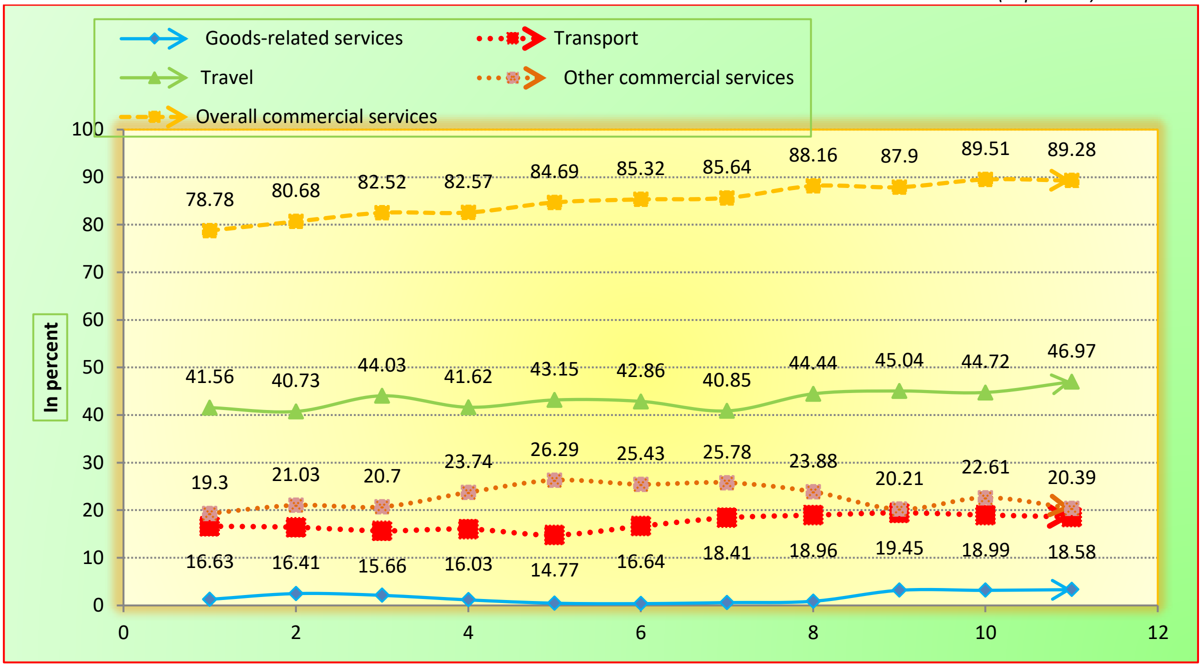
Aggregate average contribution of commercial services in total services' exports of LDCs remain 85 percent, whereas other developing economies and developed economies having equal average share in total services' exports, which was 98.3 percent for each group of economies from the year 2005 to 2015. In the year 2005, overall commercial services' exports in total services' exports of LDCs was 78.8 percent, which increased to 89.3 percent in the year 2015. Category-wise share of services in total commercial exports of selected economies are reflected in Table 8 as follows:

TABLE 8: CATEGORY-WISE SHARE OF SERVICES IN TOTAL COMMERCIAL SERVICES' EXPORTS IN SELECTED ECONOMIES *(in percent)*

Services	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
LDCs											
1. Goods-related services	1.29	2.51	2.14	1.18	0.48	0.39	0.61	0.89	3.20	3.19	3.34
2. Transport	16.63	16.41	15.66	16.03	14.77	16.64	18.41	18.96	19.45	18.99	18.58
3. Travel	**41.56**	**40.73**	**44.03**	**41.62**	**43.15**	**42.86**	**40.85**	**44.44**	**45.04**	**44.72**	**46.97**
4. Other commercial services	19.30	21.03	20.70	23.74	26.29	25.43	25.78	23.88	20.21	22.61	20.39
Total	**78.78**	**80.68**	**82.52**	**82.57**	**84.69**	**85.32**	**85.64**	**88.16**	**87.90**	**89.51**	**89.28**
Developing Economies(excluding LDCs)											
1. Goods-related services	4.20	4.00	4.18	4.13	4.16	4.03	3.83	3.53	3.26	2.88	3.02
2. Transport	25.87	25.51	25.94	27.03	23.15	24.55	22.99	22.77	21.67	20.83	20.11
3. Travel	34.52	33.30	31.87	30.78	33.42	33.29	32.37	33.00	33.97	35.97	36.56
4. Other commercial services	33.21	35.19	36.28	36.38	37.52	36.37	39.21	39.11	39.71	38.97	39.00
Total	**97.80**	**97.99**	**98.27**	**98.33**	**98.25**	**98.24**	**98.39**	**98.41**	**98.61**	**98.65**	**98.69**
Developed Economies											
1. Goods-related services	2.82	2.58	2.67	2.73	2.84	3.21	3.22	3.20	3.34	3.34	3.14
2. Transport	20.33	19.99	20.10	20.84	18.31	19.34	18.84	18.53	18.10	17.59	16.72
3. Travel	23.21	22.26	21.53	21.32	21.08	21.01	20.87	20.74	20.81	20.41	20.33
4. Other commercial services	51.62	53.13	53.85	53.51	55.96	54.71	55.39	55.87	56.18	57.25	58.36
Total	**98.0**	**98.0**	**98.1**	**98.4**	**98.2**	**98.3**	**98.3**	**98.3**	**98.4**	**98.6**	**98.5**
Memo item: Services	100	100	100	100	100	100	100	100	100	100	100

Source: *UNCTADStat online database.*

FIGURE 8: CATEGORY-WISE SHARE OF SERVICES IN TOTAL COMMERCIAL SERVICES' EXPORTS IN LDCs *(in percent)*



Source: Author's elaboration, based on UNCTAD Stat., 2005 to 2015.

Table 8 Figure 8 present for share of services in total commercial services exports in economies, viz., LDCs (48 countries), developing economies excluding LDCs (121 countries), and developed economies (48 countries). In general, low- to middle-skilled services sectors having significant place in exports of services in LDCs. Travel and transport are main of them. Under the study span of 11 years (i.e. 2005 to 2015), average share of LDCs in travel exports remain much more higher vis-a-vis developing economies excepting LDCs and developed economies. The average share of travel (tourism) exports in corresponding economies are 43.27 percent, 33.55 percent, and 21.23 percent, respectively.

If we combined both transport and travel services categories, the average share of LDCs is greater in contrast to rest developing economies and developed economies, which are 60.6 percent, 57.2 percent, and 40.2 percent, consecutively. Concerning sectors are labour-emphatic, they reach out to a possibly huge share of the population, creating good employment opportunities in LDCs. In terms of a single year in 2005, share of travel and transport credits through exports in LDCs were 16.63 percent and 41.56 percent, which increase to 18.58 percent and 46.97 percent in the year 2015. Average share of LDCs, other developing economies and developed economies in goods-related services exports in total services were 1.8 percent, 3.8 percent, and 3 percent, consecutively. Goods-related services Covers manufacturing services on physical inputs owned by others and Maintenance and repair services not included elsewhere (n.i.e).

Other business services cover research and development, professional and management consulting and technical, trade-related and other business services. This category of services in LDCs has meagre improved in study period, in the year 2005, Share of these services were 8.6 percent, which became 9.2 percent in the year 2015. Share of these services are more than two times in rest developing economies and developed economies separately viz-a-viz to LDCs. LDCs having less contribution in other commercial services in relation to rest developing economies and developed economies. Average share of LDCs in this category is 22.7 percent, while rest developing economies and developed economies were 37.4 percent and 55.1 percent. It is noted here that Other commercial services cover Construction, Insurance and pension services, Charges for the use of intellectual property n.i.e., Financial services, Telecommunications, computer, and information services, Other business services, and Personal, cultural, and recreational services.

To the point of view of tourism destination, Myanmar emerged as a key nation. In 2005, Overall exports of commercial services in Myanmar was 2.7 percent of total exports of these services in LDCs group, reached to 11.6 percent in 2014. In the period of 2005to 2014, exports of these services remains on average 3.95 percent. Out of 33 LDCs in Africa and Haiti region, Uganda and Ethiopia's increasing their role in exports of services. In the year 2005, both these countries exported the commercial services of US $483 million (5.1 % of total LDCs) and US $789 million (8.3%of total LDCs), whose reached to US $1945 million (5.4%) and US $2851 million (7.9%) in 2015. Average of both countries remained 5.2 percent and 8.5 percent respectively since 2005 to 2015.

To the view of travel exports, role of Uganda is enhancing, while Ethiopia is supplier of air transportation services and emerged as largest transport exporter of LDCs. This country is integrated in to air transport value chain successfully, joining the largest global airline alliance in 2011. Uganda's tourism exports were US $ 380 million in 2005, which rise to US $1169 million in 2015 and average remains US $603 million in period of study. In other hand, Ethiopia exported the transport services of US $466 million in the year 2005, which enhance to US $2202 million in 2015 and remains on average US $694 million in study period. In addition, United Republic of Tanzania also a leading exporter of tourism in LDCs, travel export receipts of this country was US $824 million in 2005, which increased to US $2006 million in the year 2014 and between 2005 to 2014 remains on average US $887 million. its travel exports increased by 10 percent on average between 2005 to 2014(see appendix).

Bulk of export earnings of LDCs are originated from LDCs in Africa and Haiti, in the year 2005, exports credit was US $6400 million in which share of LDCs-Africa was US $6310 million, raised to US $21030 million in 2015 and share of LDCs-Africa became US $20350 million. In LDCs-Islands, the service sector is less diversified. Export credits of commercial services in the year 2005, was US $230 million reached to US $650 million and US $600 million in 2014 and 2015, respectively. It has been decreased in in export receipts of commercial services in 2015 in relation to 2014. There are more than 70 percent exports earnings come from tourism service sector in LDCs Islands.

In LDCs group, Asia region having eight countries such as three in East-Asia, four in South- Asia, and only one country- Yemen is categorized in Western-Asia.Cambodia and Myanmar are of LDCs-East Asia and Bangladesh from LDCs-South Asia contributed significantly in exports growth of commercial services in recent years. Bangladesh has emerged as an exporter of information and communication services. This country is popular for information technology and location of BPOs. Overall exports of commercial services in this country was 6.9 percent of total exports of commercial services in LDCs group in 2005, rise to 9.1 percent in 2015 and in average terms remains 6.2 percent from 2005 to 2015.

At the signing of a joint declaration on increased cooperation between the WTO and the UNCTAD in the area of trade and development on 12 October 2015 at the WTO's Headquarters in Geneva, **WTO Director-General Roberto Azevêdo** said: "Our organizations share a common goal of helping developing countries, and especially the least-developed countries, integrate into the global economy. This declaration reaffirms and strengthens the collaboration of our two organizations to keep on promoting trade as a tool for development." In his opening remarks he further said: "LDC integration into the multilateral trading system is a priority for the WTO — and a priority for me, personally … We need to go further, faster, to support the integration of LDCs into the trading system, and to boost their capacity to trade." At this occasion **UNCTAD Secretary-General Mukhisa Kituyi** said: "New momentum is needed if LDCs are to reach a 2% share of world trade by 2020, as called for in the Istanbul Programme of Action. Closer collaboration between UNCTAD and the WTO is an important step in that direction."

CONCLUSIONS

Least Developed Countries average share in global exports and imports of commercial services are 0.55 percent and 1.45 percent in the corresponding duration of the study. Africa and Haiti LDCs exported on an average 0.34 percent and LDCs-Asia was 0.2 percent, whereas LDCs-Islands' share was meagre 0.01 percent. In the imports side, on an average share of Africa and Haiti LDCs, Asian LDCs and LDCs-Islands were 1.14 percent, 0.3 percent, and 0.02 percent, respectively. Moreover, average Share of developed economies, developing economies (excluding LDCs), and transition economies in global exports of commercial services were 70.4 percent, 26.6 percent, and 2.5 percent, respectively in corresponding period Services trade of LDCs remain concentrated within a few economies. In the year 2014, the top 10 leading exporters were in descending order namely, Myanmar; Cambodia; United Republic of Tanzania; Ethiopia; Uganda; Angola; Bangladesh; Madagascar; Senegal; and Zambia. Export earnings of these countries were nearly 63 percent of commercial services exported by LDCs. On the other hand, top 10 leading importers were in descending order, viz., Angola; Bangladesh; Ethiopia; Mozambique; Equatorial Guinea; Uganda; Dem. Rep. of the Congo; United Republic of Tanzania; Myanmar; and Cambodia. These countries imported about 67 percent of commercial services of LDCs. In 2015, the top ten leading exporters accounted for more than two-thirds of the group's services receipts, a proportion virtually unchanged since 2005. Myanmar is the largest exporter of services among the LDCs. For imports, Angola alone represented one-quarter of the group's total commercial services payments

The LDCs of South-Eastern Asia viz., Cambodia and Myanmar, and in South Asia only Bangladesh, and in LDCs-Africa and Haiti, viz., United Republic of Tanzania; Ethiopia; Uganda; Angola; Madagascar; Senegal; and Zambia, etc. have been integrating seemingly in the world economy in recent decades. The process of integration appeared to have broad support in the early to mid-1990s. Multilateral trade system requires to change on account of LDCs could participate much more actively in world trade of services. Six international organizations — the International Monetary Fund, the International Trade Centre, the United Nations Conference for Trade and Development, the United Nations Development Programme, the World Bank and the WTO are making efforts to integrating these economies in world economy and assisting the technical support various kind to them. Indeed, most of LDCs have failed to participate in global trade of commercial services. But for countries that are participating, this change in global trade of commercial services has profound implications. It is worth mentioning here that LDCs-Asia having eight countries out of the three-two from South-East Asia and only one are performing a little, but rest are not responding and nearly 80 percent of African LDCs are passing through higher poverty.

SUGGESTIONS

On the basis of above study work, we may suggest the following measures:

1. To the view of gaining market access opportunities, the LDCs should enhance its capacity to global trade in commercial services.
2. For the sake of achieving more gains through effectively participate in world trade of commercial services, these countries should increase the mobilisation of national and international resources to remove the barriers existing in corresponding countries.
3. These countries must focus on services such as financial, pension, insurance, charges for the use of intellectual property, professional and management consultancy *services, and technical, trade-related and other business services. For these purposes they should mobilise more financial resources and more training and skill development programmes.*
4. There is need to Sensible trade negotiating skills as well as appreciating and improved development cooperation among LDCs, other developing countries and developed countries.
5. To the point of view of export diversification and developing the trade-related capacity in LDCs, aid-for-trade should be increased and monitoring its utilisation effectively.
6. These countries should enhance their negotiating capacity and decrepitating their presence in various conferences of UNCTAD once in an every four years at a ministerial level. LDCs should attention on upcoming conference will conduct in 2020.

SCOPE OF FURTHER RESEARCH

There is wide scope for conducting study to pertain LDCs. Study can be conducted that how the WTO and the international community can help the LDCs to overcome the challenges in integrating into the multilateral trading system. How the existing smooth transition process of graduation from the LDC category should be strengthened so that future graduating countries will not be faced with the same concerns as those expressed by the graduating and recently graduated countries. Several case studies can also be conducted for every such country that how likely these countries graduating from the LDC category as soon as possible. How these countries enhanced their global trade capacity and export diversification in commercial services.

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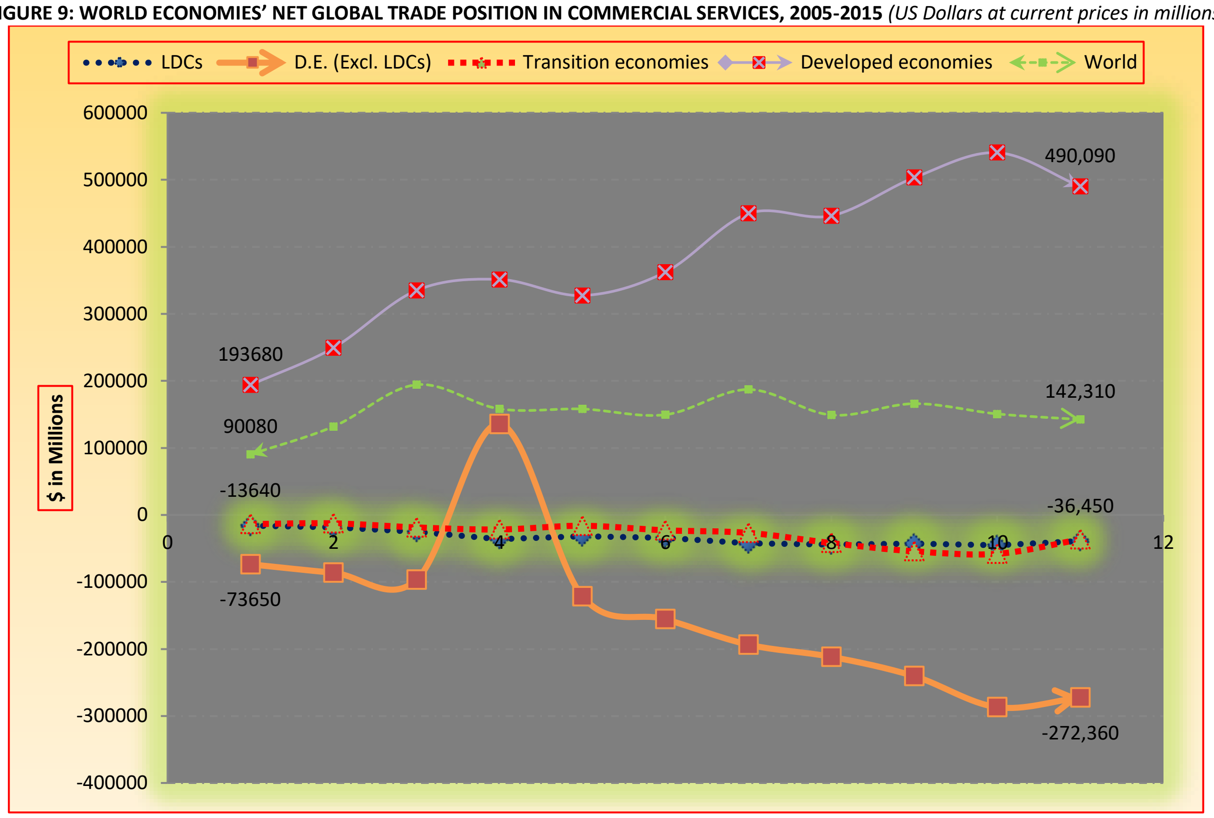
APPENDIX

TABLE 9: NET GLOBAL TRADE POSITION IN COMMERCIAL SERVICES OF WORLD ECONOMIES, 2005-2015 *(US Dollars at current prices in millions)*

