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# International Journal of Advance and Innovative Research

Volume 8, Issue 3 (XIV): July - September 2021

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**A ROLE OF ARTIFICIAL INTELLIGENCE IN HUMAN LIFE AND ITS SCOPE IN FUTURE**

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**Dr. Anil Matkar**

Director, Swayam Siddhi College of Management &amp; Research, Bhiwandi

**ABSTRACT**

*Artificial Intelligence is the branch of computer science which is concerned with making computers behave of humans. Artificial intelligence includes game playing, expert systems, neural networks, natural language, and robotics. Currently, no computers exhibit full artificial intelligence. The greatest advances have occurred in the field of games playing. The best computer chess programs are now capable of beating humans. Today, the hottest area of artificial intelligence is neural networks, which are proving successful in a number of disciplines such as voice recognition and natural-language processing. There are several programming languages that are known as AI languages like LISP and Prolog because they are used almost exclusively for AI applications, innovative designs and impacts. Artificial intelligence is working a lot in decreasing human effort and creating innovating ideas and qualitative work for the betterment of society and business.*

*The present study makes focus on the role of AI, practical implications on the use of AI and opportunities for future AI in India.*

*Keywords: Data mining, Epistemology, Ontology, Heuristics, optimization, Prolog & Impacts.*

**INTRODUCTION**

Artificial intelligence is defined as developing computer programs to solve complex problems by applications of processes that are analogous to human reasoning processes. It is that branch of computer science that studies and develops intelligent machines and software. The field was founded on the claim that a central property of humans, intelligence — the sapience of Homo sapiens — can be so precisely described that it can be simulated by a machine. AI is anything that mimics or exceeds human behaviour or human intelligence. AI is so broadly used these days that it encompasses many different aspects and fields, from computer vision to robotics, to machine and deep learning.

This raises philosophical issues about the nature of the mind and the ethics of creating artificial beings, issues which have been addressed by myth, fiction and philosophy since antiquity. Artificial intelligence has been the subject of tremendous optimism but has also suffered stunning setbacks. Today it has become an essential part of the technology industry, providing the heavy lifting for many of the most difficult problems in computer science. There are an enormous number of tools used in AI, including versions of search and mathematical optimization, logic, methods based on probability and economics, and many others.

Artificial intelligence (AI) is used to digitize textbooks, early-stage virtual tutors support human instructors, and a facial analysis system gauges student emotions to identify who is struggling or bored and adapt the experience to their specific needs. Today we use AI in the every field to avoid the time and cost for accuracy and quality work, it includes Travel & Navigation, Smartphone Apps, Social Media Feeds, Smart Cars, Music and Video Streaming, Smart Home and Finance services. According to the International Data Corporation, India's artificial intelligence (AI) market is expected to grow at a CAGR of 20.2%, from \$3.1 billion in 2020 to \$ 7.8 billion by 2025.

**1. OBJECTIVES OF THE STUDY**

1. To identify the role of Artificial Intelligence in the field of information technology in India.
2. To examine the practical implications on the use of AI
3. To identify the opportunities for future AI research in IS.

**2. BACKGROUND OF ARTIFICIAL INTELLIGENCE**

The academic roots of AI, and the concept of intelligent machines, May be found in Greek Mythology. Intelligent artifacts appear in journalism since then, with real mechanical devices actually indicating behaviour with some degree of intelligence. After modern computers became available following World War-II, it has become possible to create programs that perform difficult academic tasks. The study of logic led directly to the discovery of the programmable digital electronic computer, based on the work of mathematician Alan Turing and others. Turing's theory of calculation suggested that a machine, by shuffling symbols as simple as "0" and "1", could replicate any conceivable (imaginable) act of mathematical assumption. This, along with simultaneous discoveries in neurology, information theory and cybernetics, inspired a small group of researchers to begin to seriously think the possibility of structure an electronic brain. There is social fear about Robots and AI will take some jobs away from humans but they will also create new ones and in mass quantity.

Since 2000, robots and automation systems have slowly phased out many manufacturing jobs 1.7 million of them. On the flip side, it's predicted that AI will create 97 million new jobs by 2025.

Few branches like Psychologists, caregivers, most engineers, human resource managers, marketing strategists, and lawyers are cannot be replaced by AI anytime in the near future. People with technophobia may fear the power of artificial intelligence, robots or computers. Technophobia is more than resistance to learning new technology.

### **3. LIMITATIONS OF AI:**

#### **4.1: High Cost of Implementation**

Setting up AI-based machines, computers, etc. entails huge costs given the complexity of engineering that goes into building one. Further, the astronomical expense doesn't stop there as repair and maintenance also run into thousands of dollars.

