

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



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

Indexed & Listed at:

[Ulrich's Periodicals Directory ©, ProQuest, U.S.A.](#), [EBSCO Publishing, U.S.A.](#), [Cabell's Directories of Publishing Opportunities, U.S.A.](#), [Google Scholar](#),

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

[The American Economic Association's electronic bibliography, EconLit, U.S.A.](#),

[Index Copernicus Publishers Panel, Poland](#) with [IC Value of 5.09](#) & [number of libraries all around the world](#).

[Circulated all over the world & Google has verified that scholars of more than 5555 Cities in 190 countries/territories](#) are visiting our journal on regular basis.

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

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

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	PROMOTING TRANSPARENCY IN UNIVERSITY ADMINISTRATION THROUGH E-GOVERNANCE <i>VIJAY BHASKAR KOUDIKI & K JANARDHANAM</i>	1
2.	IMPORTANCE OF CAPITAL STRUCTURE ANALYSIS IN CONSTRUCTION COMPANY <i>DR. J. S. V. GOPALA SARMA</i>	6
3.	LINKING INTERNAL MARKETING AND EMPLOYEE'S IN-ROLE PERFORMANCE: A CROSS-LEVEL MEDIATION ANALYSIS <i>YU-PING HSU, TSAI-FANG YU & CHUN-TSEN YEH</i>	11
4.	STRENGTHENING MENTAL HEALTH SYSTEMS CASE STUDY WITH RESPECT TO KAMAYANI SCHOOL FOR MENTALLY HANDICAPPED <i>PREETI CHAUDHARY & DR. MITA MEHTA</i>	18
5.	PERFORMANCE OF PUBLIC SECTOR BANKS IN INDIA – AN ANALYTICAL STUDY <i>DR. M. NAGAMANI & K. ABIRAMI</i>	22
6.	A STUDY ON CONCEPT OF IFRS, BENEFICIARIES AND CHALLENGES <i>S. BHUVANESWARI & JAMEELA M.K</i>	27
7.	WOMEN ENTREPRENEURSHIP: A STUDY OF INDIAN SCENARIO <i>GURVEEN KAUR</i>	30
8.	FINANCIAL INCLUSION REVISITED <i>CA SANGEETA S</i>	38
9.	TRIBAL ENTREPRENEURSHIP IN INDIA: AN APPRAISAL <i>DR. PADMINI TOMAR</i>	42
10.	A STUDY OF INVESTOR PERCEPTION WHILE INVESTING IN RISK FREE SECURITIES <i>JITIN SHARMA</i>	47
11.	THE IMPACT OF NEED FOR COGNITION IN SELECTION OF DEODORANTS AMONG FEMALE YOUNGSTERS <i>DR. DEEPAK JOSHI</i>	53
12.	AN ANALYSIS OF MANUFACTURING SECTOR'S CONTRIBUTION TO EMPLOYMENT AND INCOME GENERATION IN NAGALAND <i>MEDONGULIE ZATSU & DR. Y. TEMJENZULU JAMIR</i>	58
13.	GREEN BANKING AND ENVIRONMENT SUSTAINABILITY OF PRIVATE BANKS IN KARNATAKA <i>DR. M. PRABHU & GIRISH V.</i>	62
14.	A STUDY OF FINANCIAL STATEMENT ANALYSIS OF OIL AND NATURAL GAS CORPORATION LIMITED <i>L. PRABHA, DEEPIKA S & DHIVYA.B</i>	65
15.	MARKET REACTION ANALYSIS TO STOCK SPLIT ANNOUNCEMENT IN INDONESIA STOCK EXCHANGE <i>EDI SUMANTO, SRI HARTOYO & LUKYTAWATI ANGGRAENI</i>	69
16.	PARTICIPATION OF FEMALE IN AGRICULTURE SECTOR IN HARYANA <i>VINOD KUMAR & SANTOSH</i>	74
17.	CHALLENGES OF WOMEN ENTREPRENEURS: A STUDY OF WOMEN ENTREPRENEURS OF JAMMU & KASHMIR <i>ZAHOOR AHMAD BOLAKI</i>	78
18.	STARTUP INDIA: OPPORTUNITIES AND CHALLENGES: A CASE OF E-TOUR AND TRAVEL STARTUPS IN INDIA <i>DR. SONAL SHARMA</i>	83
19.	SUSTAINABLE AGRICULTURAL PRACTICES AND USE OF IRRIGATION WATER IN INDIA <i>A.K. ELUMALAI</i>	88
20.	HUMAN RESOURCE ACCOUNTING: AN OVERVIEW <i>KAINAT SIDDIQUI</i>	92
	REQUEST FOR FEEDBACK & DISCLAIMER	96