Year	LDCs	D.E. (Excl. LDCs)	Transition economies	Developed economies	World
2005	-16270	-73650	-13640	193680	90080
2006	-18600	-86290	-12540	249180	131750
2007	-25300	-96720	-18600	334870	194250
2008	-36020	--135490	-21640	351300	158140
2009	-31840	-121320	-16130	327270	157980
2010	-34430	-155420	-22890	362220	149480
2011	-42570	-193350	-26690	449750	187140
2012	-44020	-211530	-41840	446350	148970
2013	-42980	-240350	-54090	503350	165940
2014	-45440	-286630	-57820	540540	150640
2015	-38,970	-2,72,360	-36,450	4,90,090	1,42,310

Source: *UNCTADStat online database.*

FIGURE 9: WORLD ECONOMIES' NET GLOBAL TRADE POSITION IN COMMERCIAL SERVICES, 2005-2015 *(US Dollars at current prices in millions)*



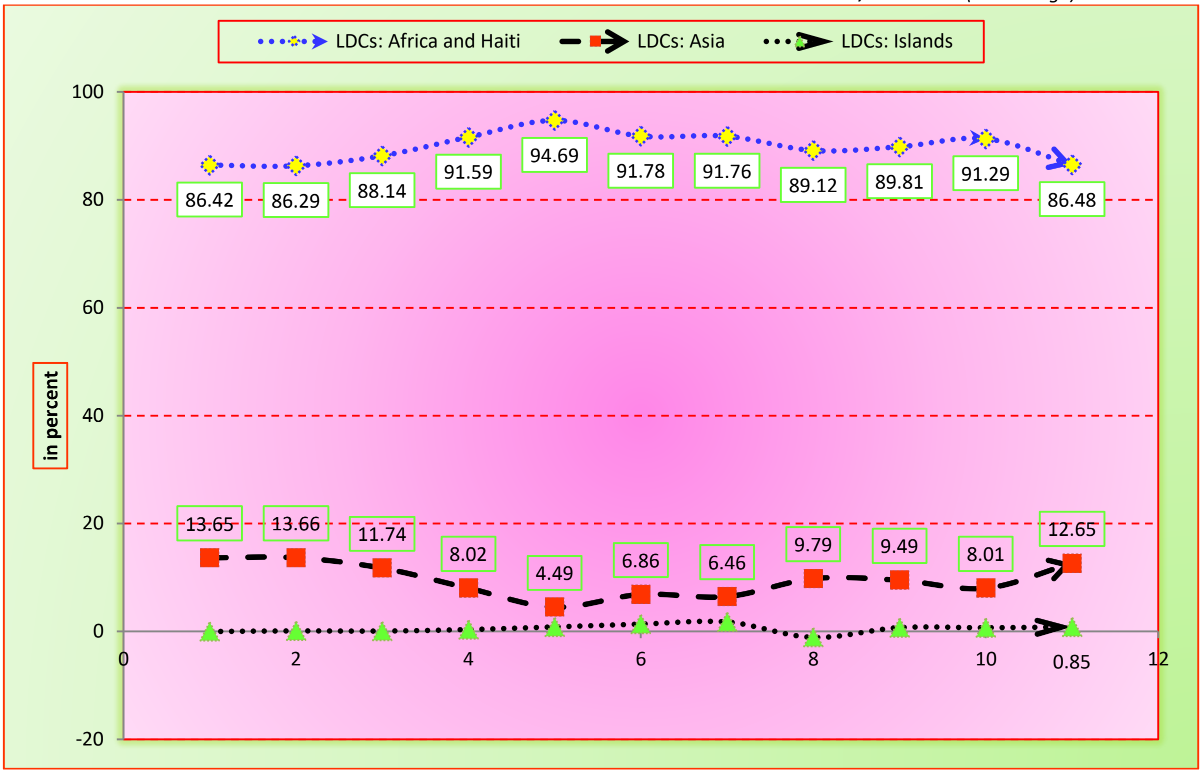
Source: Author's elaboration, based on UNCTAD Stat., 2005 to 2015.

TABLE 10: LDCs' REGION-WISE ADVERSE GLOBAL NET BALANCE IN COMMERCIAL SERVICES, 2005-2015 *(Percentage)*

Year	LDCs: Africa and Haiti	LDCs: Asia	LDCs: Islands	Overall Net Balance	Memorandum items	
					LDCs: Africa	Haiti
2005	86.42	13.65	0	100	83.71	2.71
2006	86.29	13.66	0.11	100	83.93	2.36
2007	88.14	11.74	0.08	100	87.00	1.14
2008	91.59	8.02	0.36	100	90.98	0.61
2009	94.69	4.49	0.85	100	94.03	0.66
2010	91.78	6.86	1.37	100	90.82	0.96
2011	91.76	6.46	1.76	100	91.12	0.64
2012	89.12	9.79	-1.09	100	88.48	0.64
2013	89.81	9.49	0.72	100	89.39	0.42
2014	91.29	8.01	0.70	100	90.82	0.47
2015	86.48	12.65	0.85	100	86.25	0.23

Source and Notes: Same as the Table-4.

FIGURE 10: LDCs' REGION-WISE GLOBAL TRADE DEFICIT IN COMMERCIAL SERVICES, 2005-2015 *(Percentage)*



Source: Author's elaboration, based on UNCTAD Stat., 2005 to 2015.

TABLE 11: LDCs' CATEGORY-WISE WORLD TRADE OF COMMERCIAL SERVICES, 2005-2015 *(US Dollars at current prices in millions)*

Services	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Average
Exports												
1.oods-related services	160	350	370	260	100	100	180	290	1180	1270	1350	510
2. Transport	2000	2310	2700	3540	3230	4060	5560	6080	7170	7560	7490	4700
3. Travel	5000	5730	7590	9200	9440	10460	12320	14240	16610	17810	18940	11576.4
4.ther commercial services	2330	2950	3570	5250	5750	6210	7780	7660	7460	9000	8230	6017.3
Total	**9480**	**11350**	**14220**	**18250**	**18520**	**20810**	**25840**	**28260**	**32420**	**35640**	**36010**	**22800**
Imports												
1.oods-related services	40	210	230	120	20	40	90	130	890	850	850	315.5
2. Transport	11750	13060	16620	22600	21370	24110	28330	31130	33500	34800	34020	24662.7
3. Travel	3620	4760	5420	5970	5510	6440	7080	7050	7350	7290	7520	6182.727
4.ther commercial services	10340	11920	17250	25580	23460	24650	32910	33960	33670	38140	32590	25860.91
Total	**25750**	**29950**	**39520**	**54270**	**50360**	**55240**	**68410**	**72280**	**75400**	**81080**	**74980**	**57021.8**

Source and Notes: Same as the Table-8.

TABLE 12: CATEGORY-WISE SHARE OF SERVICES IN TOTAL WORLD EXPORTS OF COMMERCIAL SERVICES IN LDCs *(in percent)*

Services	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
1. Goods-related services	0.18	0.39	0.33	0.20	0.09	0.07	0.12	0.19	0.72	0.76	0.88
2. Transport	0.34	0.36	0.35	0.39	0.45	0.49	0.66	0.66	0.76	0.78	0.86
3. Travel	**0.73**	**0.76**	**0.87**	**0.96**	**1.08**	**1.09**	**1.15**	**1.28**	**1.39**	**1.38**	**1.54**
Other Services	0.38	0.38	0.36	0.45	0.48	0.49	0.53	0.49	0.47	0.49	0.49
4. Construction	0.37	0.27	0.23	0.80	1.03	1.61	1.90	1.12	0.69	0.95	0.87
5. Insurance and pension services	0.14	0.10	0.11	0.10	0.13	0.13	0.21	0.51	0.23	0.41	0.45
6. Financial services	0.07	0.07	0.07	0.09	0.15	0.06	0.14	0.13	0.10	0.12	0.10
7. Charges for the use of intellectual property n.i.e.	0.06	0.12	0.03	0.07	0.07	0.04	0.03	0.04	0.04	0.04	0.03
8. Telecommunications, computer, and information services	0.29	0.36	0.34	0.40	0.44	0.55	0.61	0.62	0.67	0.59	0.47
9. Other business services	0.20	0.20	0.25	0.30	0.33	0.31	0.28	0.27	0.27	0.33	0.28
10. Personal, cultural, and recreational services	0.05	0.07	0.09	0.13	0.25	0.11	0.18	0.23	0.26	0.28	0.31
LDCs: Exports of C.S.	**0.37**	**0.39**	**0.40**	**0.46**	**0.52**	**0.54**	**0.59**	**0.63**	**0.68**	**0.70**	**0.76**
Memorandum items											
LDCs : Exports of Services	0.45	0.47	0.48	0.55	0.61	0.62	0.68	0.71	0.76	0.78	0.84
D.E.(Excl. LDCs): Exports of C.S.	22.91	23.59	24.13	24.71	24.85	27.25	27.87	28.84	28.51	29.20	30.26
Transition Economies: Exports of C.S.	2.01	2.19	2.32	2.62	2.46	2.50	2.61	2.74	2.82	2.46	2.22
Developed Economies: Exports of C.S.	74.71	73.84	73.14	72.21	72.17	69.71	68.92	67.79	67.98	67.63	66.77
World: Exports of C.S.	100	100	100	100	100	100	100	100	100	100	100

Notes and Source: Calculation in above Table are based on UNCTADStat online database. Trade in Government goods and services are comprised in other services category, which are not a part of commercial services. At World level, each service category is considered 100. Therefore, each service category individually is part of pertinent category of World. C.S. indicates here to commercial services.

TABLE 13: SELECTED COUNTRIES' SHARE IN EXPORTS OF COMMERCIAL SERVICES OF TOTAL LDCs *(Percentage)*

Country	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Average
Cambodia	11.2	11.21	9.82	8.186	9.43	9.21	10.07	10.81	10.35	10.4	10.5	10.11
Myanmar	2.7	2.56	2.20	1.80	1.70	1.62	2.81	4.18	8.26	11.6	-	3.95
Bangladesh	6.9	8.13	7.19	6.03	5.23	5.94	5.49	4.78	4.71	4.6	9.1	6.18
Angola	1.9	1.72	2.19	1.80	3.36	4.12	2.83	2.76	4.06	4.7	4.9	3.12
Ethiopia	8.3	7.57	7.83	8.73	8.19	9.19	9.87	8.98	8.84	7.7	7.9	8.46
Uganda	5.1	4.04	3.54	3.76	4.63	4.97	6.25	6.87	7.01	5.1	5.4	5.15
United Republic of Tanzania	12.8	12.93	12.92	10.77	9.69	9.62	8.73	9.74	9.70	9.5	10.2	10.6

Source and Notes: Same as the Table above.

TABLE 14: TOP 10 LDCs - EXPORTER OF COMMERCIAL SERVICES FOR THE YEAR 2014

S. No.	Countries	Exports (US $ million)	Share in Total Exports of LDCs (%)
1.	Myanmar	4128	11.58249
2.	Cambodia	3714	10.42088
3.	United Republic of Tanzania	3376	9.472503
4.	Ethiopia	2734	7.671156
5.	Uganda	1828	5.129068
6.	Angola	1681	4.716611
7.	Bangladesh	1627	4.565095
8.	Madagascar	1294.109	3.631058
9.	Senegal	1159.636	3.253749
10.	Zambia	850.866	2.387391
Total		22392.61	62.83

Source and Notes: Data are sourced as above table and Percentage is calculated in total exports of Commercial Services by LDCs.

TABLE 15: TOP 10 LDCs- IMPORTER OF COMMERCIAL SERVICES FOR THE YEAR 2014

S. No.	Countries	Imports (US $ million)	Share in Total Imports of LDCs (%)
1.	Angola	24230	29.88407
2.	Bangladesh	7195	8.873952
3.	Ethiopia	4230	5.21707
4.	Mozambique	3624.3	4.47003
5.	Equatorial Guinea	2936.2	3.621362
6.	Uganda	2708	3.339911
7.	Dem.Rep. of the Congo	2677.7	3.302541
8.	United Republic of Tanzania	2600	3.206709
9.	Myanmar	2561	3.158609
10.	Cambodia	1854	2.28663
Total		54616.2	67.36088

Source and Notes: Data are sourced as above table and Percentage is calculated in total imports of Commercial Services by LDCs.

TABLE 16: INTERNATIONAL TRADE OF COMMERCIAL SERVICES IN SELECTED ECONOMIES OF LDCs *(US Dollars at current prices in millions)*

Country	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Exports											
Cambodia	1063	1272	1396	1494	1747	1917	2603	3054	3354	3714	3775
Myanmar	260	291	313	328	315	337	727	1182	2679	**4128**	-
Bangladesh	651	923	1022	1100	968	1236	1419	1352	1526	1627	3271
Angola	177	195	311	329	623	857	732	780	1 316	1 681	1 751
Ethiopia	789	859	1114	1593	1516	1912	2549	2537	2867	2734	2851
Uganda	483	458	503	687	857	1034	1615	1942	2272	1828	1945
United Republic of Tanzania	1215	1467	1837	1966	1795	2002	2256	2753	3143	3376	3682
LDCs' Total Exports	**9480**	**11350**	**14220**	**18250**	**18520**	**20810**	**25840**	**28260**	**32420**	**35640**	**36010**
Imports											
Cambodia	631	760	773	799	810	947	1289	1501	1735	1854	1878
Myanmar	481	541	629	598	593	754	1066	1433	2162	2561	-
Bangladesh	2100	2309	2872	3588	3184	4122	4978	5230	6194	7195	9178
Angola	6191	6860	11997	20451	18210	16027	22415	21151	21269	**24230**	19324
Ethiopia	1178	1155	1734	2361	2187	2534	3309	3585	3363	4230	4612
Uganda	594	755	957	1234	1377	1775	2414	2459	2739	2708	2756
United Republic of Tanzania	1131	1212	1364	1627	1685	1843	2157	2310	2435	2600	2637
LDCs' TOTAL Imports	**25750**	**29950**	**39520**	**54270**	**50360**	**55240**	**68410**	**72280**	**75400**	**81080**	**74980**

Notes and Source: *Values of exports and imports of all the countries for the year 2015 are expected. Moreover, value of Ethiopia for the year 2013 and 2014 and value of exports in Angola for 2006 are also expected. The data were obtained from UNCTAD online database. of world commercial services trade, which is based on the geographical distribution of world trade.*

TABLE 17: EXPORTS IN COMMERCIAL SERVICES OF SELECTED LDCs *(US Dollars at current prices in millions)*

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
MYANMAR											
1.Goods-related services	24	37	31	54	80	58	137	202	1 101	1 174	-
2. Transport	118	129	112	122	139	148	216	194	233	226	-
3. Travel	67	46	85	68	56	72	325	539	959	1 612	-
4. Other commercial services	50	79	85	84	41	59	50	247	387	1115	-
Total Commercial Services	260	291	313	328	315	337	727	1182	2679	4128	-
CAMBODIA											
1. Goods-related services	-	-	-	-	-	-	-	-	-	-	-
2. Transport	136	171	217	244	257	264	302	334	358	417	446
3. Travel	840	992	1 020	1 101	1 336	1 519	2 084	2 463	2 660	2 953	3 131
4. Other commercial services	88	109	158	149	154	134	217	257	335	344	198
Total Commercial Services	1063	1272	1396	1494	1747	1917	2603	3054	3354	3714	3775
UNITED REPUBLIC OF TANZANIA											
1. Goods-related services	-	-	-	-	-	-	-	-	-	-	-
2. Transport	223	344	332	365	334	453	556	641	812	903	-
3. Travel	824	950	1 199	1 289	1 160	1 255	1 353	1 713	1 853	2 006	-
4. Other commercial services	169	173	306	312	300	294	347	400	477	467	-
Total Commercial Services	1215	1467	1837	1966	1795	2002	2256	2753	3143	3376	3682
ETHIOPIA											
1. Goods-related services	-	-	-	-	-	-	-	-	-	-	-
2. Transport	466	585	733	1 048	992	1 177	1 582	1 730	2 078	2 192	2 202
3. Travel	168	162	176	377	329	522	758	607	623	353	411
4. Other commercial services	154	112	204	167	195	212	209	200	166	190	238
Total Commercial Services	789	859	1114	1593	1516	1912	2549	2537	2867	2734	2851
UGANDA											
1. Goods-related services	-	-	-	-	-	-	0	6	0	-	-
2. Transport	7	4	6	41	41	42	150	192	225	168	145
3. Travel	380	346	398	498	667	784	960	1 135	1 334	792	1 169
4. Other commercial services	96	108	98	148	149	208	505	609	713	895	631
Total Commercial Services	483	458	503	687	857	1034	1615	1942	2272	1828	1945
ANGOLA											
1. Goods-related services	-	-	-	-	-	-	-	-	-	-	-
2. Transport	18	20	17	14	32	43	26	22	25	25	-
3. Travel	88	75	225	285	534	719	646	706	1 234	1 589	-
4. Other commercial services	71	100	69	30	57	95	59	52	57	67	-
Total Commercial Services	177	195	311	329	623	857	732	780	1 316	1 681	1 751
BANGLADESH											
1. Goods-related services	133	320	337	203	22	37	40	46	58	76	-
2. Transport	122	92	83	118	147	176	276	377	497	393	-
3. Travel	75	80	76	75	70	81	87	103	129	153	-
4. Other commercial services	321	430	525	704	729	942	1016	826	843	1005	-
Total Commercial Services	651	923	1022	1100	968	1236	1419	1352	1526	1627	3271

Notes and Source: Same as the Table 16.

A STUDY ON FINANCIAL ANALYSIS OF CANBANK VENTURE CAPITAL FUND LIMITED

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ABSTRACT
Venture Capital funding is different from conventional sources of financing. It is involved in high risk and high return project which have innovative technology and new ideas. Venture capital fund also known as risk finance. Apart from finance, venture capitalists provide networking, consultancy services, management and marketing support as well. In the global scenario venture capital companies and investee firms work together closely in an enabling environment that allows entrepreneurs to focus on value creating ideas. The paper is aimed to give an analysis of financial performance of Canbank Venture Capital Fund Ltd. The present study shows the tremendous growth trend and profitability of the Canbank Venture Capital Fund Ltd. in later years of ten years' study. Every year growth and profitability is increased except one year. Present study shows the future forecasting of the total Income, total expenditure, profit before tax and profit after tax would be doubled in next ten years. This study is based on secondary data.

KEYWORDS
high risk, high return, innovative technology, new ideas, venture capital fund.

INTRODUCTION
Innovation is the key of competitiveness within organizations as well as within countries. It has been well said "nothing is more powerful than the idea whose time has come." However, innovative ideas need more than research for success. They need not only financial, but also, managerial support to achieve success. This support is lent in many forms by private funding and incubation organizations such as venture capitalists.