#### **4.2: It doesn't improve with Experiences**

One of the important characteristics of human cognitive power can increase the knowledge and make development with experience but AI does not improve with experience.

4.3: Lacks Creativity- AI is not built for creative piece of work. It is an automatic machine run through human effort so it does not create innovative ideas or concept.

#### **4.4: Risk of Unemployment**

With rapid development being made in the field of AI, the question that plagues our intuitive brain is that – will AI replace humans? Honestly, I am not sure whether AIs will lead to higher unemployment or not. But AIs are likely to take over the majority of the repetitive tasks, which are largely binary in nature and involve minimum subjectivity.

### **5. EVOLUTION OF AI DEFINITION**

AI has a history much longer than is commonly understood, in fields from science and philosophy ranging all the way back to ancient Greece. The term “Artificial Intelligence” was officially coined and defined by John McCarthy at the time as “the science and engineering of making intelligent machines”. . As noted in 1976 for their physical symbol system hypothesis, intelligent behavior appears to require the ability to interpret and manipulate symbolic structures. While this approach showed promise initially, many branches of AI have retreated from this approach due its difficulty and the lack of progress coming in to the 21<sup>st</sup> century. It remains yet uncertain on when and if strong AI will be made a reality.

**5.1: Between 1950-1960:-** The first operational AI programs were written in 1951 to run on the Ferranti Mark I machine of the University of Manchester (UK): a draughts-playing program written by Christopher Strachey and a chess-playing program written by Dietrich Prinz.

**5.2: Between 1960 -1970 :-** During the 1960s and 1970s Marvin Minsky and Seymour Papert issue Perceptrons, representative limits of simple neural nets and Alain Colmerauer developed the Prolog computer language. Ted Shortliffe established the power of rule-based systems for information representation and inference in medical diagnosis and therapy in what is at times called the first expert system. Hans Moravec developed the first computer-controlled vehicle to separately discuss cluttered barrier courses.

**5.3: Between 1980- 1990:-** In the 1980s, neural networks became broadly used with the back broadcast algorithm, first describe by Paul John Werbos in 1974. By 1985 the market for AI had reached over a billion dollars. At the same time, Japan's fifth generation computer project stimulated the U.S and British governments to return grant for academic research in the field. However, beginning with the fall down of the Lisp Machine market in 1987.

**5.4: 1990 Onward: -** In the 1990s and early 21st century, AI achieved its greatest successes, albeit rather behind the scenes. Artificial intelligence is used for logistics, data mining, financial sectors, medical analysis and many other areas throughout the skill industry. The success was due to several factors: the rising computational power of computers, a greater importance on solving exact sub problems, the creation of new ties between AI and other fields working on similar problems, and a new assurance by researchers to hard mathematical methods and exact scientific standards.

### **4. RESEARCH METHODOLOGY**

This research paper is purely based on the secondary data which is collected from different research papers, articles from news papers and on website. Review is constituted as of identifying, evaluating and interpreting of AI concepts and future scope in business sectors.

## 7. Components of AI: The major components of AI are:

**7.1: The User Interface:** - The user interface is the means of statement between a user and the expert systems problem solving processes. A good expert system is not very useful if not it has an useful interface. It has to be able to confirm the directions in a form that the user enters. It should interpret the answers, formed by the system.

**7.2: The Information Base:** It stores all the facts and rules about a exacting problem domain. It makes these accessible to the inference engine in a form that it can use. The particulars may be in a form of background in order built into the system. The rules include both the manufacture rules that concern to the area of expert system and the heuristic and rules-of-thumb that are provided by the area expert in order to make the system find solutions.

**7.3: The Shell or interface Engine:** The interface engine is the program that locates the suitable information in the information base, and infers new information by applying consistent processing and analytical strategies.

## 8. BRANCHES OF ARTIFICIAL INTELLIGENCE

**8.1: Genetic Programming:** Genetic programming revolves around that functions that get programs to carry out exact tasks and solve exact problems. This is done by 'cover together' random lisp programs and choosing between millions of generation. By meaning, genetic programming is a innovative algorithm based method that can draw its ancestry to the organic growth that occupied the search for computer programs that performed user-defined tasks. The world can thank JOHN KOZA and his group of experts in 'Artificial Intelligence' for the method of genetic programming.

**8.2: Ontology:** Ontology is a branch of artificial intelligence that is anxious with the study of various kinds of objects. It is a set of concepts that are formally represented within an area. beam is then fearful on the association between the concepts in their exact domains. Ontology can also be used to cause about entity within a exacting area and explain the exacting area in detail.