CHIEF PATRON**Prof. (Dr.) K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

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

CO-ORDINATOR**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

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

Principal (Retd.), Maharaja Agrasen College, Jagadhri

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

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

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

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD**Dr. TEGUH WIDODO**

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

Dr. M. S. SENAM RAJU

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

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

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

Dr. M. N. SHARMA

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

Dr. CHRISTIAN EHIOBUCHÉ

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

Dr. SIKANDER KUMAR

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

Dr. MIKE AMUHAYA IRAVO

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

Dr. SANJIV MITTAL

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

Dr. NEPOMUCENO TIU

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

Dr. RAJENDER GUPTA

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

Dr. KAUP MOHAMED

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

Dr. NAWAB ALI KHAN

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

Dr. ANA ŠTAMBUK

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

SUNIL KUMAR KARWASRA

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

Dr. SHIB SHANKAR ROY

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

Dr. S. P. TIWARI

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

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

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

Dr. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

Dr. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

Dr. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

Dr. BORIS MILOVIC

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

SHASHI KHURANA

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

Dr. IQBAL THONSE HAWALDAR

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

Dr. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Ministry of Higher Education, Jeddah, Saudi Arabia

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

BIEMBA MALITI

Associate Professor, The Copperbelt University, Main Campus, Jambo Drive, Riverside, Kitwe, Zambia

Dr. ALEXANDER MOSESOV

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

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Tayfur Sökmen Campus, Antakya, Turkey

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

YU-BING WANG

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

Dr. SAMBHAVNA

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

Dr. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

Dr. MELAKE TEWOLDE TECLEGHIORGIS

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

Dr. SHIVAKUMAR DEENE

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

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. VIKAS CHOUDHARY

Faculty, N.I.T. (University), Kurukshetra

SURAJ GAUDEL

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

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

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

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

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

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

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

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

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

NAME OF CORRESPONDING AUTHOR :
 Designation/Post* :
 Institution/College/University with full address & Pin Code :
 Residential address with Pin Code :
 Mobile Number (s) with country ISD code :
 Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :
 Landline Number (s) with country ISD code :
 E-mail Address :
 Alternate E-mail Address :
 Nationality :

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

NOTES:

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

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

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

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

ONLINE RESOURCES

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

WEBSITES

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

A STUDY ON CONCEPT OF IFRS, BENEFICIARIES AND CHALLENGES

S. BHUVANESWARI
ASST. PROFESSOR
SNGC COLLEGE
CHAVADI

JAMEELA M.K
M. Phil. RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
SNGC COLLEGE
CHAVADI

ABSTRACT

Due to globalization all countries are able to adopt a single set of accounting standards. Major changes are noticed in financial reporting system, the most obvious is the continuing adoption of IFRS worldwide. More than 100 countries are converged their reporting system to IFRS for providing uniformity. It is very useful and understandable to all the people beyond the boundary of nations. IFRS are the globally accepted accounting standards which are issued by the International Accounting Standards Board (IASB), a committee including 14 members from different countries which work together to establish global accounting standards. Almost countries are decided to converge to International Financial Reporting System; India too becomes the part of this system. In India, ICAI has decided to adopt IFRS by April 2011. This study was undertaken to understand the concept of IFRS, beneficiaries of IFRS and the challenges faced by the stakeholders.

KEYWORDS

IFRS, IASB, accounting standards.

INTRODUCTION

A financial statement should reflect true and fair view of the business affairs of the organization. As these statements are used by various constituents of the society or regulators, they need to reflect an accurate view of the financial position of the organization. It is very helpful to check the financial position of the business for a specific period. One country's financial statement is used by another country which leads to a problem of harmonization of accounting policies, presentations etc. Due to economic, political, legal and cultural environment we cannot attain complete harmonization. For solving all these problems the accounting standards are introduced. Accounting standards provides solution for complex business transactions and also provide transparency in all areas. Accounting standards helps to implement best practices of various regulatory agencies in connection with accounting accuracy. Not only in national level but also international level the accounting standards are being established. Accounting standard helps the investor to provide quality information for taking decisions and also helps to reduce the overall cost of capital of the company. Accounting standards are formulated by accounting standard board and institute of chartered accountants of India. Presently Generally Accepted Accounting Principles and the international financial reporting standards are the two sets of accounting standards. It will help to coordinate the activities of reporting of financial statements worldwide.

OBJECTIVES OF THE STUDY

1. To understand the concept of International Financial Reporting System (IFRS).
2. To identify the beneficiaries if IFRS.
3. To understand the challenges of IFRS.