Venture capital has developed as a result of the need to provide non conventional, risky finance to new ventures based on innovative ideas and entrepreneurship. Venture capital is an investment in the form of equity and debt and sometime both – straight or conditional, made in new or untried concepts, ideas promoted by a technically professionally qualified entrepreneur. Venture capital means risk capital. It refers to capital investment, both equity and debt which carries substantial risk and uncertainties. The risk envisaged may be very high or very less-it may be so high as to result in total loss or it may be so less so as to result in high gains.

DEFINITIONS

Venture Capital fund Regulation 1996 by SEBI "A fund established in the form of a company or trust which raises money through loans, donations, issue of securities or units as the case may be and makes or proposes to make investments in accordance with its regulations".

According to 1995 Finance Bill "Venture capital is defined as long term equity investment in novel technology based projects with display potential for significant growth and financial return."

MEANING

The term Venture Capital comprises of two words that is "Venture" and "Capital". Venture means a course of processing, outcome which is uncertain which is attended the risk or danger or loss. "Capital" means resources to start an enterprise.

CANBANK VENTURE CAPITAL FUND LTD. (CVCFL)

Canbank Venture Capital Fund Limited is Founded on 21st October, 1989, a wholly owned subsidiary of Canara Bank. The bank is the first public sector bank to set up a venture capital fund that is duly registered with SEBI. Canbank is a premier domestic venture Capital Fund. An experienced fund management company, Canbank Venture believes in adopting a General Fund Philosophy and has a good portfolio of investment in several promising sectors. The funds corpus is contributed by public Sector Banks and financial institutions and Insurance Companies.

Over the last 26 years Canbank Venture has invested in several promising companies, partnered progress and posted successful exits. Canbank Venture invest in businesses with an established technological or market positioning edge and good growth potential.

IMPORTANCE OF THE STUDY
There are entrepreneurs and many other people who come up with bright ideas but lack of the capital for the investment. What these venture capitalists do is facilitate and enable the startup phase. When there is an owner relation between the venture capital providers and receivers, their mutual interest for return will increase the firm's motivation to increase the profit. Venture Capitalists have invested in similar firms and project before and therefore, have more knowledge and experience. This knowledge and experience are the outcome of the experiments through the success and failures from the previous ventures, so they know what works and what does not, and how it works. Therefore, through Venture Capital a portfolio firm can initiate growth, identify problems and find recipes to overcome them.

STATEMENT OF THE PROBLEM
Venture Capital in India is in nascent stage. In emerging Scenario of global competitiveness has put huge pressure on the industrial sectors to enhance and improve the quality level with minimization of cost of product and maximization of profit by making use of latest technological skills, ideas, the financing firms expect a sound, good experienced, mature and capable management team of the company being financed. Since the innovative project involves a higher risk there is an expectation of higher returns from the project. The payback period is also generally high (5-7 years). The Various issues and difficulties of venture capital financing are (i) Requirement of an experienced managerial team (ii) Payback period is normally long (iii) Uncertainty regarding the success of the product in the market (iv) Requirement of high rate of return on investment. (v) Major rivals and their market share (vi)Problems and issues regarding the infrastructure details of production like plant location, accessibility, relationship with the suppliers and creditors, transportation facilities, labor availability etc.

OBJECTIVES OF THE STUDY
1. To study the Concept of Venture Capital Financing in India.
2. To Study the growth trends of Canbank Venture Capital Fund Limited.
3. To analyze the Profitability position of CVCFL

RESEARCH METHODOLOGY

TYPE OF RESEARCH: This study is descriptive in nature.

DATA COLLECTION: This study is based on secondary data.

SECONDARY DATA: Data will be collected from financial reports of the VCF, Ministry of Corporate Affairs, SEBI, books, journals, Magazines, websites of the VCs and other sources.

STUDY PERIOD: This study is based on 10 years period from 2005-06 to 2014-15.

LIMITATIONS OF THE STUDY: This study is purely depending on secondary data.

TOOLS USED FOR DATA ANALYSIS: Analysis of data is done with the help of financial analysis techniques and statistical techniques such as Ratio Analysis, Trend percentage, Mean, Standard Deviation and Co efficient of variance.

ANALYSIS

TABLE 1: TREND PERCENTAGES OF CANBANK VENTURE CAPITAL FUND LTD. (Indian Rupees)

Year	Total Income	Trend Percentages	Total Expenditure	Trend Percentages	Profit Before Tax	Trend Percentages	Profit After Tax	Trend Percentages
2005-06	1,07,49,916	100.00	40,64,844	100.00	66,85,072	100.00	44,47,782	100.00
2006-07	72,88,846	67.80	38,80,551	95.46	34,08,295	50.98	19,97,818	44.91
2007-08	1,91,62,989	178.26	42,62,994	104.87	1,48,99,995	222.88	97,47,685	219.15
2008-09	1,80,53,431	167.94	57,24,624	140.83	1,23,28,807	184.42	80,13,482	180.16
2009-10	1,52,02,838	141.42	44,00,944	108.26	1,08,01,894	161.58	71,02,180	159.67
2010-11	6,72,86,555	625.92	61,14,319	150.41	6,11,72,236	915.05	4,08,41,304	918.23
2011-12	11,22,66,199	1044.34	78,03,707	191.98	10,44,62,492	1562.62	7,06,22,682	1587.81
2012-13	116395571	1082.75	96,57,790	237.59	10,68,50,641	1598.34	7,19,03,463	1616.61
2013-14	113900411	1059.54	1,17,64,320	289.41	9,24,05,544	1382.26	6,10,75,741	1373.17
2014-15	117687260	1094.77	1,43,44,428	352.89	10,31,56,056	1543.08	6,71,79,487	1510.40
Mean		556.274		177.17		772.121		771.011
SD		468.57		89.43		690.10		692.66
CV		84.23		50.48		89.38		89.84

(Source: Annual Report of Canbank Venture Fund Ltd)

CHART 1: TREND PERCENTAGES OF VARIOUS ITEMS IN CANBANK VENTURE CAPITAL FUND LIMITED

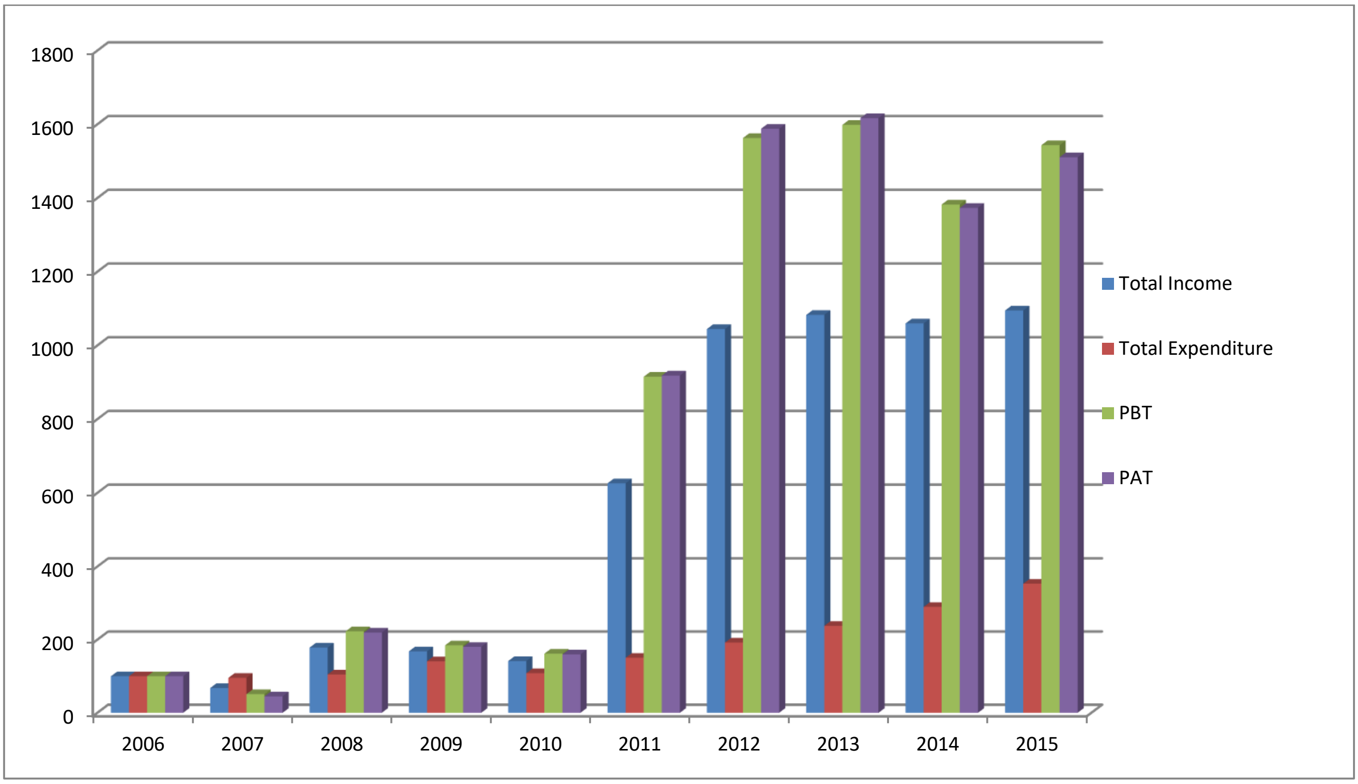


Table 1 shows the data relating to trend percentage of various items in profit and loss account of Canbank Venture Capital Fund Ltd. such as total income, total expenditure, profit before tax and profit after tax. The trend percentages are calculated by taking 2005-06 as base period. Total income shows highest growth rate in 994.77% in the year 2014-15. Every year total income increases except in 2006-07 i.e. 67.80%. Tremendous increases in total income from the year 2010-11 to 2014-15. Mean trend percentage is 556.274%, standard deviation is 468.57 and co efficient of variance 84.23.

Total expenditure increases every year except in the year 2006-07 and 2009-10 i.e. 95.46 and 108.27 respectively. During the 10 years study in the year 2014-15 total expenditure shows 252.89% increased whereas total Income Increases 994.77% it implies that rate of increase in total Income is more than Total expenditure. Mean, Standard deviation and Coefficient of variance of total expenditure is as 177.17, 89.43 and 50.48% respectively.

During the period of 10 years profit before tax are tremendous increases. In the year 2006-07 profit before tax is decreases due to decrease in Total Income. During the period 2008-09 and 2009-10 profit before tax slightly decreased. During the period of 2010-11 to 2014-15 shows excellent increased. Rate of increase in profit before tax is more than increase in total income. It shows the profitability of the company.

During the period of 10 years Profit after tax are increases tremendously except in the year 2006-07. During the period profit after tax increased 14.10 times. Mean, Standard deviation and Coefficient of variance is 771.01, 692.66 and 89.84 respectively.

TABLE 2: FUTURE FORECASTING OF CANBANK VENTURE CAPITAL FUND LTD. (Indian Rupees)

Year	Total Income	Trend Percentages	Expenditure	Trend Percentages	PBT	Trend Percentages	PAT	Trend Percentages
2015-16	14,41,19,468	100.00	1,32,89,427	100.00	12,75,41,911	100.00	8,46,42,376	100.00
2016-17	15,97,45,809	110.84	1,43,96,259	108.32	14,13,46,421	110.82	9,37,96,779	110.81
2017-18	17,53,72,149	121.68	1,55,03,090	116.65	15,51,50,932	121.64	10,29,51,181	121.63
2018-19	19,09,98,490	132.22	1,66,09,922	124.98	16,89,55,442	132.47	11,21,05,584	132.44
2019-20	20,66,24,831	143.37	1,77,16,754	133.31	18,27,59,953	143.29	12,12,59,987	143.26
2020-21	22,22,51,172	154.21	1,88,23,586	141.64	19,65,64,463	154.11	13,04,14,389	154.07
2021-22	23,78,77,513	165.05	1,99,30,418	149.97	21,03,68,973	164.94	13,95,68,792	164.89
2022-23	25,35,03,854	175.89	2,10,37,249	158.30	22,41,73,484	175.76	14,87,23,194	175.70
2023-24	26,91,30,195	186.74	2,21,44,081	166.62	23,79,77,994	186.58	15,78,77,597	186.52
2024-25	28,47,56,536	197.58	2,32,50,913	174.95	25,17,82,505	197.41	16,70,31,999	197.33

(Source: Annual Report of Canbank Venture Fund Ltd)

CHART 2: FUTURE FORECASTING OF PROFITABILITY OF CANBANK VENTURE CAPITAL FUND LIMITED FOR THE PERIOD OF 2016-2025

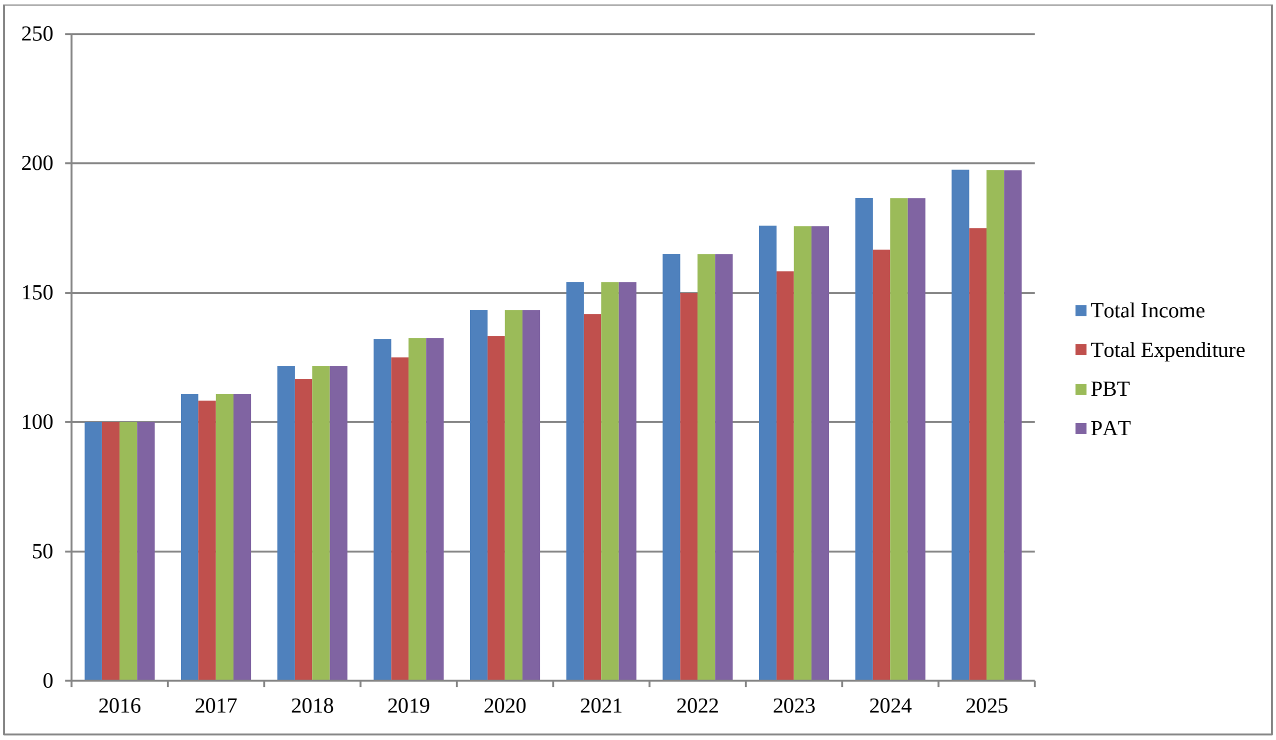


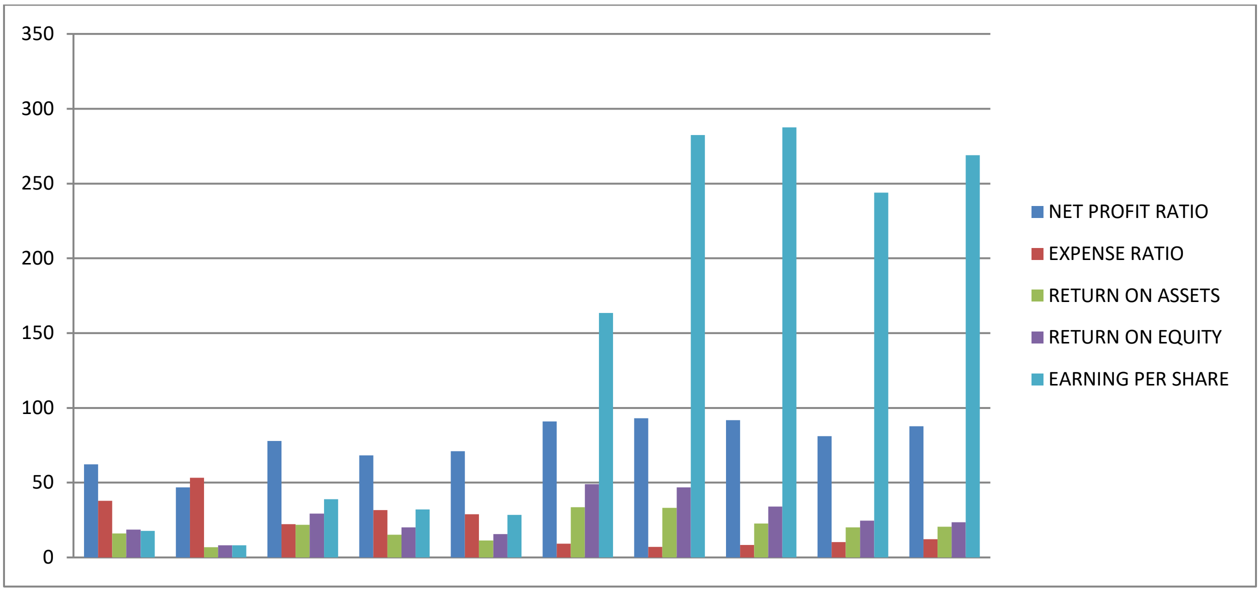
Table 2 shows the future forecasting of total income, total expenditure, profit before tax and profit after tax. The forecast volume of total income, total expenditure, profit before tax and profit after tax of the year 2015-16 would be Rs. 14,41,19,468, 1,32,89,427, 12,75,41,911, 8,46,42,376 respectively. During the period of time forecast volume would be increase by 97.33%.

TABLE 3: PROFITABILITY RATIOS OF CANBANK VENTURE CAPITAL FUND LIMITED.