**8.3: Epistemology:** Epistemology concerns itself with the study of the information that can show helpful in the study of the solving of the harms that disease the world. Epistemology, has managed to cut for itself a place in artificial engineering. As a branch of artificial intelligence however, epistemology focuses on answering four center questions: What is information? How is information acquired? What do people know? How do we know what we know? The term 'Epistemology' was first introduced into the English language by the Scottish philosopher James Frederick Ferrier.

**8.4: Heuristics:** It is a branch of artificial intelligence that concerns itself with the experience-based techniques for the solving of problems, learning and discovery. Heuristic methods and techniques are all concerning rapidly and powerfully discovering an optimal answer for a specific problem. Heuristics, usually speak, is all about judgment many or exact solutions to a exact problem.

## 9. TOOLS USED IN ARTIFICIAL INTELLIGENCE

In the way of 50 years of inspect, AI has industrial a large number of tools to solve the most hard troubles in computer science. A few of the most general of these methods are discussed below.

**9.1: Search and Optimizations:** Many problems in AI can be solved in theory by intelligently searching through many possible solutions that is reasoning can be reduced to performing a search. Planning algorithms search through trees of goals and sub goals, attempting to find a path to a target goal, a process called means-ends analysis. Robotics algorithms for moving limbs and grasping objects use local searches in configuration space. The solution, for many problems, is to use "heuristics" or "rules of thumb" that eliminate choices that are unlikely to lead to the goal. we keep moving our guess uphill, until we reach the top. Evolutionary computation uses a form of optimization search.

**9.2: Logic:** Logic is used for information representation and problem solving, but it can be applied to other problems as well. Several different forms of logic are used in AI Research. Propositional or sentential logic is the logic of statements which can be true or false. First-order logic also allows the use of quantifiers and predicates, and can express facts about objects, their properties, and their relations with each other. Fuzzy logic is a version of First-order logic which allows the truth of a statement to be represented as a value between 0 And 1, rather than simply true (1) or false (0). Fuzzy systems can be used for uncertain Reasoning and have been widely used in modern industrial and consumer product control Systems.

Default logics, non-monotonic logics and circumscription are forms of logic designed to help with Default reasoning and the qualification problem. Several extensions of logic have been designed to handle specific

domains of information, such as description logics, situation calculus, event Calculus and fluent calculus causal calculus; belief calculus, and modal logics.

**9.3: Probabilistic Methods for Uncertain Reasoning:** Many problems in AI (in reasoning, planning, learning, perception and robotics) require the agent to operate with incomplete or uncertain information. AI researchers have devised a number of powerful tools to solve these problems using methods from probability theory and economics. Bayesian networks are a very general tool that can be used for a large number of problems: reasoning, learning, planning and perception. Probabilistic algorithms can also be used for filtering, prediction, smoothing and finding explanations for streams of data, helping perception systems to analyze processes that occur over time. These tools include models such as dynamic decision networks, game theory and mechanism design.

#### 9.4 Classifiers and Statistical Learning Methods

The simplest AI applications can be divided into two types: classifiers and Controllers. Classifiers are functions that use pattern matching to determine a closest match. They can be tuned according to examples, making them very attractive for use in AI. These examples are known as observations or patterns. In supervised learning, each pattern belongs to a certain predefined class. A class can be seen as a decision that has to be made. All the observations combined with their class labels are known as a data set. When a new observation is received, that observation is classified based on previous experience.

**9.5: Neural Networks:** A neural network is an interconnected group of nodes, akin to the vast network of neurons in the human brain. The study of artificial neural networks began in the decade before the field AI research was founded, in the work of Walter Pitts and Warren McCulloch. Among the most popular feed forward networks are perceptions, multi-layer perceptions and radial basis networks. Among recurrent networks, the most famous is the Hopfield net, a form of attractor network, which was first described by John Hopfield in 1982. Neural networks can be applied to the problem of intelligent control (for robotics) or learning, using such techniques as competitive learning.

**9.6: Optimisation:** There are different types of searches, the easiest of which comprises of trying out all the solutions in a specific order. The whole set of potential solutions is called the search space.

**Constraint Satisfaction:** Several types of constraints are set-up on these variables like equality, numerical constraints etc. Variables are searched in order to find the probable solution. There are many effective tricks in which can be used to fairly resolve constraints in order to direct the search more efficiently.

**Function Optimisation:** There are many simple ways of doing this, counting hill-climbing. Metaphorically, hill climbing looks around the current position for a higher position, and moves to it. Optimization Capabilities are also provided by Genetic Algorithms, by imitating the Process of evolution and the survival of the fittest. The best solutions are paired off together to produce better offspring solutions.