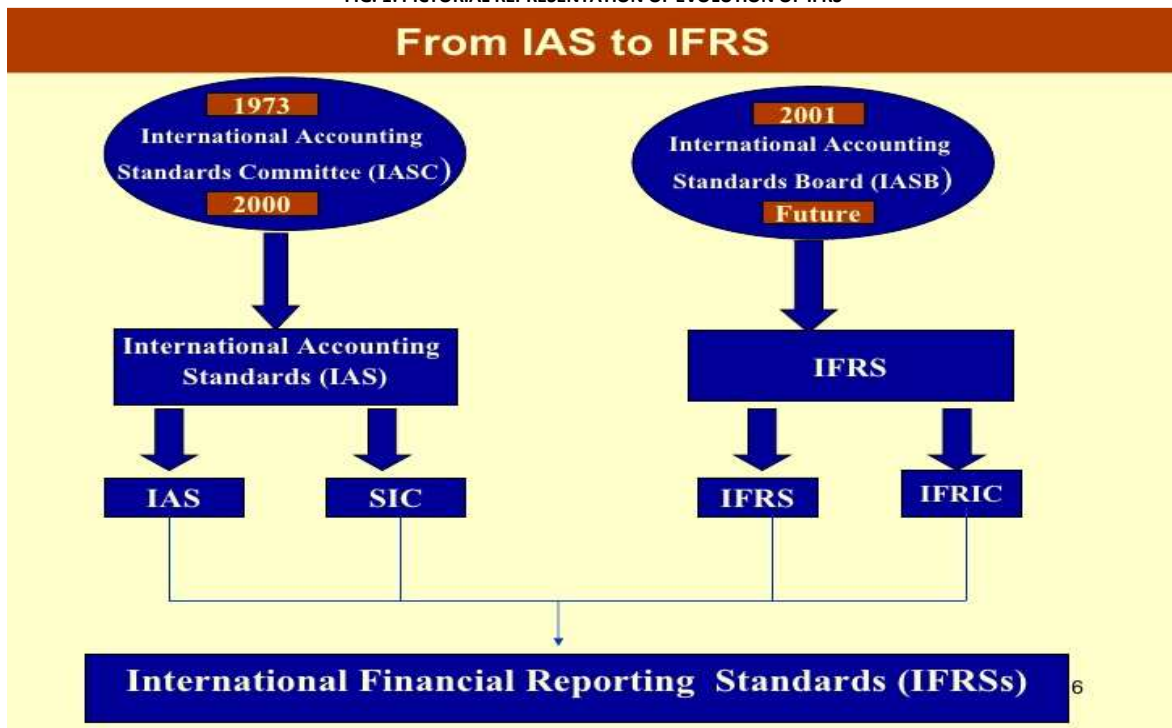
RESEARCH METHODOLOGY

This study was focused to understand the concept of IFRS, beneficiaries of IFRS and challenges for the implementation of IFRS. This study was conceptual in nature. Data were collected from secondary sources. It includes different books, journals and articles.

INTERNATIONAL FINANCIAL REPORTING SYSTEM

IFRS is a common global financial language for business affairs that is understandable and comparable across international boundaries. These are standards which are designed for reporting business matters, which are understandable all over the world for the purpose of establishing global accounting language. IFRS is one of the best financial reporting systems, which does not include any country with variation of accounting policies. The main advantage of implementation of global accounting standards is that one format can be used for the preparation of financial statements. It will facilitate the companies to compete abroad, raise capital, win global contracts and provide financial details. With the support of IFRS investors, government and organizations can compare various financial statements in an easy way. This is because there are many countries that permit to comply with IFRS standards. IFRS is important for companies that have dealings in different countries. They are replacing many different national accounting standards. Through the implementation of IFRS, companies will be better understandable in global markets. They will be able to tap global capital markets and they can reduce their cost of capital. The communication system of companies can improve in a better and easiest way because of universally accepted accounting standards. For economic development of nations, a sound financial reporting system supported by high quality accounting and auditing standards and governance and ethical framework is very essential. Council of Chartered Accountants of India (ICAI) opined in May 2006 that adopting IFRS was considered and supported by the ASB. IFRS task force was setup to provide a road map for convergence and it decided to converge with IFRS from the accounting period commencing on or after 1 April 2011. The implementation of IFRS in India was more challenging but most of the Indian corporate are likely to access the benefits of IFRS.

FIG. 1: PICTORIAL REPRESENTATION OF EVOLUTION OF IFRS



BENEFICIARIES OF IFRS

Several beneficiaries are there because of adoption of International Financial Reporting System with Generally Accepted Accounting Principles. Some of them are:

INVESTORS

IFRS makes accounting information more relevant, reliable and comparable across different economic system. It provides common set of accounting standards worldwide and which is helpful to understand the financial position of different companies of different nations by the investors. It increases the confidence of investors who are willing to invest their funds in the countries apart from India. It will also helpful to understand more profitable avenues from different nations.