Year	Net Profit Ratio	Expense Ratio	Return on Asset	Return on Equity	EPS
2005-06	62.18	37.81	15.98	18.49	17.79
2006-07	46.76	53.23	6.85	8.01	07.99
2007-08	77.75	22.24	21.84	29.36	38.99
2008-09	68.29	31.70	15.09	20.16	32.05
2009-10	71.05	28.94	11.40	15.64	28.41
2010-11	90.91	9.08	33.50	49.02	163.37
2011-12	93.04	6.95	33.14	46.76	282.49
2012-13	91.79	8.29	22.54	34.04	287.61
2013-14	81.12	10.32	19.99	24.53	244.00
2014-15	87.65	12.18	20.60	23.48	269.00
Mean	77.05	22.07	20.09	26.94	137.17
SD	15.07	15.57	8.51	13.15	123.23
CV	19.57	70.53	42.37	48.82	89.84

(Source: Annual Report of Canbank Venture Fund Ltd)

CHART 3: PROFITABILITY RATIO OF CANBANK VENTURE CAPITAL FUND LIMITED



During the period of 10 years net profit ratio is increases from 62.18% in 2005-06 to 87.65 in the year 2014-15. In the year 2006-07 shows lowest record in net profit ratio i.e. 46.76% and highest record in the year 2011-12 i.e. 93.04%. Average net profit ratio is 77.05, standard deviation is 15.07 and CV is 19.57% respectively.

Expense ratios show the decline except in the year 2006-07 i.e. 53.23% of total income. It implies that efficient control in expenses that resulted profitability increased. Average expense ratio is 22.07%, standard deviation is 15.57% and CV is 70.53%.

Return on assets recorded lowest in the year 2006-07 i.e. 6.85% and highest record in 2010-11 i.e.33.50%. An average Return on assets is 20.09%, Standard deviation is 8.51% and CV is 42.37% respectively.

Return on equity lowest record in the year 2006-07 i.e. 8.01% and highest record in the year 2010-11 i.e.49.02%. Average Return on Equity is 26.94% whereas standard deviation and CV is recorded as 13.15 and 48.82% respectively.

Earning per Share is recorded highest in the year 2012-13 i.e. 287.61 and lowest 07.99% in the year 2006-07. In the period of 2010-11 to 2014-15 EPS is recorded well.

CONCLUSION

The financial analysis showed that the tremendous increase in total income, profit before tax and profit after tax. Rate of increase in total income, Profit before tax and profit after tax is more than the rate of increase in total expenditure. Net profit, Return on Assets, Return on Equity and Earnings per Share also showed high during the study except during the period of 2006-07. In initial years company not performed well but in later years it is very good performance. Overall performance of the company is more than satisfactory.

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A STUDY OF GREEN BANKING TRENDS IN INDIAN BANKS WITH SPECIAL REFERENCE TO BANGALORE CITY

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ABSTRACT

Change is the need of hour for survival in all spheres. The world has seen much focus on Economic progress and mankind has made giant steps in its journey through time. Today's business is all about being green. Climate is most complicated issue the world is facing. The banks can play an important role between economic growth and environmental protection. The banking of this kind is termed as "Green Banking". It means combining technology and changing client habits in banking business. Green banking practices will be useful not only for environment but also lead to cost reductions in banking activities. To reduce the external carbon emissions, bank should finance green technology and pollution reducing projects. Various financial services adopted by green business are banks, credit card companies, insurance companies, consumer finance companies, stock brokerages and investment funds. Banking sector for great banking has its own significance. The main objective of this paper is to know about the methods taken by the banking sector and conduct a SWOC analysis about the banking sector regarding green banking activities. Green banking is comparatively a new concept. It helps in reducing the use of paper, power and energy. This paper tries to find out the ways to Go Green through 'Green Banking'.

KEYWORDS

environmental protection, green banking.

INTRODUCTION

The world has seen much focus on economic progress and mankind has made giant steps in its journey through time. The side-effects of the development process have, however, also been equally enormous–loss of biodiversity, climatic change, environmental damage, etc. Environmental issue such as, restoration of nature's face of beauty have also become more important as the world has progressed economically.

Green banking is a pro-active way of energy conservation and environment protection. The prime benefit of the green banking approach is the protection of the natural resources and the environment. Green banking avoids paper work to the optimum level and focuses on electronic transactions like use of ATM, mobile banking, online banking etc for various banking transactions by the customers. Electronic transaction not only aids towards sustainability but also provides convenience to the customers as well as to the banks. Less paperwork means less cutting of trees. For implementing eco friendly business, banks should adopt environmental standards of lending as it improves the asset quality of the banks.

Banks hold a unique position in an economic system that can affect production, services, business and other activities through their financing activities and thus may contribute to removing polluted environment. The banks should go green and play a pro-active role to take environmental and ecological aspects as part of their lending and investment principle, which would direct industries to go for mandated investment for environmental management, use of appropriate technologies and management systems.

GREEN BANKING

"Green banking means promoting environmental friendly practices and reducing your carbon footprints from your banking activities."

FEATURES OF GREEN BANKING

- Automation and online banking
- Social safety and security
- Consider risk factors regarding environmental conditions while providing loans
- Sustainable and green growth
- Implements Environmental Due Diligence (EDD)
- Reduces cost and energy

FIG. 1

REVIEW OF LITERATURE

Jha & Bhome (2013) in their paper entitled A Study of Green Banking Trends in India studied the green banking initiatives taken by the public sector bank in India and the way of go green by green banking. The main objective of the paper is to know green banking sector and checks the awareness of employees, associates and the public about the green banking concept. Further the study suggested that interest on loan should be less for green project then normal rate of interest and companies can increase their profitability by recycling of waste generated. They should stress upon green mortgage loan, green credit card and online banking.
Amitabh Mishra, B R Kumar and Dharam Bir Singh, 2013 "A study of Gaps in Service Quality at a leading Private Sector Commercial Bank in Greater Noida". The study concludes that account holders were relatively more dissatisfied with the service quality dimension, assurance with a high weighted gap score of 0.21, followed by reliability, responsiveness, empathy and tangibles and weighted gap scores of 0.20, 0.21, 0.08 and 0.05, respectively. Such a study is useful in determining the weak areas of a banks service where immediate steps are necessary. If such deficiencies are ignored, it may lead to loss of reputation
Bihari (2011) clarified that banks should consider before financing a project whether that project is environment friendly or not and has any future implication on environment in future. As a part of the society it is banks' corporate social responsibility.
Khawaspatil, S.G. and More, R.P. (2013), in their research article concluded that in-spite of a lot of opportunity in green banking and RBI notifications, Indian banks are far behind in implementation of green banking. Only few banks have initiated in this regard. There is a lot of scope for all banks and they can not only save our earth but also transform the whole world towards energy consciousness. Banks must educate their customers about green banking and adopt all strategies to save earth and build banks image.
Dharwal, Mridul and Agrwal, Ankur (2011), in research article on "Green Banking: An Innovative initiative for Sustainable Development" concluded that Indian banks need to be made fully aware of the environmental and social guidelines to which banks worldwide are agreeing to. As far as green banking is concerned, Indian banks are far behind their counterparts from developed countries. If Indian banks desire to enter global markets, it is important that they recognize their environmental and social responsibilities.
Bihari, Suresh Chandra (2010), in his research article analyzed the social responsibility of banking sector. He concluded that the role of banks in controlling the environmental damage is extremely important. As per relatively indirect nature of their environmental and social impacts, banks need to examine the effects of their lending and investment decisions. Incorporating environmental and social criteria into business decision making can reduce the adverse impacts of operating activities. Financial institutions can do a lot to assist efforts for corporate social responsibility and achieve sustainability.
According to RBI 2014, green banking is to make internal bank processes, physical infrastructure and IT infrastructure as effective and efficient as possible, with zero or minimal impact on the environment.
Ginovsky (2009) had emphasized that in order to implement ecologically friendly practices, banks should launch new banking products which promotes the sustainable practices and also needs to restructure their back office operations.

NEED AND IMPORTANCE OF THE STUDY

Today environmental sustainability is an important issue and green banking is a step in this regard. Hence, there is a need to study the green banking trends in Indian banks. Technological innovation in banking services is an opportunity to differentiate nature market. The technological innovation includes ATM, internet banking, mobile banking etc. Now a day's banking automation services is indispensable in order to obtain efficiency to provide basic financial needs.

SCOPE OF THE STUDY

The objective of this research article is to study Green banking trends in India. The survey was conducted both primary data and secondary data. The study identifies the *SWOC* analysis. The reason for choosing this topic is to identify the steps necessary to adopt green banking. To provide suggestions for improving the green banking services of banks in India.

OBJECTIVES

1. To study concept of 'Green Bank'
2. To identify the steps necessary to adopt Green Banking
3. To conduct SWOC analysis of green banking practices of the Indian banks.
4. To offer suggestions for improving the Green Banking services of banks in India.

HYPOTHESIS

Hypothesis provides a direction to the research. Hence, to achieve the objectives of the present study following Hypotheses will be made.
H0 = There is significant trends in the green banking.

RESEARCH METHODOLOGY

The study mainly includes literature review from secondary data. The secondary data sources include reports of the respective banks and other relative information published on the banks and other internet sites, annual reports, sustainability reports, company's official websites, newspapers, magazines, internet and commercial banks websites, etc. Additionally, different working papers, journals and articles have been pursued enriching the literature of the study. The collected data are analyzed in the perspective of progress and adequacy of green banking activities in Indian banks. The study also includes the primary data collection through personal visit to the bank and in-depth interviews of the branch managers.

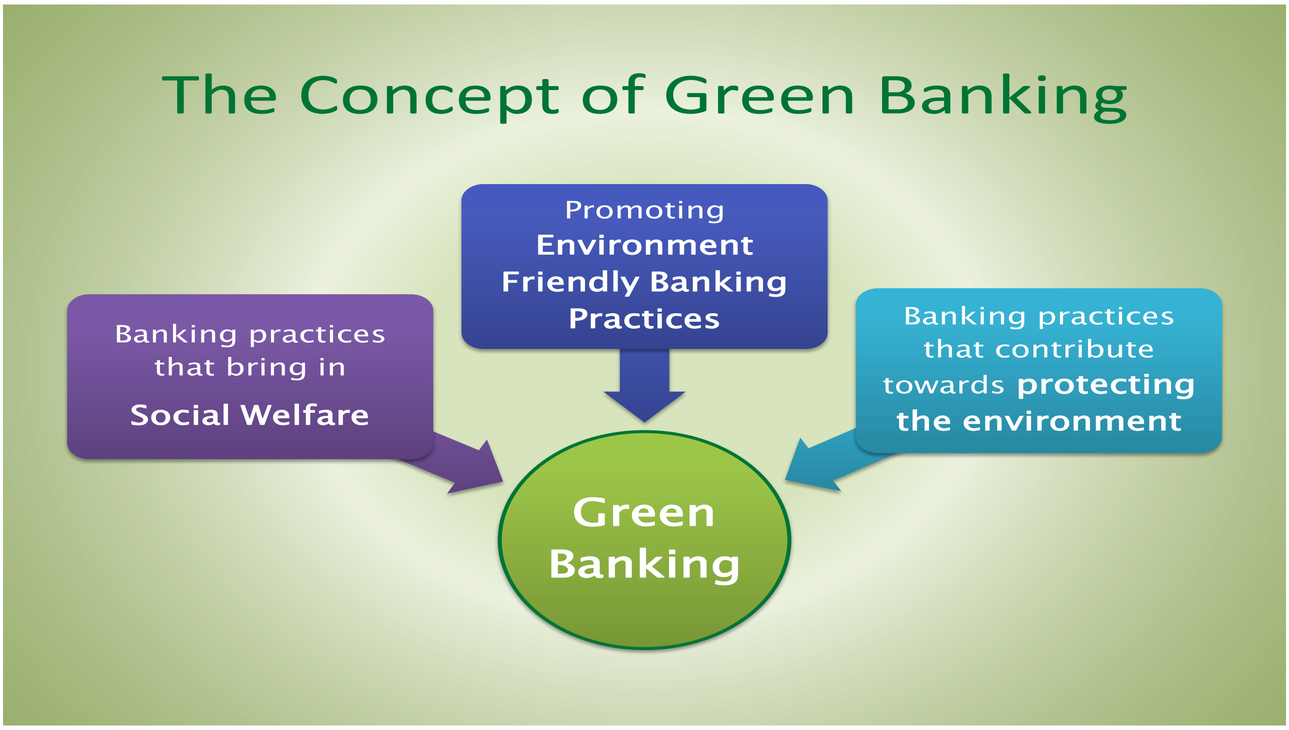
LIMITATIONS OF THE STUDY

- The study is limited to Bangalore City only.
- It was difficult to know whether the respondents are truly given the exact information.
- Respondent's preferences and opinions are supposed to change from time to time.

GREEN BANKING

Green Banking means eco-friendly or environment-friendly banking to stop environmental degradation to make this planet more habitable. This comes in many forms. Providing innovative green products: using online banking instead of branch banking, paying bills online instead of mailing them, purchasing green mortgage, opening up of CDs, green credit cards and money market accounts at online banks instead of large multi-branch banks or finding the local bank in your area that is taking the biggest steps to support local green initiatives. Green Banking is also a multi-stakeholders' endeavor where banks have to work closely with government, NGOs, International Financial Institutes (IFIs)/International Government Organizations (IGOs), Central Bank, consumers and business communities to reach the goal.

FIG. 2



BENEFITS OF GREEN BANKING

Paperless banking can be adopted as almost all banks in India are computerized or operate on a core banking solution (CBS) creating awareness to bank people about environment by bank can help to brighten the image of the bank. Provision of loans with financial concession for environment friendly products and projects can be an excellent idea for green banking. Moreover, following certain environmental standards for lending will make business owners to change their business to environment friendly which is good for future generations. Major benefits of green banking are listed below:-

1. AVOIDS PAPER WORK

Paperless banking almost all banks in India are computerized or operate on a core banking solution (CBS). Thus there is ample scope for the banks to adopt paperless or less paper for office correspondence, audit, reporting etc. these banks can switch over to electronic correspondence and reporting thereby controlling deforestation.

2. CREATING AWARENESS TO BUSINESS PEOPLE ABOUT ENVIRONMENT

Many NGOs and environmentalists are propagating environment consciousness among the public in general by arranging awareness programs and organizing seminars etc. Banks may associate themselves by sponsoring such programs. Besides, many corporate bodies are organizing similar program in their own line of business such as “free pollution check program” organized by a car manufacturer. Banks may tie with such corporate. These will help to brighten the image of the bank.

3. LOANS AT COMPARATIVELY LESSER RATES

Banks can also introduce green bank loans with financial concessions for environment friendly products and projects such as fuel efficient vehicles, green building projects, housing and house furnishing loans to install solar energy system etc.

4. ENVIRONMENTAL STANDARDS FOR LENDING

Banks follow environmental standards for lending, is really a good idea and it will make business owners to change their business to environmental friendly which is good for our future generations.

GREEN BANKING PRODUCT

- **Green Loans**

A green loan means giving loans to a project or business that is considered environmentally sustainable.

- **Green Mortgages**

Green Mortgages refers to type of mortgage that provides you a money-saving discount or a bigger loan than normally permitted as a reward for making energy efficient improvements or for buying a home that meets particular energy efficiency standards.

- **Green Credit Cards**

Green credit cards in the form of environmentally friendly rewards or using biodegradable credit card materials or promoting paperless banking, credit cards are going green.

- **Green Saving Accounts**

In case of Green saving accounts, banks make donations on the basis of savings done by customers. The more they save, the more the environment benefits in form of contributions or donations done by banks.

- **Mobile banking and online banking**

Mobile banking and online banking are the new age banking forms include less paperwork, less mail, and less travel to branch offices by bank customers, all of which has a positive impact on the environment.

GREEN BANKING OFFERS THE FOLLOWING BENEFITS

- Green banking avoids paper work and makes use of online transactions such as Internet banking, SMS banking and ATM banking. Less paper work means less cutting of trees.
- Green ethical banks adopt environmental standards for lending which would benefit future generations.
- Green banks gives more importance to environmental friendly factors like ecological gains thus interest on loan is comparatively less.
- Free electronic bill payment services.
- Online account opening form for opening green account.
- Cash back will be credited to all new customers, opening “green accounts”.

STEPS IN GREEN BANKING

From the empirical study, it is found that following are some of the steps that can be taken for going green in banking:

1. GO ONLINE

Online banking is the developing concept in young and corporate India. Online banking helps in additional conservation of energy and natural resources. Online Banking includes: a. Paying bills online, b. Remote deposit, c. Online fund transfers and d. online statements. It creates savings from less paper, less energy, and less expenditure of natural resources from banking activities. Customers can save money be avoiding late payments of fees and save time by avoiding standing to queues and paying the bill from home online.

2. USE GREEN CHECKING ACCOUNTS

Customers can check their accounts on ATM or special touch screens in the banks. This can be called as green checking of account. Using a green checking account helps the environment by utilizing more online banking services including online bill payment, debit cards, and online statements. Banks should promote green checking by giving some incentives to customers by giving higher rate of interests, waiver or discount in fees etc.

3. USE GREEN LOANS FOR HOME IMPROVEMENTS

The Ministry of Non-renewable Resource in association with some nationalized and scheduled banks undertook an initiative to go green by paying low interest loans to the customers who would like to buy solar equipment's. Before you undertake a major home improvement project, study if the project can be done in an eco-friendly manner and if you might qualify for a green loan from a bank Green loan are perfect for energy-saving project around the house.

The new Green Home Loan Scheme from SBI, for instance, will support environmentally friendly residential projects and offer various concessions.

4. POWER SAVINGS EQUIPMENT'S

Banks can directly contribute to controlling climate change and as an initial step they intend to start a campaign to replace all fused GSL bulbs, in all owned premises offices and residential. Banks can also make a feasibility study to make rain water harvesting mandatory in all the Bank's owned premises. In December 2009 Indusind Bank inaugurated Mumbai's first solar-powered ATM as part of its 'Green Office Project' campaign titled 'Hum aur Hariyali'.

5. USE GREEN CREDIT CARDS

Some of the banks introduced Green Credit Card. The benefit of using a green credit card is that banks will donate funds to an environment-friendly non-profit organization from every rupee you spend on your credit card to a worthwhile cause of environment protection.

6. SAVE PAPER

Bank should purchase recycled paper products with the highest post-consumer waste content possible. This includes monthly statements, brochures, ATM receipts, annual reports, newsletters, copy paper, envelopes etc. Whenever available, vegetable-based inks are used instead of less environmentally friendly oil-based inks.

7. USE OF SOLAR AND WIND ENERGY

Using solar and wind energy is one of the noble cause for going green. State Bank of India (SBI) has become the first bank in the country to venture into generation of green power by installing windmills for captive use.

8. MOBILE BANKING

Mobile banking is tricky. On the one hand, it is great to have the ability to check balances, transfer funds or pay bills from your phone. One the other hand, it saves time and energy of the customers. It also helps in reducing use of energy and paper of the bank. Most of the Indian banks introduced this paper-less facility.