**Planning:** Planning involves finding a sequence of actions that can lead from the current state, to the goal state. This is usually done in a hierarchical manner: overall plans are highly structured first, and the details are worked out later. It is not always possible to get desired results so, when sometimes the process does not work out or does not have the anticipated results then the plans do not work out.

**Machine Learning:** Machine learning is becoming increasingly famous, and evenly vital. People feel that it is much simpler to get a machine to learn something from facts, rather than have to spend time teaching it explicitly. The major factor is the quality of the learning algorithm.

**Neural Networks:** Artificial Neural Networks, also known as Neural Networks (NN), are modelled on the human brain. In this, the internal structure is made up of a small number of artificial neurons, suggests that the information learnt is not ideal. It is important that how well the network was designed and trained on which depends how well it can generalize which in turn implies how well it perform.

**Inductive Programming:** Given only the outcomes of a function, inductive programming tries to write the definition of the program that created those results. This is more or less successful depending on how many example results were given, and how complex the function is. Currently, some inductive programming algorithms can learn simple logic programs, even recursively defined. More difficult programs will not only prove difficult to learn but also challenging to implement this process to real-life data rather than computer produced functions.

**Decision Tree Learning:** A decision tree is a structure that permits learning of outlook about objects established on their attributes. The learning algorithm can construct a decision tree that will be capable of

classifying new examples. If the new examples are controlled properly, nothing is done. Otherwise, the structure of the tree is tailored until the exact outcomes are exhibited.

**Data Mining:** This is the course of obtaining helpful rules from a very large set of data. When trends are studied, their root needs to be identified, and a rule stating their relationship needs to be established.

**Bayesian Networks:** Bayesian Networks represent the bond between variables. This is known as conditional dependence: the state of a variable may rely on many others. This can be denoted as a graph, and there's a smart algorithm to guess the probability of unknown results. Confessing, one common complaint against this approach relates to the design; it can be very dull and boring to model such networks. As such, learning the formation and the conclusion between variables seems like an appealing option.

## **10. CONCLUSION**

After studying the concept AI and its definitions we found that making a machine or say robot is not as easy as an ABC. It is difficult to make a machine like humans which can show emotions or think like humans in different circumstances. It is concluded that artificial intelligence is the study of how to make things which can exactly work like humans do. It is the way in which we think sensibly, act wisely, think like humans, work like humans.

So far whatever research carried has not gone waste, somehow, it is contributing towards the advancement in the Artificial intelligence. At present, there is no computer showing full artificial intelligence, but the course of making machines like ourselves is on its path and it speed up for the further research and development.

Design flaws or faulty and imbalanced data that is being fed into algorithms can lead to biased software and technical artefacts. So AI just reproduces race, gender and age bias that already exists in society and deepens social and economic inequalities.

It is the clear understanding that the need to increase the number of rigorous academic studies on AI, especially regarding tools and models for understanding of AI and comparison of human behaviour so it build on cumulative knowledge and base information for digital improvements.

While concluding, it can be analyzed that AI has benefited computer science because it is the artificial psychology that made the machines to focus on the philosophical arguments.

AI performs tasks faster than human beings and the major goal of artificial intelligence is to create the technology in an intelligent manner. It is proved that artificial intelligence is the computer knowledge that has human traits, however, these computers and robots help the environment to grow, and they respond rationally to help human beings.

## **11. FUTURE SCOPE**

It is not easy to predict the future of Artificial intelligence. Artificial intelligence in the 90's was focused just about enhancing human circumstances. But is that the only goal in the future? Research is cantered on constructing human-like machines or robots. This is because scientists are concerned in human intelligence and are awestruck by trying to copy it. If machines start doing the work done by humans then, the role of humans will definitely change. The hard work of researchers may pay them off someday and we will find our work done by machines and a robot walking with us. AI has already impacted lives of people in various fields and will surely continue to do more in the future.

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**AUGMENTED REALITY AND VIRTUAL REALITY BY ARTIFICIAL INTELLIGENCE**

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**CA Ujwal Dhokania**

Assistant Professor Swayam Siddhi College of Management &amp; Research, Bhiwandi

**ABSTRACT**

*Due to Pandemic the whole world moved towards digitalisation. Developed countries are more digitalised than the underdeveloped countries. We Indians are still coming in underdeveloped country. But the digitalization opened new door to youngsters and Entrepreneurs with the help of Augmented Reality, Virtual Reality and Artificial Intelligence. There are certain devices which are developed with the help of Artificial Intelligence for Test, Smell, Touch, Neural Networks. They are helpful in Educational, Industrial, Medical fields and many more applications.*

*Keywords: Virtual, Artificial Intelligence, Digitalisation, Augmented*

**INTRODUCTION**

The Ancient Era which can be considered as Augmented Reality and Virtual Reality is the Mahabharata, where “Sanjay was giving the Live summary of the war /battle between Kauravas and Pandavas” at Kurukshetra as a land of war. The concept of “ARTIFICIAL INTELLIGENCE” is available by the Maharshi PANINI.