ACCOUNTING PROFESSIONALS

Through the convergence of IFRS the future of accounting professionals is more sophisticated. They have lot of opportunities to grow with their career. It will help to increase their talent and competency with a uniform policies and procedures. Accounting professionals can marketwise their whole ability and talent across the globe. They can fly with the talent of IFRS without considering the boundary of nations.

THE INDUSTRY

One important sector of beneficiaries of IFRS is the industry which will be benefited because of some valuable aspects. The implementation of IFRS helps to increase the confidence level in the minds of foreign investors. It decreases the unwanted burden of financial reporting system. IFRS provides simplest and easier procedure for the preparation of individual and group financial statements. And it will help to reduce the cost of preparation of financial statements which uses different sets of accounting standards.

CORPORATE WORLD

Implementation of IFRS will help to build up the reputation and long lasting relationship of the Indian corporate world with international financial entities. Corporate can maintain high level of consistency between internal and external reporting through the inclusion of IFRS. It will improve the risk rating and makes the corporate more and more competitive worldwide.

THE ECONOMY

One of the important benefits of IFRS is international comparability of financial statements. It will help to increase the consistency of internal and external reporting and it will result in the risk rating among the foreign investors. It will be benefitted to industrial and capital markets in the country.

CHALLENGES OF IFRS

The implementation of IFRS is a difficult process especially to developing nations like India. Various challenges faced while implementing IFRS are:

TAXATION

Complete renovation of tax laws is the main challenge faced by the Indian law makers. The convergence of IFRS will affect the financial statements. The changes in financial statements will affect the tax liabilities of the company. The tax liability wants to be calculated by considering the provisions of IFRS. The provisions of taxation should address the convergence from Indian GAAP to IFRS.

ACCOUNTING METHOD

It is very difficult to change the traditional accounting method to fair value method. It is complex to arrive the fair value of different aspects in the financial statements. The experts facing some problems while changing the accounting methods. The adjustments made for calculating fair value will affect the income statements of companies. It will change the gain and losses of companies.

AUDITING

The auditing firms will affect by the convergence of IFRS. They have the ability to audit the financial statements through traditional method. They follow cost concept accounting for auditing purposes. Now it is the time to audit at fair value method because of convergence of IFRS. The implementation of IFRS is undertaken by IASB without adequate guidance for auditors. The auditors will not be apt to discharge their liabilities as per new method. It is mainly challenged by less globally oriented audit firms.

TRAINING

One of the main challenges facing in implementation of IFRS is that lack of training facilities and academic courses on IFRS in India. Still it is in a growing stage and The Institute of Chartered Accountants of India (ICAI) is continuing its training programmes for its members. There is lack of trained professionals for the better implementation of IFRS. This drawback will be rectified by these institutions in coming years.

REGULATORY CHANGES

The implementation of IFRS will affect the other sectors as well as regulations of the economy. The regulators want to undertake concerned changes to other laws and regulations. The changes will affect all the stakeholders like investors, lenders, board etc.

RE-NEGOTIATION OF CONTRACT

Re negotiation of contract is one of the big challenges in implementation of IFRS. It is happening because of the changes in the results of two methods. The result under Indian GAAP and IFRS is entirely different.

REPORTING SYSTEMS

The reporting system of traditional method and IFRS is different. That's why the companies want to ensure that the existing business reporting model is amended according to the requirements of IFRS. The new information system should be designed to capture the requirements of IFRS.

CONCLUSION

The convergence of IFRS facing very difficulties and challenges. But it is looking the advantages for the nation's global wise. The convergence of IFRS is strongly recommended because the measures taken by the ICAI and other regulatory bodies are creditable and it gives the positive aspects to the reporting system as a global wide. One important factor is that IFRS is more principle based approach with limited implementation and application guidance. Still the development of IFRS in a growing stage and we can hope for a delightful future with ifrs.

REFERENCES

1. Anubha Srivastava, Perna Bhutani, "IFRS in India: Challenges and Opportunities", IUP Journal of Accounting Research & Audit Practices,
2. Kaushik datta, "similarities and differences a comparison of IFRS, US GAAP and India GAAP" 2009.
3. Mahender K. Sharma, IFRS& India- its problems and challenges, international multidisciplinary journal of applied research.
4. Poria, saxena, vandana 2009, IFRS Implimentation and Challenges in India.
5. Santanu Kumar Das, "Indian Accounting Standards and IFRS" in 2014, International Journal of Innovative Research and Practices

WEBSITE

6. <http://economictimes.indiatimes.com/opinion/view-point/ifrs-the-impact-on-indian-corporates/articleshow/3204158.cms/articleshow/3204158.cms>

REQUEST FOR FEEDBACK

Dear Readers

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

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

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

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

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

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

ABOUT THE JOURNAL

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

Our Other Journals