GREEN BANKING - A SWOC ANALYSIS

An analysis of strengths weaknesses opportunities challenges (SWOC)

STRENGTHS

- Green banking practice save time of customer as well as bank also.
- It reduces the cost of bank operation and cost to the customer too.
- Transition can be done any tome and at any place.
- By financing in solar energy and wind energy program the bank is reducing carbon footprint from the environment.
- Quality customer practice password in green banking practice take time.
- Lack of knowledge among the employee has been noticed.
- There are some geographical barriers for the implementations of green banking practices.
- All banks are not coming equally for the practice of green banking.
- Problem of security is always with green banking practices.

OPPORTUNITIES

- People are becoming more computer literate so it's easy to start green banking practice and grape the customer toward the activities.
- Most of the customer are using ATM card only. So it is a time to start all the initiatives for green banking practices.
- Mobile banking and internet banking is increasing day by day so it's a time to spread the green banking practice.

CHALLENGES

- It's a new concept and customer will take time to adopt this.
- Green banking requires a technology which will highly costly.
- It requires renewable and recycling technique which is costly.
- Data protection is another challenge for the adoption of green banking.
- Bank employees need training for all this practice.

STRATEGIES

So following strategies are important for the banking sector:

- Bank should change their daily routine work through the paper less banking, online banking, mobile banking, mass-transportation system etc.
- The bank should start investment in low carbon producing technology and should develop new sustainable development programs to reduce the carbon footprint from the environment.
- Green banks should promote environmental consciousness, social responsibility and good governance by themselves. They should ensure efficiency in using space, water, energy, paper, etc., in its offices and branches
- Bank should adopt go green mantra by this method bank could reduce the carbon footprint from the environment.
- Creating awareness
- Assess different processes to be green
- SMART Green Goals i.e. Specific, Measurable, Attainable, Realistic, and Timely
- Encourage, motivate, and energize the workforce
- Monitor the progress
- Publicize your endeavors towards being green

FINDINGS

The findings of the study are as under:

- Basically Green banking avoids as much paper work as possible and rely on online/ electronic transactions for processing so that we get green credit cards and green mortgages. Less paperwork means less cutting of trees.
- It also involves creating awareness to banking business people about environmental and social responsibility enabling them to do an environmental friendly business practice.
- Green Banking as a concept is a proactive and smart way of thinking with a vision for future sustainability.
- There is an urgent need to create awareness and follow green banking in today's business world of innovative technologies so as to make our environment human friendly.

SUGGESTIONS THAT CAN BE ADOPTED BY BANKS TO ENCOURAGE GREEN

Some suggestions for the banks to encourage green banking are:

- Construct a Website and Spread the News
- Educate through the Bank's Intranet and Public Website.
- Set up outlets to promote green business
- Social Responsibility services done by banks
- Carbon footprint reduction by energy consciousness.
- Carbon footprint reduction by mass transportation.
- Impart education through E-learning Programmes.
- Green banking if implemented sincerely opens up new markets and avenues for product differentiation. In India there has not been much initiative in this regard by banks and financial institutions.

CONCLUSIONS

Banks are responsible corporate citizens. Banks believe that every small „GREEN‟ step taken today would go a long way in building a greener future and that each one of them can work towards better global environment. „Go Green‟ is an organization wide initiative that is moving towards banks, their processes and their customers.

- Reduce Paper Work
- Create Environment Awareness
- Save the Earth

Green banking helps in saving energy and water consumption and also appraises banks in the eyes of environment supporting customers.

As far as green banking is concerned Indian banks are far behind their counterparts from developed countries. If Indian banks desire to enter global markets, it is important that they recognize their environmental and social responsibilities. But, today, many Indian banks are making efforts to "Go Green" through offering various green products and services to their customers and taking initiatives in their day to day business operations for the environmental concerns. These include- online banking, mobile banking, ATM, Electronic fund transfers, Green mortgages, Green credit card, use of solar and wind energy, recycling of paper, Green buildings etc. But still there is a long way to go.

Indian banks need to set their near term and long term green goals, develop their green strategies and execute their greening activities in a phased manner.

This concept of "Green Banking" will be mutually beneficial to the banks, industries and the economy. Not only "Green Banking" will ensure the greening of the industries but it will also facilitate in improving the asset quality of the banks in future.

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E-COMMERCE MARKETING MIX - WHOLLY ONLINE OR ONE FOOT IN BOTH THE WORLDS? DISCUSSION CONTINUES

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PARUMALA

ABSTRACT
The present study is based on combination of ecommerce marketing mix ideas that provides an overall description of some of the most prevalent and effective marketing tactics available in e-commerce. E-commerce is rising worldwide and is measured one of the modes and methods of business and marketing. This inventiveness led to the formation of new firms has numerous advantages over using aids and this is the motivation for this occurrence. While ecommerce success through mix of effective marketing attracts consumers for their goods and services, due to methodical scientific principles and methods that uses the marketing strategies say. Ecommerce marketers must mix and match these to shape a successful promotional game plan either online or offline. This novel era of e-commerce marketing is helpful for marketing logistics a worldwide presence, to create and preserve a competitive edge, shorten mechanisms of supply chains, for cost savings and research benefits. The present study includes objectives, related recommendations, findings, corresponding results, discussion and scope of further research in direction of e-commerce marketing mix.

KEYWORDS
e-commerce marketing mix; marketing strategies; online; marketers; business.

INTRODUCTION
A decent place to start is by classifying the right e-commerce digital marketing mix for the organization. The correct ecommerce digital marketing mix for businesses in the business to business space may differ, but should comprise customer insights, excellence of the customer experience and lead development. By approaching ecommerce with the correct marketing mix, marketers can involve the correct e-commerce services that will make to a fruitful e-commerce channel.

The combination of E-commerce Marketing mix is the mix needed to secure maximum impact with minimum investment. By making additional opportunities for the growth of e-commerce through suitable and efficient marketing strategies, the virtual environment endorses production of commodities and customer goods, which are to a greater or lesser amount in demand among online consumers.

REVIEW OF LITERATURE
Defining the Market

The term "Market" is derived from the Latin word "Mercatus" which means a "Place of Trade". A Market is referred to as a place where buyers and sellers meet and make transactions or exchanges directly or through intermediaries.

According to Clark and Clark, " a market is a centre about which or an area in which the forces leading to exchange or title to a particular Product operates and towards which the actual goods tend to travel ''

A Market is composed of different types of consumers who have different needs and wants. A firm has to identify and define the target market before conducting the Market Study and or Analysis. There are different strata / layers/levels of market identified by a firm from the total population while defining the target market.

Marketing

Marketing is a comprehensive term and it includes all resources and a set of activities necessary to direct and facilitate the flow of goods and services from Product to consumer in the process of distribution. Businessmen refer Marketing process as distribution process. Human efforts, finance and management constitute the primary resources in Marketing. We have twin activities, which are most significant in Marketing.

Marketing has a direct influence on the sales and profitability of a business. More Marketing means more volume of sales and profits. It is a highly important functional area of a business big or small. Marketing activities come first to production and other functions of a business and ends only after delivering goods and services to the customers. This shows the relevance of marketing in a business. The American Marketing Association considers marketing as an execution function of a business which directs the flow of goods and services from manufacturer to final user. Marketing function enables a firm / business to find an ideal market, identify the needs and wants, relevant products and services, promote the products and finally deliver the products to the customers. The entire business functions are dependent on the marketing area of a business.

According to Kotler (in his work " Marketing Management, 5th Edition, Prentice -Hall, 1984), " Marketing is the business function that identifies current unfilled needs and wants, defines and measures their magnitude, determines which target markets the organisation can best serve, and decides on appropriate products, services, and programs to serve these markets. Thus marketing serves as the link between a society's needs and its pattern of industrial response."

According to E.F.L. Brech, " Marketing is the process of determining consumer demand for a product or service, motivating its sale and distributing it into ultimate consumption at a profit."

According to American Marketing Association, "Marketing is the performance of the business activities that direct the flow of goods and services from the producer to the consumer or the user."

A Market is composed of different types of consumers who have different needs and wants. A firm has to identify and define the target market before conducting the Market Study and or Analysis. There are different strata / layers/levels of market identified by a firm from the total population while defining the target market.

E- Commerce

Electronic commerce, commonly written *as e-commerce* or *eCommerce*, is the trading or facilitation of trading in products or services using computer networks, such as the Internet or online social networks. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail.

E-commerce businesses may employ some or all of the following:

- Online shopping web sites for retail sales direct to consumers
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business buying and selling
- Gathering and using demographic data through web contacts and social media
- Business-to-business (B2B) electronic data interchange
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in retail for launching new products and services

- Online financial exchanges for currency exchanges or trading purposes.

Marketing Mix

Marketing Mix is a set of Marketing Tools that the form used to pursue its Marketing objectives in the target market. There are literally dozens of Marketing Mix tools. Mr. Coshy popularized four-factor classification, which is known as the 4Ps: Product, Price, place and promotion.

The most basic Marketing Mix tool is Product, which stands for the forms tangible offer to the market, including the Product Quality, Design, Features, Branding and Packaging.

A critical Marketing Mix tool is the Price that is the amount of money that the customers have to pay the Product. Place, another key Marketing Mix tool, stands for the various activities the company undertakes to make the Product accessible and available to target customers.

Promotion, the fourth Marketing Mix tool, stands from the various activities the company undertakes to communicate and promote its Products to the target market.

The 4Ps represent the seller's view of Marketing tools available for influencing buyers. From a buyer's point of view, each Marketing tool is Designed to deliver customers benefit. **Robest Lautes** had suggested that the **4Ps** correspond to the customers **4Cs :**

4Ps	**4Cs**
Product	Customer needs and wants
Price	Cost of the customer
Place	Convenience
Promotion	Communication

E-Commerce Marketing Mix

Besides the above mentioned elements, Marketing Mix for E-Commerce may be extended as the following:

- **People** – All companies are reliant on the people who run them from front line Sales staff to the Managing Director. Having the right people is essential because they are as much a part of your business offering as the products/services you are offering.
- **Processes** –The delivery of your service is usually done with the customer present so how the service is delivered is once again part of what the consumer is paying for.
- **Physical Evidence** – Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible. For example a hair salon would provide their client with a completed hairdo and an insurance company would give their customers some form of printed material. Even if the material is not physically printed (in the case of PDF's) they are still receiving a "physical product" by this definition.

Though in place since the 1980's the 7 P's are still widely taught due to their fundamental logic being sound in the marketing environment and marketers abilities to adapt the Marketing Mix to include changes in communications such as social media, updates in the places which you can sell a product/service or customers expectations in a constantly changing commercial environment.

NEED AND IMPORTANCE OF THE STUDY

The present study is important to study, analyse and discuss the importance of e-commerce marketing mix in any organization or business.

PROBLEM STATEMENT

The problem statement of the current study is to discuss and analyse the combination of e-commerce, marketing mix, its present trends, and its prospect, discussion about whether e-commerce marketing mix is completely online or partially i.e. one foot in both the world.

OBJECTIVES

The objectives of present study are to analyse the e-commerce marketing mix based on online platform and also offline while studying its effects, prospect and its discussion.

HYPOTHESIS

There is an assumption online that everything you require is a perfect mix of e-commerce and marketing strategies for successful business. The hypothesis is there is no "form it and they will approach", you require an appropriate marketing plan if you want customers to really find you out of the many other websites in case of online challenging for their consideration

RESEARCH METHODOLOGY

Sources of data collection are:

The data, which is collected for the determination of study, is classified into 2 bases:

Primary sources

The primary data comprises information survey of the first three references mentioned under reference section.

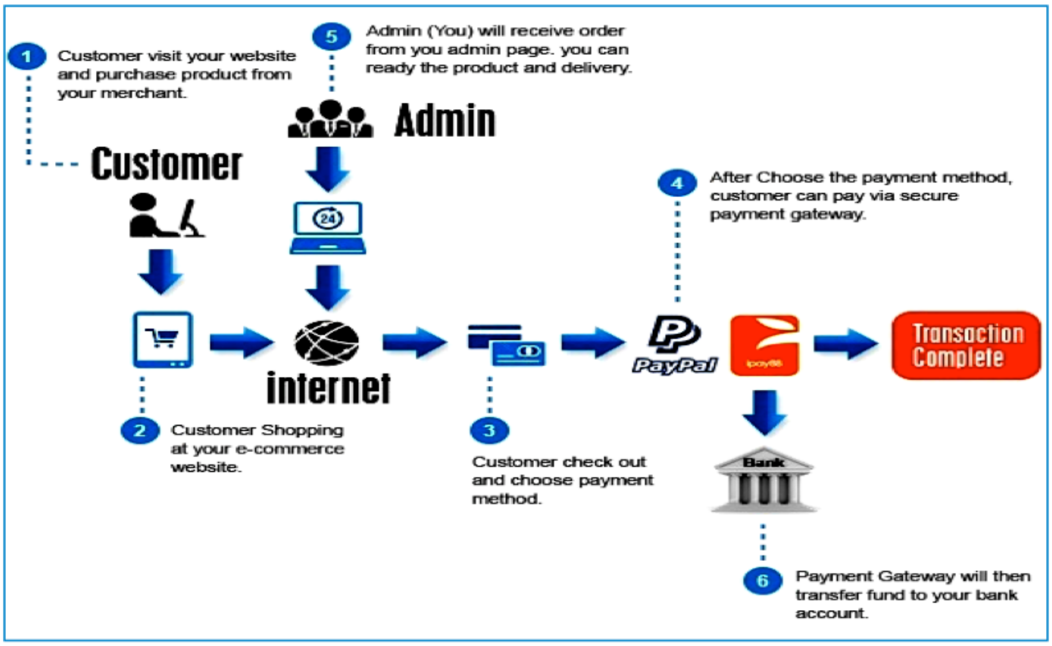
Secondary sources

The secondary data has been collected from sources like internet, research reports, articles from newspapers and websites.

RESULTS AND DISCUSSION

Today, people live a hectic life and shop online may become time consuming for them, while for many other customers it becomes the best option. E-commerce marketing communication comprises expenditure on straight response marketing rather than the ancient standard mass communication; E-commerce marketing mix is observed as an advertising as well as informational tool. As internet developed in just five years and there are no blockades for time or location, marketing online has developed the new era in E-commerce with insignificant variable cost per consumer. Marketers utilise full colour advertising that request similar to both young and old to entice people all over the world. The internet is now deliberated as a much better resource than traditional means of e-commerce marketing. Achieving the customer experience is an on-going component in the perfect ecommerce marketing mix. Using any ecommerce initiative, marketers should continually be adjusting each customer touch point along the purchaser's journey. [2]

CHART 1: E-COMMERCE FLOW



E-commerce, also recognized as online shopping, is turning more widespread as more consumers search to the internet while making purchasing decisions. With the development of local commerce on the web i.e. e-commerce adopted along with the appropriate marketing strategy, the links between online and physical commerce are becoming gradually stronger. Customers came to know of this e-commerce through various marketing methods. Customers can get a broader variety of goods, frequently at more economical prices, than they would get at their local brick and mortar retailers offline.

Marketing strategies such as search engine optimization, email marketing, pay per click marketing, and traffic analysis can benefit an e-commerce website gain. All these effective marketing strategies for e-commerce business are online. Partial online or one foot in both the worlds will not help out.

FINDINGS

There are plentiful findings that deal with both the marketing mix and e-commerce, but no one effort to combine them properly. The present finding is more concerned about e-commerce marketing mix in present era. E-commerce currently represents a 300 billion dollar industry. This is why it is a significant area to be considered with from a business's standpoint. This enormous market is an overwhelming place for organizations to promote themselves and to bond business through. Since the growth of e-commerce, organizations have tracked themselves thin; the request from customers is so great, that many sites cannot retain up with the demand. Not being capable to match the demand in the future will abolish the confidence of customers, in this previously imperceptible means of commerce. For these funds of e-commerce to continue to appeal customers and keep them, they need to emphasis on satisfying every customer. On the other side there is violent competition and creating demand is vital for many companies to subsist. Relating the marketing mix to e-commerce subjects, recommendations may be drawn.[1]

FIGURE 1: THE MARKETING MIX IN E-COMMERCE

Though e-commerce splits itself from the out-dated retail outlet, it still must strive with them. For instance, when buying an item online, the value of the actual good obtainable is often cheaper online, but the great cost of shipping cuts the benefit for buying online. If a compact disk charge five dollars on line and then charge six dollars to ship, it finishes up appraisal about the same amount as rated in native retail outlets.

Customer service online is a present drawback of e-commerce. Many businesses provide poor online service. As per resource marketing, their consequences show that only 10 out of 45 sites presented reasonable warranty and yield services.

One of the key issues of concern is the imperceptibility of purchasing online. The imperceptibility is caused by not being able to emphasis on perceptible aspects when buying online. The customer cannot really touch or feel a product, which raises the risk of the buying. The basic to reducing intangibility is making tangible signals that the customer knows. Hence appropriate amalgamation of marketing strategies for e-commerce helps to sustain business.

Though, e-commerce websites require much more than this to stand unique from the competition. They need to recognise how to raise their online presence, adapt their web traffic into paying customers, and motivate repeat purchases. Once buyers are prepared to buy, what will make them pick out to buy from the online shop above all the other options are the marketing methods and strategies. So, e-commerce marketing mix helps in this case. Many latest e-commerce store owners consider that an eye-catching, simple-to-use website and competitive pricing are more than sufficient. The features of the transformation of the e-commerce marketing mix elements, allow recognizing the fundamental principles of marketing in this sphere: the obtainability, flexibility, virtual presence, personalization.

The actual significance of the e-commerce marketing mix is to apply the results to the creation of the marketing strategy for e-commerce business of the online store and to recognize the most essential elements of the e-commerce marketing mix. Assumed enormous, corporate budgets, many other big-budget channels turn practical. Expectantly it is clear that the elements of the e-commerce marketing mix are inter-related. Revising your online marketing mix is a big prospect to use the internet to market your e-commerce business in novel ways. You require an integrated, all-inclusive marketing strategy for your e-commerce business– spanning campaigns and carefully aligned with your complete business strategy.

RECOMMENDATIONS

The recommendations are that if social becomes the foundation of all marketing activities online, then recommendation marketing will turn the leading focus in the e-commerce space.

It is recommended that strong visual branding that is together highlighted and common in all marketing activities will aid you found a bigger presence online, which will reinforce all recommendations of your goods, service or company.

CONCLUSIONS

It can be concluded from the discussion that e-commerce and marketing are components depended on one another; their mix presently and in long prospect requires a complete online platform and not a partial one for the business development. It is clear there is a vast market in e-commerce, and there is a sure requirement for active marketing strategies in the mix for management. The only approach for a company online to be efficacious in the long run is allocating with problems and creating corrections. Having many hurdles involved in e-commerce, companies must be capable to successfully and efficiently manage every stage of the marketing mix. Focusing just on place and product, will not be accomplish objectives in the long run. Each constituent must be assessed periodically and achieved effectively. It can be concluded that e-commerce and marketing are interrelated; their mix presently and in future requires a whole online platform and not a partial one for the growth of business.