The Augmented reality was invented in 1838 by an English Scientist Charles Wheatstone it was very basic in design. Its was named as stereoscope.

**Augmented reality (AR)** is an enhanced version of the real physical world that is achieved through the use of digital visual elements, sound, or other sensory stimuli delivered via technology. It is an interactive experience of real -world environment where the objects reside in the real world are enhanced by the computer-generated perceptual information. Some of Snapchat's, Yelp's and Facebook's most popular features are based on AR technologies. AR is evolving to become more cost-friendly, accessible, effective, and essential – including in grounding school children with the competencies and knowledge required to collaborate with others and get ahead in careers of the future.

A strategic factor that can increase their effectiveness and confidence in these areas will be to design open-ended lessons that enable them to follow their own pursuits. One significant reason for doing so: taking ownership of projects helps increase a student's feeling of responsibility and engagement with the material. AR can even blur the lines between textbook material and educator- or student-created content. Try out some suggested apps for your first experience of AR in your classroom today.



**Virtual Reality (VR)** which can be enhanced as Virtual Reality, it is the simulation or projection of images which are user-interactable through a headset and are completely from real-world. Example -Catching Pokémon.LifeArc is a medical research charity that focuses on advancing medical research to benefit patient treatment and diagnosis. Since 2019, a team of six LifeArc scientists and 13 experts from Nanome have been developing a full suite of VR-based drug discovery tools that will enable researchers to better understand the relationship between clinical and biological information and disease mechanisms. “Similar to VR in the gaming industry, which allows players to collaborate to ‘win the game’, we can do the same thing with our work in VR applications such as Nanome,” said Pardoe. “This means I can collaborate on drug discovery with people who aren't in the same room as me, the same building, or even the same time zone.”

“With VR, now we can ‘stand inside’ the lock (our protein) and look at its shape and it’s features. We can build the key while we’re inside the lock which lets us be more confident that the drug we’re building might work,” said Pardoe. “We can also actually walk around inside this space and this physical movement helps us to better understand the spatial relationships between features inside the protein in a much more meaningful way than fiddling with a mouse on a flat table whilst looking at a flat screen.”



**Mixed Reality (MR)**-Merging Augmented Realty and Virtual reality we make combination of Mixed Reality. Mixed Reality binds together the Real World and Digital Elements. It is the Reality which can be differed for the output visuals. The platforms like Google Meet, Microsoft Team. Mixed Reality is a blend of physical and digital worlds, unlocking natural and intuitive 3D human, computer, and environment interactions. This new reality is based on advancements in computer vision, graphical processing, display technologies, input systems, and cloud computing. The term Mixed Reality was introduced in a 1994 paper by Paul Milgram and Fumio Kishino, "A Taxonomy of Mixed Reality Visual Displays." Their paper explored the concept of a virtuality continuum and the taxonomy of visual displays. Since then, the application of Mixed Reality has gone beyond displays to include:

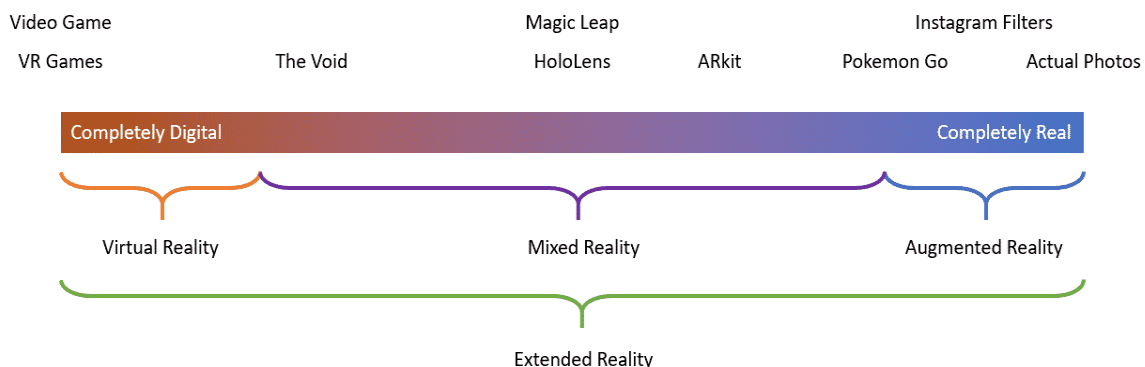
- Environmental understanding: spatial mapping and anchors.
- Human understanding: hand-tracking, eye-tracking, and speech input.
- Spatial sound.
- Locations and positioning in both physical and virtual spaces.
- Collaboration on 3D assets in mixed reality spaces.

**Extended Reality (ER) = It is the combination of Augmented Reality, Virtual reality and Mixed Reality.**

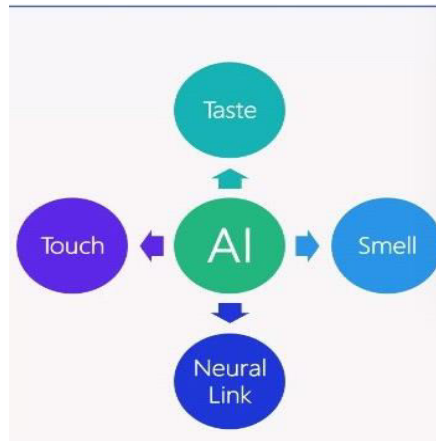
**Extended Reality=AR+VR+MR**

This can be elaborated as per following diagram where we can make see the difference of completely Real and Completely Digital.

## Reality – Virtuality Spectrum



**Fully Immersive Virtual Reality (Fivr)**-It is a Virtual Environment that perceptually surrounds the user completely from the physical world, which is increasing the sense of presence. Although the developments are going on with Technology. These are Virtual sensors, Brain, smell, innovative Ideas are required

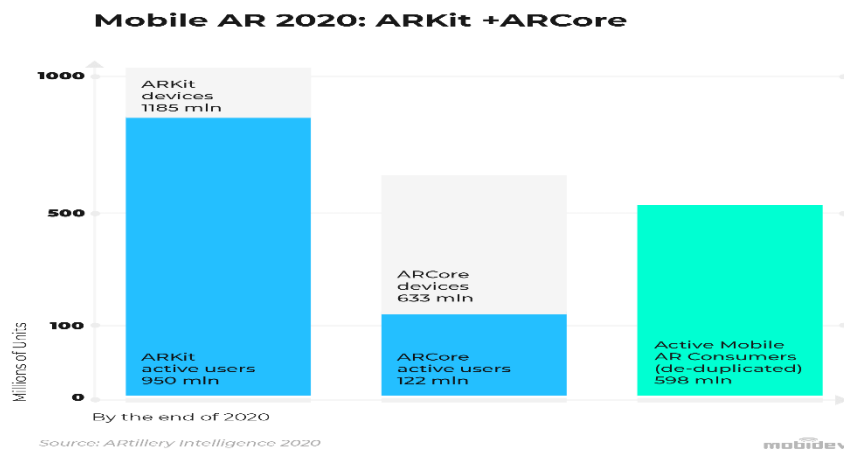


## CONCLUSION

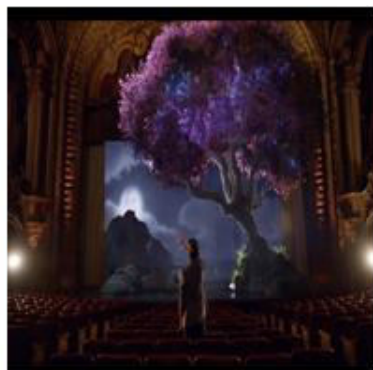
There are lot of Opportunities in this field and some work is already available in Sanskrit Shlokas but we need to study those ancient History. Currently Microsoft is working on it.

Indeed, the audience for AR is growing. ARTillery Intelligence reports that the mobile usage of AR features is up 29% for adults in the United States. This is mostly due to dedicated AR apps running on the native ARKit and ARCore architectures for iPhone and Android devices. ARTillery Intelligence also reports that there is much more engagement with AR features that are included within apps rather than apps based entirely around augmented reality.

Gaming, social, and visual search are the most popular consumer use cases for AR. It's no surprise then that Pokemon Go brought in \$1.92 billion USD in 2020 and is experimenting with Microsoft Hololens with the eventual aim of bringing wearable gaming experiences to a larger audience. Educator Terri Eichholz mentioned in one of her blog posts that the Planet Earth coloring page would have been beneficial and engaging to her first graders who had just studied the world's continents. The app allows children different viewing options, the ability to manipulate the image and even "take pictures and video." Ed Tech Specialist, Katie Ann Wilson, gave suggestions for student assignments that help develop storytelling skills, incorporate classmate cooperation, and additional tech skills.