SCOPE FOR FURTHER RESEARCH

Future research is required to study in the big population or comparative population to better understanding results and growing reliability.

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RURAL TRANSFORMATION IN INDIA: EMPLOYMENT PATTERN IN RURAL ECONOMY

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ABSTRACT

This sector touches every aspect of human life. The FMCG producers now realize that there is a lot of opportunity for them to enter into the rural market. The sector is excited about the rural population whose incomes are rising and the lifestyles are changing. There are as many middle income households in the rural areas as there are in the urban. Over 70% of sales are made to middle class households today and over 50% of the middle class is in rural India. The sector is excited about a burgeoning rural population whose incomes are rising and which is willing to spend on goods designed to improve lifestyle. Also with a near saturation and cut throat competition in urban India, many producers of FMCGs are driven to chalk out bold new strategies for targeting the rural consumers in a big way. But the rural penetration rates are low. This presents a tremendous opportunity for makers of branded products who can convert consumers to buy branded products. Many companies including MNCs and regional players started developing marketing strategies to lure the untapped market. While developing the strategies, the marketers need to treat the rural consumer differently from their counterparts in urban because they are economically, socially and psycho-graphically different to each other. However, Companies face many challenges in tackling the rural markets. 833 million people reside in India as compared to 377 million in urban India so vast untapped opportunities are available in rural India, but marketer unable to tap these opportunities because of lack of infrastructure facilities. Literacy rate is low in rural area so people are unable to identify brand difference. Now trend has gone to change literacy rate in rural area is increasing. Number of middle and higher income household in rural India is expected to grow from 80 million to 111 million. There is rapid development in infrastructure all these opportunities attract companies to target rural market. With some technologies breakthrough in distribution and marketing of products in rural India, companies in rural market can earn more profits, market share, etc.

KEYWORDS
employment pattern, growth, rural sector.

INTRODUCTION

Employment pattern is the policies framework of providing employment to the people of an area and country. The Indian economy grew at an impressive rate in the last decade and demographic pressure also solved. Yet, the incidence of unemployment towards the end of the 1990s was more than 7%. The situation is especially disconcerting in the rural sector and rural economy. It is also suggests that with the process of development, the share of non-farm income and employment in the total income and employment of the rural households increases in the developing countries and areas. The importance of non-farm employment is gaining momentum in India as rural economy is becoming diversified and is being extended well beyond agriculture. The small farmers and landless households depend on rural non-farm activities as the secondary source of income (Elumalai and Sharma, 2003). The Government of India is deeply concerned with the widespread poverty and unemployment in the rural areas and has taken several initiatives including the implementation of Employment Guarantee Scheme. The rural sector in India is undergoing a transformation and the contribution of rural non-farm sector to the rural income and employment is growing.

Rural economics is the study of rural economies, including: farm and non-farm industry. Economic growth, development, and change. Size and spatial distribution of production and household units and interregional trade. Rural economics is the study of rural economies, including:

- Farm and non-farm industry.
- Size and spatial distribution of production and household units and interregional trade.
- Land use.
- Housing and non-housing as to supply and demand.
- Migration and (de)population.
- Finance.
- Government policies as to development, investment, regulation, and transportation.
- General-equilibrium and welfare analysis, for example, system interdependencies and rural-urban income disparities.

LITERATURE REVIEW

There are many studies carried out in connection with rural marketing, which have revealed a major setback of temperamental attitude of underrating a potential source like rural marketing. Study on employment in rural areas(SERA) (Andrew Copus, 2006) report attempts to draw together the various detailed findings of the empirical and policy evaluation elements of the report to address the broader question of employment, for a review of rural employment (70% employment rate overall and 60% female employment rate by 2010).

Anjani kumar (2011, Rural Employment Diversification of India) has shown the increasing importance of non-farm sector in offering employment to rural workforce across major states of India. There is a mix results across various states or regions animal husbandry employed a large percentage of rural workers in Punjab (40%), Jammu and Kashmir (25%) and Kerala (17%), while it was below 5 per cent in 11 out of 20 states studied in this paper.

If we go mmore specific results in specific areas then R. Bhakar and N.P Singh (2007, Income and Employment Pattern in Haryana,) has revealed that farm and non-farm activities are the main sources of income and employment with negligible contribution of off-farm activity in the rural areas of Haryana state. Services and non-agricultural labour are the main sources of income under non-farm households. Employment generation has been found maximum by non-economic activities, followed by services and rural employment labour. The contribution of Indian pattern employment has been found higher in farm than non-farm house-hold.

Brajesh Jha studies (2006, Rural non-Farm activities in India) revealed some very important facts about rural India There are also evidences of manufacturing activities shifting away from the rural to urban sector in the country. Construction, trade, transport and business services have spear- headed rural employment growth. Employment growth in these industries is not autonomous; it depends on a host of developmental and demographic factors generally associated with the developmental stage of the region. Moreover, these industries together account for only 11 per cent of rural employment in the country. Many of the research articles and serveys by organisations reveal very important data about rural India Employment, collectively they point towards latent potential of Human Resource and skilled in farm and non-farm activities. The only thing they need is attention and little work to unleash this latent hidden potential.

STRUCTURE AND MODE OF EMPLOYMENT

One can look into the changing levels and pattern of rural employment in many different ways, depending on the type of data available and the precise questions that one has in mind. For example, one can look into the size of the labour force, in relation to different age groups, to see if child labour is increasing, in the post-reform years. One can look into the mode of employment to verify if casualisation of labour in general and of rural areas in particular, is on the increase. A look at the sectoral distribution of workforce would inform us of the declining and expanding avenues of employment for rural workers; perhaps, a detailed classification of production/service sectors would throw up more firm empirical clues about the emerging 'trouble spots' or 'cheering corners'. Likewise, an examination of the sector wise deployment of the incremental workforce would inform us about the relative sufferance or gains of rural workers when the labour market is under transition to new work methods, recruitment norms and performance standards.

One can also look into the changing employment, labour productivity and wage scenarios Within a specified production sector, say, rural manufacturing, to speculate about the future of rural industrialization in India. The ambit of inquiry can thus be extended to numerous directions and diverse searching questions.

GROWTH OF EMPLOYMENT

The proponents of economic reforms would make us believe that employment was expected to pick up primarily because the output growth was likely to pick up after economic reforms took roots. On the labour-displacing effects of these reforms, the employment would not grow in the same proportion in which output would grow, given the compulsion of installing a more capital-intensive technology in many branches of production. Since technological changes of the above type are likely to come about only in selected production sectors, and labour- intensive technologies.

A mixed overall picture on employment growth was likely to emerge for some year after the arrival of the reforms. This is what seems to be happening currently in the Indian economy in general and rural areas in particular.

EMPLOYMENT GROWTH RATES: ALL INDIA SCENARIO

The NSS data for the nineties clearly throw up a mixture of gains and losses for rural and urban employment growth rates growth rates are estimated for two subperiods: 1983/1993-94 and 1993-94/1999-2000. As said earlier, for notional convenience, we take these as pre- and post-reform periods. Although Table 8 gives a disparate picture across different production sectors, between male and female workers, and between rural and urban areas, yet, in overall terms, one tends to gather the impression that all has not been well on the employment front, during the post-reform years. On the one hand, the rate of growth of employment has witnessed a varying degree of decline, in many sectors, both in rural and urban areas, and for male and female workers. On the other, in some sectors, the post-reform employment growth rate has been higher, compared with what it was during the pre-reform years. On balance, the improved employment growth rates do not compensate for the declining rates firstly because the number of such sectors is small and secondly because these are not the major absorbers of rural workforce. In brief, the setbacks are more widely spread and more grievous in magnitude; post-reform concern for employment has, therefore, its own empirical validity.

The overall rate of growth of employment for rural workers declined from 1.75 percent per annum during 1983/1993-94 to a low of 0.66 per cent per annum during the post reform years, for rural males, it declined from 1.94 per cent to 0.94 per cent and for rural females, it declined from 1.41 per cent to an abysmally low of 0.15 per cent. All this is hardly a reflection of an employment- friendly scenario. A varying degree of decline was witnessed for urban areas also; from 3.22 per cent to 2.61 per cent for urban males, from 3.44 per cent to 0.94 per cent for females, and from 3.27 per cent to 2.27 for urban persons. Thus, an employment setback has fallen on every section of the Indian work- force. In relative terms, the most grievous setback is suffered by rural females, followed by rural males, urban females and urban males, in that order. But then, it is rather important to underline that the rate of growth of urban employment, continued to be much higher than that in the rural areas, especially when the rural- urban comparison is made for workers belonging to the same sex. In sum, it is pretty much clear that the rosy employment- friendly picture that was believed by some reform protagonists to follow has not yet come off; in fact, it is the contrary that seems to have happened, during the 6-7 years of economic reforms. That the overall employment growth rate suffered a varying degree of setback, during the post- compared with the perform years, for every section of the work- force, most visibly in the rural areas, lends support to the thesis of a negative fallout of economic reforms as far as the overall employment growth rate is concerned. We must, however, look into the post-reform employment scenario in individual sectors before framing a final view.

Highly disparate trends are discernible for employment growth, during 1993-94/1999- 2000 over 1983/1993-94, in various sectors of the rural (and urban) economy. For example, for rural workers, transport-storage-communications, construction and agro-based manufacturing were clearly the cheering spots, while agriculture, mining, utilities, trade (Especially the whole-sale trade), finance- insurance-real estate, and community-social personal services, showed negative growth or slow-downs in employment. The benefit of improved employment growth during the post-reform years was not available to both sections of the rural work force. While employment for rule male workers in the transport-storage communications sector increased sizably from 4.51 per cent per annum during the pre-reform years to as high as 7.45 per cent during the post-reform period, for their female counterparts, it witnessed a steep decline from 8.30 per cent to 0.15 per cent only. The fast pace of expansion that this sector has witnessed in recent years has generally been more conducive to male job seekers, partly because of the physical labour involved and partly because of the shifting locale of the underlying activities. On the other hand, the benefits of improved employment growth rate in the construction sector are duly shared, *albeit* unevenly, by male and female workers, primarily because of the convenient locale of the construction activities. Another feature of the post-reform employment scenario which, in our view, is more redeeming and less disappointing, is that the pace of employment growth in the manufacturing sector slackened but only marginally, from 2.10 per cent to 1.79 per cent for rural males, and from 2.21 per cent to 1.75 per cent for rural females; summarily, the same story unfolds itself for urban manufacturing also. It may be a sheer coincidence that, during the post-reform years, the rate of growth of employment in this sector was nearly the same for rural male and female workers but it does connote a positive development for the latter in as much as it is generally feared that, under the new economic regime, entry of rural female job seekers in the manufacturing sector becomes particularly difficult. Perhaps, only a more detailed sub-sector break-up would throw bare the branches of manufacturing where the rural females are gaining advantages over their male counterparts, and vice versa.

The fact that the rural economy stands well enmeshed with the rest of the economy, or the rural job aspirants can no more operate outside the precincts of the national labour market is authenticated, *albeit indirectly and meekly*, by a pattern of employment growth commonly shared by rural and urban workers. It cannot be a coincidence that employment growth rates in transport-storage-communications, construction, and agro-based manufacturing sectors, improved during the post-reform years, both for rural and urban workers; likewise, the decline or slow-down in the mining, utilities, finance-insurance-real estates, and community-social personal services, were the common fate of both the groups. It is only for trade that, during the post-reform years, the urban workers surged much ahead of their rural counterparts when the retail trade activity gained additional momentum under the informal sector of the urban economy, in addition to a high pace of employment expansion in the hotel-restaurant segment. Let us peep inside the major sectors. For agriculture, we may better concentrate on rural workers alone. Practically, each sub-sector in the primary sector suffered a varying degree of setback; the worst sufferers are fishing, plantations, and forestry-logging. The employment growth rate in the livestock segment did improve but it was not able to switch over from a negative to a positive rate. Some important male-female differences may nonetheless be underlined. The employment setbacks in field crop production, fishing, livestock, and agricultural services were shared, in varying degree, by both groups of workers; the setback in plantations and forestry- logging fell largely to the share of rural male workers only. On the whole, for a host of reasons, most ostensibly the declining land: man ratio in general, and increasing marginalization of holdings in particular, the rising pace of mechanization, cropping pattern adjustments not necessarily attuned to labour-absorbing crop enterprises, the general preference of the young entrants to the labour market in favour of non- farm jobs, etc., agriculture and its constituent sub-sectors could not take on people at the same rate as they did during the pre-reform years.

TABLE 1

STATE/YRS	2001	2011	2001	2011	2001	2011	2011	2001
Andhra Pradesh	27.53	21.57	47.51	55.43	4.39	3.14	20.57	19.85
Arunachal Pradesh	68.51	63.39	4.39	7.14	1.19	1.28	25.92	28.19
Assam	44.22	38.76	14.93	17.50	3.73	4.19	37.12	39.55
Bihar	31.36	22.35	51.05	56.86	3.71	3.80	13.89	16.99
Chhattisgarh	50.83	38.77	36.07	48.64	1.79	1.21	11.31	11.38
Delhi	8.87	10.45	2.78	6.55	2.41	2.52	85.94	80.48
Goa	16.72	12.19	11.32	9.51	3.18	2.97	68.78	75.33
Gujarat	38.00	33.73	33.24	41.63	1.74	1.08	27.02	23.57
Haryana	45.85	39.96	18.98	23.42	2.17	2.23	33.00	34.39
Himachal Pradesh	70.23	62.28	3.34	5.18	1.77	1.59	24.66	30.96
Jammu & Kashmir	53.33	37.92	7.77	16.01	6.12	4.28	32.78	41.79
Jharkhand	45.03	34.82	32.80	40.26	4.47	3.52	17.71	21.40
Karnataka	39.03	34.27	34.46	36.41	3.48	2.82	23.03	26.49
Kerala	9.05	9.26	19.65	17.08	3.59	2.38	67.72	71.29
Madhya Pradesh	51.36	38.33	34.15	47.30	3.41	2.41	11.09	11.95
Maharashtra	42.44	39.86	37.84	41.50	2.27	1.89	17.45	16.75
Manipur	48.49	50.07	12.80	10.67	9.39	6.84	29.33	32.42
Meghalaya	55.99	49.96	20.01	19.75	2.28	1.93	21.72	28.37
Mizoram	80.89	76.15	3.78	7.56	1.04	0.99	14.30	15.29
Nagaland	73.36	67.97	4.03	7.32	2.51	2.14	20.10	22.57
Odisha	33.35	26.68	39.10	43.82	5.11	4.37	22.44	25.13
Punjab	31.42	29.78	21.92	23.87	3.47	3.81	43.19	42.55
Rajasthan	65.07	54.78	12.27	19.41	2.25	1.83	20.41	23.97
Sikkim	54.90	47.80	7.09	10.21	1.65	1.66	36.37	40.33
Tamil Nadu	27.18	20.60	42.90	44.58	4.82	3.72	25.10	31.10
Tripura	31.64	25.60	27.76	30.37	3.27	2.98	37.33	41.05
Uttar Pradesh	48.69	35.61	28.94	36.40	4.84	5.17	17.52	22.81
Uttarakhand	62.28	54.02	9.79	12.92	2.28	2.67	25.66	30.40
West Bengal	25.52	20.56	33.08	40.88	7.85	6.67	33.55	31.89
All-India	40.24	32.98	33.05	39.30	3.92	3.43	22.80	24.29

Source: Census Survey 2001, 2011

Personnel that a mild improvement from 2.90 per cent to 3.01 per cent in employment growth rate occurred in the post-1993 years, compared with the pre-1993 period. The above pattern is shared, in varying degree and form, both by rural male and female workers. The all-round setback in this sector is a matter of worry, firstly because, among the non-farm segment of the rural economy, it provides a major share of employment, and secondly because, employment in segments such as sanitary services, medical and health, community services, and recreational and cultural services is largely sustained by the pace and pattern of public expenditure which, as we see later, came under seize during the post-reform years. The fact that the employment setback in this sector has assumed the same shape in urban areas also lends credence to our contention on the all-round post-reform public expenditure seize.

In overall terms, the rural work force has been at a disadvantage; it gained relatively less in work-place increments and lost relatively more in work-place decrements. Perhaps, this tendency might intensify itself in the years ahead inasmuch as the low levels of educational, training and skill capabilities of rural job seekers would push them back in the fiercely competitive labour market. In plain terms, the quality of work force is not the same between the rural and urban areas.

PATTERN OF LABOUR EMPLOYMENT

The levels of labour employment in farm, off-farm and non-farm activities, presented in, revealed that for a majority of households, employment was generated through non-farm activities. The contribution of non-farm activities to total employment (557.15 human-days) was 72.57 per cent. This corroborated the Vaidyanathan's (1986) assertion that the labour absorptive capacity of agriculture was limited and the rural population was migrating from farm to non-farm activities. The total employment in farm households was 24.69 per cent in the study area, the maximum being generated by medium farm-size. The larger farmers were generating enough income from agriculture and were investing it in the non-farm sectors. This could be one of reasons of generating higher employment in the non-farm sector. The overall annual employment generated per person was 193.23 humandays. It was higher in non-farm (220.75 human-days) than farm (173 humandays) households. This is indicative of the seasonality of employment in the agriculture sector (Badatya, 2003) and shows that the rural population has to face un-employment and under-employment due to seasonal work in crop production (Swaminathan, 1981).

SCHEME LAUNCHED BY GOVERNMENT OF INDIA FOR ENHANCING EMPLOYMENT IN RURAL AREA

- **SGSY: SWARNJAYANTI GRAM SWAROJGAR YOJANA**

The SGSY is amajor ongoing scheme launched in April 1999 to help poor people and families. The SGSY specially focuses on vulnerable section among the rural poor with SCs/STs to account for at least 50 percent and women 40 per cent of the swarozgaris.

Aim

To provide self employment to rural people through the establishment of self group.

To provide sustainable income to people of BPL families.

Members: Comprises 10-20 members. In case of hilly terrain deserts and other sparsely populated area of the SHGs include disabled people.

- **MGNREGS: MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE SCHEME**

Under this Act National Rural Employment Guarantee Act 2005. The Act applied in 130 zones and 200 districts. This flagship programme of the Government of India touches the lives of the rural poor and promoters inclusive growth. The primary objectives of the: scheme is to augment wage employment.

Aim

To provide employment to people in villages.

To enhance livelihood security of household in rural areas of country.

Members: 6, 50,000 employees all over India.