## What Is Tommorrow



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**TO STUDY THE IMPACT OF ORGANIZING TEAMS ACCORDING TO PERSONALITIES**

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**Huzaima Momin**

Assistant Professor, SSCMR, Bhiwandi

*“Alone, we can do so little; together, we can do so much.”*

-Helen Keller

**ABSTRACT**

*Understanding one's personality can assist an employee adjust behaviour at work, play to strengths, enhance on weaknesses, have interaction with co-workers/subordinates extra efficaciously and in the end result in profession success. “One cause has to do with in shape – how nicely a person's persona suits the job, the team, and the general organization. Poor match is a first-rate reason of war and turnover,” Landis said. “Personality will have an effect on whether or not humans are hired, promoted, derailed, will assist others, be visible as a leader, and so on.” Gaining an expertise of various persona developments can assist employees develop and bosses have interaction extra successfully with their employees. Employees and executives can use what they recognise approximately their personalities to speak about possibilities for converting the character of a worker's tasks, offering team-constructing possibilities and putting personnel in superior positions that permit them to thrive. “It can provide you with insights to have the ones conversations, so that you can assume wherein they'll need to make modifications so that everybody is successful,” Landis said. It is in managers' exceptional hobbies to contain a number of personalities on their teams. And expertise the nuances of various personalities can assist managers carry out the satisfactory of their employees.*

*Keywords: Personality, Personnel & Persona.*

**1. INTRODUCTION**

Personality is dynamic due to the fact intellectual systems of character personnel constantly broaden over their lifetime. Further, in organizational behaviour studies, the character and the character behavioural sample of the personnel end up a critical assemble to alter and reach paintings situations.

Particularly in a converting enterprise environment, to get the proper fit, employers employ character exams in choice and recruitment decisions. This apart, hobby in character evaluation is likewise critical for cultural transformation in an organization. With the information of cognitive and emotional bases of human behaviour, character evaluation has won in addition importance.

Work-associated behaviour of humans in a company stems from each environmental and person elements. From the environmental approach, interpersonal, group, and societal affects and character elements enlarge throughout cognitive abilities, obtained expertise, character styles, motivation, and bodily attributes.

Thus, every devoted employee of a company aspires to create a stable atmosphere that is favourable to the organisation. Employee personalities can help a firm rise above its competition and, conversely, poor personalities can doom the organisation.

For a worker to act wisely and interact amicably with his or her job and other workers, the employee's intelligence and emotional quotient, which essentially determines the personality type of the worker, must be balanced. If an individual doesn't have a positive personality, they will not be able to operate well in a group or team. When this happens, group efforts and performance frequently fall short, which negatively affects the organization's performance as a whole. Nonetheless, this study was carried out.

**2. OBJECTIVE OF THE STUDY**

Examining numerous personality qualities of people in a group and how they affect group performance is the main goal of this study. Thus, the following is a list of the study's objectives:

1. To recognise the varied personality traits displayed by a group of employees.
2. To determine how personality traits negatively affect a group's performance inside an organisation.
3. To determine how to enhance group performance inside a company.

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**The Big 5 Personality Traits:**

The "Big 5" personality qualities are the five basic dimensions of personality, according to many modern personality psychologists. Extraversion (sometimes known as extroversion), agreeableness, openness, conscientiousness, and neuroticism are the five main personality qualities.

Conscientiousness is thinking, openness is intrigue and creativity, extraversion is sociability, agreeableness is friendliness, openness is creativity, and neuroticism is frequently associated with melancholy or emotional instability.

Without taking a personality traits exam, you can gain insight into your own personality by understanding each personality trait and what it means to score well or poorly in that trait. Based on where they are on the continuum for each of the personality qualities described, it can also help you understand others better.

It's crucial to keep in mind that each of the five main personality qualities lies somewhere between two extremes. Extraversion, for instance, is a continuum that ranges from severe extraversion to extreme introversion. Most people in the actual world fall somewhere in the middle.

Although these core personality qualities are well supported by a large body of literature, researchers aren't always in agreement on the precise names for each dimension. Yet, these five characteristics are typically explained as follows.

**I. Openness**

Of the five personality qualities, openness (also known as openness to experience) places the greatest emphasis on imagination and intuition.

High openness personality types frequently have a diverse range of interests. They are enthused to learn new things and relish new experiences because they are curious about the world and other people.

High performers in this personality attribute also frequently exhibit greater creativity and spontaneity. Conversely, those who score poorly on this personality attribute tend to be considerably more conventional and may have trouble thinking abstractly.