NABARD: NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT

National Bank for Agriculture and Rural Development (**NABARD**) is an apex development bank in India having headquarters based in MumbaiMaharashtra and other branches are all over the country. The Committee to Review Arrangements for Institutional Credit for Agriculture and Rural Development, set up by the Reserve Bank of India under the Chairmanship of Shri B. Sivaraman, conceived and recommended the establishment of the National Bank for Agriculture and Rural Development (NABARD). It was established on 12 July 1982 by a special act by the parliament and its main focus was to uplift rural India by increasing the credit flow for evaluation of rural non farm sector and completed its 25 years on 12 July 2007. It has been accredited with "matters concerning policy, planning and operations in the field of credit for agriculture and other economic activities in rural areas in India". RBI sold its stake in NABARD to the Government of India, which now holds 99% stake. NABARD is active in developing financial inclusion policy and is a member of the Alliance for Financial Inclusion.

IRDP: INTEGRATED RURAL DEVELOPMENT PROGRAMME

IRDP launched on 2nd October 1980 all over the country and accordingly all the 15 blocks of Boudh –Kandhamal district have been covered under scheme. Since then prior the above period IRDP was in operation in 8 blocks of the district since 1978-1979.

Aim

To identify rural poor families to cross the poverty line by providing productive assets and inputs to the target group.
To alleviate poverty programme in the field of rural development.

Members: 40 staff members and about 30 additional staff will be needed.

SUGGESTIONS

1. Organising seminars and workshops in rural areas.
2. Conducting programmes that help in enhancing the skills of rural area peoples.
3. Conduct Surveys in rural areas including more and more peoples.

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AN ASSESSMENT OF CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE FINANCIAL PERFORMANCE RELATIONSHIP IN THE CONTEXT OF SELECTED INDIAN BANKS

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ABSTRACT

Corporate social responsibility is increasingly been seen as a strategic move to achieve varied objectives which companies aim to achieve to enhance their bottom lines be it innovation, cost saving, brand differentiation, customer engagement, employee engagement or business sustainability rather than a mandatory regulatory requirement. With significant research conducted across the globe to establish a link between social performance and financial performance of companies, the evidence in favour of CSR influencing financial performance of companies positively has grown over the period. To investigate if similar association stands to exist in the context of Indian banking industry, the study assessed the financial and social performance of 10 NSE listed banking companies for a period of five years from 2011 to 2015. The study found no significant association between the financial performance and corporate social responsibility performance of companies.

KEYWORDS

corporate social responsibility, corporate financial performance, community performance index, banking companies.

INTRODUCTION

Increasing number of Indian companies has embraced CSR as an important component of their business strategy to enhance their competitiveness. CSR is perceived to be a way for companies to benefit themselves while also benefiting society.[1] A recent study by a human resource business solutions firm, Kenexa High Performance Institute, London found that organisations with genuine commitment to CSR substantially outperformed those that did not, and their return on assets was found to be 19 times higher than the ones not practising CSR with similar commitment.[2] Commitment to environmental and social concerns of business has become an order for most companies across the world irrespective of the sectors to which they belong. For sustainability is significant to all sectors industrial and commercial, it has a special relevance for financial sector as it can assist in promoting sustainability.[3] Considering the relevance of this sector in promoting responsible business practices, the study aims to explore if there exists any association between CSR performance of the banks and their financial performance.

RATIONALE OF THE STUDY

With the growing need and significance of conducting business responsibly, companies throughout the world have reformed the way they conduct business. The drivers for responsible business performance are several ranging from growing consumer and investor awareness, increased international standards of responsible business conduct, regulatory requirements and many more but the most significant is the impact it is perceived to have on the financial performance of companies in the long run. The significance of conducting business responsibly has been further realised with the Companies Act 2013 making it mandatory for companies of a certain classification to contribute 2% of last three years average profits of the company towards CSR. Hence, it gives more reasons to assess the influence of CSR performance on the financial performance of a company. Thus the study attempts to assess the influence of the community directed initiatives on the financial performance of selected banking companies of selected banking companies.

LITERATURE REVIEW

Weshah, S. R., Dahiyat, A. A., Abu Awwad, M. R., and Hajjat, E. S. (2012)[4] conducted a study on the corporate social responsibility (CSR) of Jordanian Banks to examine the relationship between (CSR), bank size, the level of risk in the bank and advertising intensity and corporate financial performance (CFP). They found the relationship to be significantly positive and highlighted the importance of adopting (CSR) in the banking sector and the stressed on the need for more researches related to (CSR) field.

Moharana, S. (2012)[5] undertook a study to analyze the CSR practices of five nationalized banks. She found that the CSR activities of the banks were restricted and limited only to certain fields and that there is a need for improvement in the CSR activities of banks by linking more social development issues with the corporate sector.

Sharma, E. and Mani, M. (2013)[6] analyzed the corporate social responsibility (CSR) activities carried out by Indian commercial banks for the year 2009-10 to 2011-12. The study found that though the Indian banks are making efforts in CSR, there is a need for more emphasis on CSR. Furthermore, the public sector banks contribution to CSR was highest and the private sector banks and foreign banks were found to be lagging behind in this area.

Deutsch, N. & Pinter, E. (n.d.)[7] made a review of methodologies used to measure social performance and financial performance of banks and their relationship in the context of Hungarian banks. The study found that social performance of the banks had a negative impact on their return on income, return on equity and return on assets.

Hemert, G. (2014)[8] investigated the CSP-CFP relationship in the context of US banking industry to examine if there is a positive relationship between Corporate Social Performance (CSP) and Corporate Financial Performance (CFP) and whether the CSP-CFP relationship is higher after the subprime mortgage crisis than before. The study found no relationship between CSP and CFP and that no higher relationship between CSP and CFP the subprime mortgage crisis than before this crisis.

Dhingra, D. and Mittal, R. (2014)[9] studied the CSR practices of Indian banking sector and found that majority of the banks use CSR practices as marketing tool and are making token efforts towards CSR and their approach towards CSR is very ad-hoc and unconnected with their business process. The study emphasized the need for voluntary actions by the institution to ensure socio-environmental projects to be financed.

OBJECTIVES OF THE STUDY

1. To assess the extent of corporate social performance of listed Indian banking companies.
2. To assess the influence of Corporate Social Performance of the banking companies on their financial performance.

HYPOTHESIS

Increased Corporate Social Performance leads to Increased Corporate Financial Performance.

SCOPE OF THE STUDY

The scope of the study is limited to assessing the extent of social involvement of banking companies and its influence on their financial performance.

RESEARCH METHODOLOGY

SAMPLE SELECTION

Sample for the study includes 10 randomly chosen listed banking companies from among the banking and financial companies which were mandated by the SEBI to prepare Business Responsibility Report (BRR). Selected banks were reviewed for a period of five years from 2010-11 to 2014-15 giving a sample size of 50 firm years.

SOURCE OF DATA

The study is based on secondary data collected from company annual reports, BRR, company website etc.

MEASUREMENT OF PERFORMANCE

CORPORATE SOCIAL PERFORMANCE

To measure the social performance of the banking companies, a corporate social performance score was developed based on the community related disclosures in the BRR and annual reports by the companies. Content analysis was used to measure the social performance of companies. The annual reports, BRR and other secondary data were carefully read to determine the social performance score of the companies. The index was based on BRR framework given by sebi, and Ameer and Othman community Index.[9] The CSP measurement index is as under:

TABLE 1

Sr. No.	Community Performance	Yes	No
1	Does company have a policy for community welfare or an objective of community welfare as one of the objectives of any of the company policies?		
2	Does company have a section/department/committee dedicated to CSR?		
3	Does company have a corporate foundation or trust or any institutional body to undertake its community welfare functions?		
4	Does company disclose its contribution to the welfare activities?		
5	Is the proportion of spending equal to 2 percentage of PAT?		
6	Is the proportion of CSR spending greater than 2% of company's PAT?		
7	Does company participate in public/private partnerships related to community welfare initiatives?		
8	Does company undertake need assessment before undertaking project of community welfare activities?		
9	Does company involve locals during need assessment, project selection, project planning, implementing and monitoring?		
10	Does company focus on building capacities within the communities?		
11	Does company undertake initiatives in following categories:-Education		
	-Health Care, sanitation and water		
	-Lively hood Creation		
	-Green Initiatives		
	-Building community Infrastructure		
	-Equality/women empowerment/inclusive growth		
	-others		
12	Does company regularly undertake any internal or external evaluation studies/ audits to monitor the progress of its community welfare projects?		
13	Does company have any employee volunteering program for community welfare initiatives?		
14	Has company received any award or recognition for its community welfare initiatives?		
15	Does company have a comprehensive CSR policy?		
16	Is the policy displayed on the website?		
17	Does bank undertake social awareness initiatives?		
18	Has bank designed its products and services to include marginalised, disadvantaged and vulnerable sections of the society?		
19	Does bank undertake any of the following initiatives:		
	1. Kisan Credit Cards		
	2. Subsidized educational loans		
	3. Liberal norms for financing SHGs		
	4. Special ATMs for Visually Challenged		
	5. Financial literacy campaigns		
	6. Credit counselling		
	7. Insurance cover for low income microfinance clients		
	8. Technical/Financial assistance to farmers		
	9. Financial assistance to MSMEs		

FINANCIAL PERFORMANCE

Financial performance of the companies was measured by accounting based measures of Return on Asset (ROA), Return on Equity (ROE), and Earnings Per Share (EPS).

CONTROL VARIABLE

Total Assets of the company were used as proxy for company size.

RESEARCH MODEL

Generalised least square Model was employed as it considers the variability in the explanatory variables and produces estimates that are BLUE[10]. AR model was employed to correct for serial correlation in the data. Generalised least square model is more appropriate model than the ordinary least square model in presence of heteroskedasticity and serial correlation. Descriptive statistics and correlation coefficients of the variables are given below:

TABLE 1: DESCRIPTIVE STATISTICS

Variable	Mean	Std. Dev.	Minimum	Maximum
CP	55.0906	16.4256	21.2100	78.7900
ROE	15.7698	4.87147	5.57000	25.0500
ROA	1.26080	0.489351	0.290000	1.93000
EPS	37.2542	28.4313	8.95000	121.780
l_TA	12.7564	0.866930	10.8366	14.5324

TABLE 2: CORRELATION COEFFICIENTS, using the observations 1:1 - 10:5, 5% critical value (two-tailed) = 0.2787 for n = 50

CP	ROE	ROA	EPS	l_TA	
1.0000	-0.3953	-0.3745	0.1252	0.6748	CP
	1.0000	0.6027	0.1784	-0.4079	ROE
		1.0000	-0.3148	-0.5589	ROA
			1.0000	0.1412	EPS
				1.0000	l_TA

The correlation matrix indicates that there is no issue of multicollinearity in the data. Whites Test and Durbin Watson statistics indicated the presence of heteroskedasticity and serial correlation in the data and so generalised least square model was employed to generate robust estimates.

TABLE 3: ANALYSIS INDICATING CSP-CFP ASSOCIATION

Variable	Model 1. ROE		Model 2. ROA		Model 3. EPS	
	Coefficient	P-value	Coefficient	P-value	Coefficient	P-value
CP	0.020064	0.5367	0.001245	0.5097	-0.012670	0.9186
Log Total Assets	0.030600	0.9892	-0.163912	0.0034	-0.169770	0.9603
AR(1)	1.329491***	0.0000	1.200980***	0.0000	0.854896***	0.0000
AR(2)	-0.470282**	0.0131	-	-	-	-
R^2	0.840333	-	0.935261	-	0.930811	-
Adjusted R^2	0.814787	-	0.929866	-	0.925045	-
F-Statistics	32.89404***	0.000000	173.3586***	0.000000	161.4381***	0.000000
DW-Statistics	2.433641	-	1.757753	-	1.585511	-

** $p < 0.05$, and *** $p < 0.01$

The above analysis indicates that there is no significant association between Corporate Social Performance and Corporate Financial Performance which is confirmed in all the models. None of the independent variables viz. Community Performance (CP) and Total Assets were found to influence the dependent variables, ROA, ROE and EPS. The model is significant as indicated by Adjusted R^2 and F statistics.

CONCLUSION

To assess the influence of CSP on CFP in the context of Indian banking companies, a social performance measurement tool was designed based on the disclosures made by the companies in their reports and on the website and the community performance scores of 10 randomly selected banking companies were generated for five years. The findings of the analysis revealed that CSP has no significant impact on the CFP of the listed Indian banking companies. The findings of the study are based on secondary data and sample size too is not very large hence the findings cannot be generalised.

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MODELING THE RELATIONSHIP BETWEEN MONEY SUPPLY & CRUDE OIL PRICES WITH GDP & INFLATION IN INDIA

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ABSTRACT

Purpose- *Government's budgetary arrangement can be a vital part to curb the hike. To such a degree, specie stock clout the boom and GDP. This paper marks the relationship between money supply & crude oil prices on GDP & inflation in India.*

Methodology- *A 25 year's data, from 1991 to 2015, has been taken to know the significance of money supply and crude oil prices on GDP and inflation in developing country like India. Canonical Correlation Analysis is used to know the linear relationship between dependent and predictor variables.*

Findings- *Money supply, crude oil prices has positive relationship with GDP and inflation. With increasing the money supply and hike price of crude oil inflation will increase and GDP increase in certain level with increasing rate then in decreasing rate.*

Research Limitations- *The present study pinpoints a micro level prospective consisting only CPI and WPI for measuring inflation and M2, M3 measuring for money supply. In this efforts certain conspicuous coin siding aspects are not devilled deeply which also demands an elaborated analysis. These areas are money and money supply was considered as one and same thing but these two are different. Only one international variable is used there may be other variables that may affect like NSE & BSE and other listed stock exchange commodity prices, international exchange rates of currency etc.*

Practical implication- *It contribute well-built pillar to Central Bank of India for strategic approach. The outcomes are not only constructive for policy makers but also other analyzer and developing & developed countries.*

KEYWORDS
CPI, WPI, GDP, M1, M3.

INTRODUCTION

"Money is a matter of functions four: A medium, a measure, a standard, a store".

GDP (Gross Domestic Product) is the leading index for economic growth of a country. For the bread and butter unfolding, it is crucial to prolong money supply in country and Inflation is studied as "Taxation without Legislation" both key indicators are influenced by money supply (M1, M3) and crude oil prices in India.

Government's macroeconomic policies one and only monetary policy smash hit an invigorating act in economic development. Its target to make allowance for desire transforms in income and employment. Diffusion and deflating of money supply are two weighty factors of monetary policy. The quantity of money can shoot up rapidly in three course of action: first, increment of government budgetary deficit financing; second, government payoff and last but not the least, low interest rate. Money impact on economy can be seen through the multiplier and accelerator. Multiplier show there is an increment of aggregate investment when income will increase by an amount which is k time of increment of investment. It may be defines as the ratio of change in national income due to change in investment. Science, ΔY is the result of ΔI. It is called investment multiplier.

$Im = 1/1\text{-}b = \Delta Y/\Delta I$

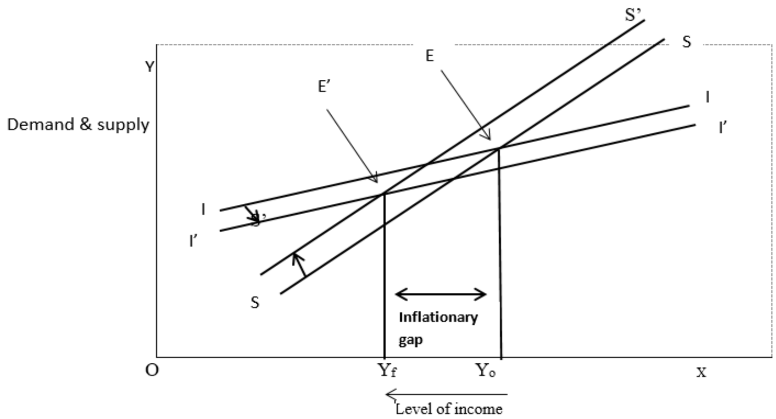
Accelerator describe the net investment depends on the rate of change in final output.

According to standard macroeconomic theory "Expansionary monetary policy results in decrease interest rate, increase purchasing power, investment and simultaneously increases aggregate demand. Because of scare resources and excess of demand, raising the price level and give birth to demand push inflation. Vaguely, monetary policy device recycled by government undertaking like double edged sword. To keep safe the economy from raising prices know one's onion's charge demand through various instruments like raising bank rate, auction of bond and securities, raising cash reserve ratio, upsurge in rate of interest on deposits and loans, put on its end the margin requirement, moral persuasion and credit rationing. Entire dimensions will through cold water on consumption and investment in the economy, level of aggregate demand will go downhill and help in regulating inflation.

This can be elaborated through following figure 1:

In the first place, saving function and investment function cut one another at point E. Hence, the economy is in stability at Yo level of income which is Y-Yo above the full employment level of income Yf. In the outline Yf Yo represents inflationary disparity. By exercising several monetary policy techniques, investment function shifts downward to I-I' and saving function shifts upward to S-S'. Now, economy is counterbalance at E'. in such a way, monetary policy is helping hand to wire pulling inflation.

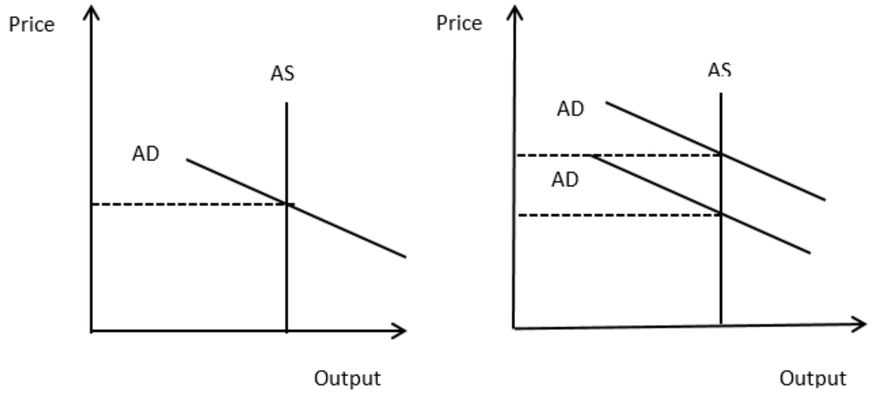
FIG. 1.1: MONETARY POLICY IN INFLATION



Economic schools of thoughts best shot reveal the impact of prices on demand and output on GDP and inflation over their prospect like:

1) **Classical Economist**: The Wealth of Nation in 1776 is usually considered to mark the beginning of classical economics. The believers of classical economist assume that the economy will automatically attain the condition of equilibrium without government interference. In short run, expansionary in money supply does not impact on prices but in long run cause the inflation. So, price and wages are flexible and supply curve is vertical.

FIG. 2: OUTCOME OF INCREASING MONETARY POLICY ON PRICE AND OUTPUT IN CLASSICAL SCHOOL



2) **Keynesians Economist:** John Maynard Keynes in his Book "The General Theory of Employment, Interest and Money (1936)" propounded the Keynesians theory. According to this theory, the economy requires government interventions for achieving equilibrium. Because the private sector is working for profit maximization which leads to inefficient macroeconomic outcomes which require government actions in form of monetary policy & fiscal policy to regulate the business cycle. So, money affects the output but there is a problem like liquidity constraint.
3) **Neo-Classical Economist:** This theory gives birth to rational expectations for flexibility in prices and wages. It is based on the assumptions to maximize utility on the basis of rational expectations. New classicalists assume that just unpredictable monetary policy can affect the output.

MONETARY AGGREGATIONS IN INDIA

ORIGINAL CALCULATION

M_1= Currency + Demand Deposit with Banks + Other Deposit with RBI
M_2= M_1 + Post Office Saving Bank Deposits
M_3= M_1 + Time Deposit with Banks
M_4=M_3 + Total Post Office Deposits (both saving deposits and term deposits)

REVISED CALCULATION

M_1= Currency + Demand Deposit with Banks + Other Deposit with RBI (Unchanged)
M_2= M_1 + Time Liability Portion of Savings Deposits with banks + Certificates of Deposits Issued by banks (CD's) + Term Deposit Maturity within one year
M_3= M_2 + term deposits over one year maturity + call/term borrowings of banks
M_4= Abolished
RBI working group on Money Supply has introduced New Concept of Liquid Resources in India.

LIQUIDITY AGGREGATES

L_1= New M_3 + All Deposits with Post Office Savings Banks (excluding National Saving Certificates)
L_2= L_1 + Term Deposits with Term lending institutions + Term Borrowing of Financial Institutions (FI's) + CD's issued by FI's
L_3= L_2 + Public Deposits of Non- Banking Financial Company's (NBFC's)

RELATIONSHIP BETWEEN MONEY SUPPLY AND PRICE LEVEL: MILTON FRIEDMAN GIVES QUANTITY THEORY OF MONEY AS:

MV = PY
Where,
M = Money supply/ Quantity of money
V = Velocity of circulation of money
P = General Price level
Y = Real national income

This quantity theory of money explains the impact of changes in money supply through M_1 and M_3 on the price level. This relationship reveals that the total value of payments equals the money value of national output. This equation is called 'equation of exchange'. If 'V' (Velocity of circulation of money) assume constant then a single change in M (money supply) will equal to any change in P (price level) or Y (national income). In case of full employment and near to full employment the change in Y will be least so, any change in Money due to Price level and if there is less than full employment, then any change in quantity of money reflected by real national income. So, money supply changes either change in P or Y when V remains constant. In such a way, money supply effect on P (inflation). Inflation is cause of excessive increase in money supply.

LITERATURE REVIEW

Many researches and study has been done so far about the relationship between money, GDP and inflation but the outcomes are disparate because of methodology, economic conditions of the country. Review of some researches that were done in this field as:

Pawan Kumar and Amit Kumar in his paper "The Long Run Determinants of Inflation in India: a Co Integration Approach" (Aug. 2014) describes through co integration methods using annual data of 43 years that in long run exchange rate, government expenditures and money supply contribute in raising inflation but inflation index decrease because of high government revenue and GDP.

Riccardo Cristadoro and Giovanni Veronese in "Monetary policy in India: is something amiss?" (2011) purpose to find out how the satisfying evidences are blunt these days in the act of tremendously increasing inflation, besides uncertainty, habitual rising prices succeed suit. His finding says that RBI framework should be revised and monetary policy to control inflation.

Abdur Chowdhury, in "Inflation and inflation-uncertainty in India: the policy implications of the relationship" (2014) find out through GARCH model that the strong support for the positive relationship between level of inflation and uncertainty.

Rudrani Bhattacharya and Ila Patnaik, in his research "Monetary policy analysis in an inflation targeting framework in emerging economies: The case of India" (Feb. 2014) reveals the importance of monetary policy in controlling the rate of inflation. In her paper, she try to establish a semi structural New Keynesian open economy model for developing country like India and found that monetary policies should be relevant so that minimum level of inflation can be maintain in economy.

YuvrajsinhVala, in "Is there any link between commodity price and monetary policy? Evidence from india" (Jan. 2013) try to examine the pivotal role of commodity indices in predicting GDP, inflation, interest rate and money supply in India, on the basis of data from March-1997 to Sep.-2012. For this purpose he used advance time series econometric models like cointegration, VECM and Granger causality. His results said that CPI is helpful to predict GDP and Inflation but not the interest rate and money supply but non-monetary information variables can be useful in predicting some monetary variables.

RaghbendraJha and Versha S. Kulkarni, in article (2015) "Inflation, its volatility and the inflation-growth tradeoff in India" find out the correlation between inflation volatility and expected change in inflation through amending the New Keynesian Phillips Curve model. He use ordinary least squares, autoregressive distributed tags model and ECM (Error Correction Model) to prove his hypothesis. The conclusion represents that the expected inflation is specific and rich to influence the growth rate in India while the level of inflation has negative and insignificant impact.

Arif and Ali (2012) have shed light on the determinants of inflation in Banagladesh by using data for the period 1978 to 2010. The study employed johansen-juselius co integration methodology and found existence of long run relationship between inflation and its determinants namely, GDP, government expenditure, government revenue, export, import and money supply. This study concludes that government expenditure and money supply are the most important long run determinants of inflation in Bangladesh.

Srinivasan et. Al. (2006) estimated an augmented Philips curve to study the impact of supply on inflation in India by employing ordinary least square framework. The study found that supply shock have only a transitory effect on both headline inflation and core inflation. Moreover, the study concludes that monetary policy in India is more focused towards the core inflation.

Supriya (2014) in her article "Dichotomy of two inflation indices" explains the three indicators of measuring inflation any developing country- WPI, CPI and GDP but these represents the disparity in rate of inflation over the period of time from 1996-2007. According to her, WPI and CPI is not true indicator of inflation in India and do not reveal the true picture of GPD. An alternative can be HICP (Harmonized Index of Consumer Price), which is estimated by linking the current CPI series.

Mehdi Sadeghi and Seyyed Yahya Alavi (2013) in his paper "Modeling the impact of money on GDP and inflation in Iran:Vector-error-correction-model (VECM) approach" document the purpose of evaluate the impact of money supply on Gross Domestic Product (GDP) and inflation in Iran country. It represents the short run and long run consequences of narrow money and broad money on inflation and Gross Domestic Product. The outcome shows in short-period M2 has no significant impact on output and inflation but in long period increasing money supply cause inflation.

Karam Pal Ruhee Mittal, (2011), in his fact-finding inquest "Impact of macroeconomic indicators on Indian capital markets" declare the shock of macro-economic variates like rate of interest, exchange rate in US$ and inflation rate and Gross Domestic Savings on Indian capital market. After evaluation of ECM model the results indicate that in long period the variable effects Indian capital markets in one or other way. The foreign exchange rate effect only BES Sensex, inflation rate influence both BSE Sensex and S&P CNX Nifty, on the other hand interest rate shows its impact only on S&P CNX Nifty but GDS is insignificant with both.

Prasanna V Salian and Gopakumar. K^2 in paper named "Inflation and Economic Growth in India- an Empirical Analysis" pursue to check out the association among hike prices and Gross Domestic Product (GDP). Through Cointegration and Error Correction Model his findings shows in long time period the relationship between inflation and GDP is negative.

CANONICAL CORRELATION ANALYSIS

Canonical correlation analysis is an arithmetical expression for judging those variables whose relationship can't be directly observed. It is a multi-variate analysis of linear relationships. In CCA multiple-X, multiple-Y correlation is observed. The canonical correlation coefficient used to quantum the tenacity of association among two sets of canonical variates.

CCA reveals the two sets of variates by producing weighted linear composites for each of them in bunch of predictive equations. Each weighted linear composite the dependent variables and the covariates. The equation that depicts the relationship of the dependent and predictor variates is called a canonical function or canonical root.

$w^* DV_{11} + w^* DV_{12} + \ldots + w^* DV_{1u} = w^* IV_{11} + w^* IV_{12} + \ldots + w^* IV_{1v}$

$w^* DV_{21} + w^* DV_{22} + \ldots + w^* DV_{2u} = w^* IV_{21} + w^* IV_{22} + \ldots + w^* IV_{2v}$

w- Canonical coefficient of dependent variable or independent variable in the respective variate

DV_{12} – second dependent variable in the first canonical function

IV_{2v} – vth predictor of second function

Discriminant Analysis is an exceptional case of CCA. Canonical variates can't be explained just as factor in factor analysis by virtue of canonical variables are not factors. Alone, the early combination of canonical variates set the variables in a manner that interrelationship among them is magnify. In other hand, expressly, they are independent of one another.

Identical to factor analysis, the outcomes of CCA are canonical linear relation, factor loading and canonical weights. They can be taken to measure the redundancy. It is significant in designing of questionnaire and development of scaling. Arithmetically, it exhibits the magnitude of variance of one group of variables interpreted through variant of another group of variable.

The CCC (canonical correlation coefficient) is yardstick of continuation of comprehensive relation among two groups of variables and redundancy measures the significance of association. Wilk's Lambda, also known as U value, is used to test the significance of prime CCC, moreover Bartlett's V are used to test the significance of all CCC.

APPLICATION OF CCA WITH THE HELP OF SPSS

ANALYSIS OF VARIANCEDESIGN 1

EFFECT.. WITHIN CELLS Regression

Multivariate Tests of Significance (S = 3, M = 0, N = 7 1/2)

Test Name	Value	Approx. F	Hypoth. DF	Error DF	Sig. of F
Pillais	1.39946	4.15326	12.00	57.00	.000
Hotellings	1738.94571	2270.29023	12.00	47.00	.000
Wilks	.00037	71.18843	12.00	45.27	.000
Roys	.99943				

Description: The table shows the Pillais, Hotellings, Wilk's, Roys values. Pillais test the H_0 that correlation is null. It represent that there is no correlation among two sets of variables. Hotellings is same as Pillais which reveals there is no significant relationship among set of variables. Wilk's Lambda is other multivariate measured by SPSS, usually used to test the level of significance. It is significant with $p<.05$. Roys is largest root. In our case, the values are not statistically significant except Roys but it will be considered as not significant.

EIGENVALUES AND CANONICAL CORRELATIONS

Root No.	Eigenvalue	Pct.	Cum. Pct.	Canon Cor.	Sq. Cor
1	1738.44279	99.97108	99.97108	.99971	.99943
2	.29375	.01689	99.98797	.47650	.22705
3	.20917	.01203	100.00000	.41591	.17298

Description: This table dispatch the 3 canonical functions or root extracted of eigenvalues and canonical correlation. First canonical correlation is .99971 which is 99.97% of explained variance moreover the eigenvalue is positive and highest at 1738.44. this represent that hypothesis is correctly estimated and found the strong correlation between money supply, crude oil price and GDP as well as inflation.

DIMENSION REDUCTION ANALYSIS

Roots	Wilks L.	F	Hypoth. DF	Error DF	Sig. of F
1 TO 3	.00037	71.18843	12.00	45.27	.000
2 TO 3	.63924	1.50446	6.00	36.00	.205
3 TO 3	.82702	1.98709	2.00	19.00	.165

Description: Till now, the result represented the thorough model-fit. This table shows three canonical dimensions as roots. The first row test the 1to3 dimension to know the statistically significance. The root first is statistically significant at p<.05. it explain all 3 (1to3) roots are significance with F-71.18843,p<.05 and the second row reveals the 2to3 roots (.205) by excluding first root. Moreover the last row tests the 3to3 roots (.165) itself. Only the first root is statistically significant.

EFFECT.. WITHIN CELLS Regression (Cont.)

Univariate F-tests with (3,20) D. F.

Variable	Sq. Mul. R	Adj. R-sq.	Hypoth. MS	Error MS	F	Sig. of F
CPIW	.11607	.00000	5234.11317	5979.27850	.87538	.470
CPIAL	.20164	.08189	5156.02889	3062.10354	1.68382	.202
WPI	.94971	.94216	9486.62306	75.35535	125.89183	.000
GDPMP	.99858	.99837	9610455441.804	2042889.11981	4704.34511	.000

Description: The present segment of SPSS explains the output individually for each two set of variable. Inward all group, SPSS provide raw canonical coefficient, standardized coefficient, linear relation among observed variables, canonical variant and percentage of variance measured by canonical variant. In this table, there are 4 test variable i.e. CPIW, CPIAL, WPI, GDPMP.

RAW CANONICAL COEFFICIENTS FOR DEPENDENT VARIABLES

Function No. Variable	1	2	3
CPIW	.00018	.00511	-.00140
CPIAL	-.00029	-.01068	.00894
WPI	-.00171	-.04057	-.10053
GDPMP	-.00003	.00004	.00010

Description: This table shows that the raw canonical coefficients are same as in linear regression. It is simple to describe with standardized coefficient at mean=0, st. dev.=1. Here, one and only first root is suitable as second and third are not statistically significant. The substantial impact on beginning root is variable CPIW.

STANDARDIZED CANONICAL COEFFICIENTS FOR DEPENDENT VARIABLES

Function No. Variable	1	2	3
CPIW	.01408	.39160	-.10707
CPIAL	-.01700	-.61684	.51646
WPI	-.06161	-1.46455	-3.62860
GDPMP	-.94299	1.34362	3.57741

CORRELATIONS BETWEEN DEPENDENT AND CANONICAL VARIABLES

Function No. Variable	1	2	3
CPIW	-.02373	.65185	-.33163
CPIAL	.10893	-.87223	.31389
WPI	-.96915	-.11112	-.21758
GDPMP	-.99946	.03272	.00360

VARIANCE IN DEPENDENT VARIABLES EXPLAINED BY CANONICAL VARIABLES

CAN. VAR.	Pct Var DEP	Cum Pct DEP	Pct Var COV	Cum Pct COV
1	48.76495	48.76495	48.73692	48.73692
2	29.97808	78.74303	6.80663	55.54355
3	6.39654	85.13957	1.10650	56.65005

Description: This section of SPSS represents the same information i.e. standardized canonical coefficient for dependent variables, linear relationship among observed variable and canonical variants moreover the percentage of variance describe by canonical variant for independent variables.

CORRELATIONS BETWEEN COVARIATES AND CANONICAL VARIABLES

CAN. VAR. Covariate	1	2	3
M1	-.99436	.07890	-.07093
M3	-.99998	.00522	.00356
COP	-.89501	.07813	-.43915

Description: The interpretation of these variates-

- The effect of M1 is highest with structural coefficient.07890.
- The effect of COP higher with structural coefficient.07813.
- The effect of M3 is high with structural coefficient.00522.

REPORTING CANONICAL CORRELATION ANALYSIS

A Canonical Correlation Analysis explores the association among group of variates. Here, dependent variables are GDP and inflation. GDP is taken at market price and for the purpose of measuring inflation, two indices CPI (consumer price index) and WPI (wholesale price index) are used. Furthermore, in CPI two indicators IW (Industrial Worker) or AL (Agriculture Labour) and in WPI all commodities (AC) are used to know the impact of inflation. On the other hand, independent variables are money supply and crude oil prices. In money supply M1 (narrow money), M3 (broad money) and crude oil prices are taken at annual average basis. From the data 1991-2015, all cases are accepted for study. After analysing the output, the relation among the group of variables found statistically significant. The value of U (Wilk's Lambda) was statistically significant with $p<.05$. The eigenvalue was highest with 1738.44 which is 99.97% of explained variance. In table 1.3, dimension reduction analysis, only the first root 1to3 was statistically significant. Table 1.5, raw canonical coefficient for dependent/covariate variable define one unit increase in CPIW consequent to a 0.00018 unit increment in first variate. Table 1.6, reveals the effect of M1, M3 and COP. The effect is highest M1, M3, COP sequentially.

CONCLUSION

The purpose of the study was to know the relationship of money supply & crude oil price with GDP and inflation in India. Here, there were two dependent and two independent variables used. GDP and inflation was dependent on money supply (M1 and M3) and crude oil prices. To obtain the conclusion Canonical Correlation analysis was used with the help of SPSS software. Multivariate analysis table revealed the sig of F value. Correlations between COVARIATES and canonical variables table expedite that independent variable M1, M3; crude oil prices have higher level of effect on dependent variables. So the monetary policy framing authority should consider the changes or fluctuations in money supply (M1, M3) and crude oil prices time to time.

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APPENDIX

TABLE 1

Years	COP	M1	M3	CPI(IW)	CPI(AL)	WPI	GDP at MP
1991-92	20.81	1039.7	2924.03	50.22	169.85	83.85	6738.75
1992-93	20.91	1200.5	3442.38	55.04	190.78	92.29	7745.45
1993-94	17.11	1363.53	3990.48	55.72	197.51	100.00	8913.55
1994-95	18.4	1692	4781.96	61.33	221.09	60.11	10455.90
1995-96	18.64	1982.83	5529.53	67.6	224.85	64.92	12267.25
1996-97	22.23	2217.64	6426.31	73.86	45.39	67.91	14192.77
1997-98	18.99	2484.65	7520.28	79.04	46.8	70.90	15723.94
1998-99	13.99	2796.38	9012.94	89.41	51.95	75.12	18033.78
1999-00	23.23	3206.3	10560.25	92.44	54.25	77.57	20121.98
2000-01	29.52	3565.88	12240.87	95.89	54.07	83.12	21686.52
2001-02	24	3976.83	14200.07	100	54.78	86.11	23483.30
2002-03	29.36	4455.13	16479.54	224.18	56.56	89.05	25306.63
2003-04	31.15	5146.36	18615.8	232.55	58.68	93.91	28379.00
2004-05	45.79	6003.43	21214.59	241.86	60.28	100.00	32422.09
2005-06	60.66	7164.7	24589.25	252.09	62.58	104.50	36933.69
2006-07	66.11	8586.75	29501.86	327.43	67.37	111.40	42947.06
2007-08	84.58	9950.28	36034.44	61.86	72.25	116.60	49870.90
2008-09	85.32	11396.07	43436.64	67.44	79.78	126.00	56300.63
2009-10	72.27	13198.51	51778.82	75.81	90.95	130.80	64778.28
2010-11	84.94	15415.27	60151.65	83.72	100	143.30	77841.16
2011-12	98.05	16312.42	69688.05	90.69	90.92	156.10	88320.12
2012-13	92.23	17863.11	79089.42	100	100	167.60	99885.39
2013-14	98.84	19573.29	89822.12	109.76	111.6	177.60	113450.56
2014-15	78.22	21649.35	100502.2	116.74	119.04	181.20	125412.08

Sources:
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Note: For obtaining the CPI, WPI index in series base shifting and base splicing methods are used.
Base shifting: when base year is shift from one period to another is known as base shifting.
Shifted price index = Original price index/Price index for new base year * 100
Base Splicing: it is the process of joining two or more index numbers that cover divergent bases into one series is called splicing.
Backward splicing: index A of current year/ index A of common year *100
Forward splicing: index of B of current year* index A of common year/100.

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