**II. Conscientiousness**

Conscientiousness is a personality attribute characterised by high levels of thinking, effective impulse control, and goal-directed behaviours. Those that are highly conscientious are usually well-organized and attentive to details. They are organised, considerate of others' feelings, and deadline-conscious.

A person with a lower major personality attribute score is less ordered and structured. To finish tasks, they might put them off, perhaps entirely missing deadlines.

**III. Extraversion**

Extraversion, often known as extroversion, is a personality attribute characterised by high levels of emotional expressiveness, talkativeness, friendliness, and excitability. Extraverted individuals are gregarious and exude enthusiasm in social settings. They are invigorated and happy when they are around other people.

Those who score low on this personality trait or who are introverted typically exhibit greater reserve. They are less able to exert themselves in social situations, and social gatherings can be exhausting. Many times, introverts need some time alone and quiet to "recharge."

**IV. Agreeableness**

Trustworthiness, benevolence, friendliness, affection, and other prosocial traits are included in this personality feature. Those with high levels of agreeableness are more likely to be cooperative, whereas individuals with low levels of this personality trait are more likely to be aggressive and occasionally even manipulative.

**V. Neuroticism**

Sadness, irritability, and emotional instability are characteristics of neuroticism, a personality trait. High neurotic people frequently experience mood swings, anxiety, impatience, and melancholy. Those who score lower on this personality trait tend to be more emotionally stable and resilient.

**Adverse Personality Qualities**

Characteristics with a negative outlook have the potential to cause more harm than good. These are characteristics that could make your life more difficult or harm your connections with others. (They're also beneficial qualities to concentrate on for personal development.) The following are examples of unfavourable personality traits:

- 
- Aggressive
  - Arrogant
  - Cold
  - Deceptive
  - Egotistical
  - Guarded
  - Intolerant
  - Judgmental
  - Moody
  - Neglectful
  - Pompous
  - Selfish
  - Unreliable
  - Withdrawn

For instance, you are more likely to have the advantageous personality attribute of creativity if you score highly on openness. Low openness scores may increase your risk of having the unimaginative personality trait, which is a bad attribute.

### **Steps to Enhance Team Performance**

One can assist the team in coming together to work as a cohesive unit towards a common objective with shared trust, expectations, respect for the contributions of each individual, and pride in their accomplishments by putting in place certain team-building exercises and activities.

#### **1. Conduct Diversity Training**

To assist participants in understanding the significance of individual contributions towards accomplishing a common objective, conduct work force diversity training. Describe how a group of people with similar backgrounds and experiences would not be able to come up with as many original answers to challenges.

#### **2. Find Ways to Resolve Conflict**

By attempting to settle disputes, you can show that you are a team leader. Keep stressing the importance of working together to achieve a common goal and thank everyone for their contributions. Create bonds of trust and loyalty with members and promote these qualities among members.

#### **3. Boost Team Communication**

Promote team and interpersonal communication. Set an example by being receptive to feedback, considerate of others' feelings, and open to recommendations. Be unambiguous in your communication, especially when it comes to expectations and directives. Promote thinking, active listening, and information sharing.

#### **4. Have Specific Goals and Expectations**

Establish precise work goals, deadlines, and expectations. Ensure that everyone is aware of both their own and their teammates' roles and responsibilities. A team's performance and development towards its ideals and goals are evaluated. Acknowledge accomplishments while outlining what remains to be done and any potential hurdles to success.

#### **5. Lay Down Ground Rules**

With the team, establish ground rules for working well and gauging achievement. Examples include the need for everyone to participate in brainstorming sessions without passing judgement on the ideas of others, as well as the importance of keeping meeting and project deadlines on time. As a group, establish the ground rules and ensure that everyone abides by them.

#### **6. Make a plan for Achieving Consensus.**

Establish a process for gaining agreement and getting everyone's support for decisions. Establish a cooperative and problem-solving environment. Ensure that everyone has access to information on the team's progress, gets a chance to voice their ideas, and is permitted to disagree when making decisions.

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**7. Warning**

When attempting to come to a consensus, be conscious of your own and the team's conflict avoidance behaviours. Instead of giving in to an idea that the entire team doesn't agree on, it is preferable to dispute on a matter and work out a compromise.

**3. CONCLUSION**

It has been discovered that people's behaviour in an organisational setting are influenced by their unique personalities. Some personality traits are necessary for employees' behaviour and may be desired for an organisation to successfully manage its operations. Certain people may be more gregarious and outgoing than others, and they may favour a more sociable and welcoming work environment. Although this personality attribute does not instantly influence their conduct at work, it may have a negative impact on their work psychology over time. Everyone in an organisational setting is given a specific work duty, and certain expectations result from the clear roles that each person is tasked with playing.

So, rather than personal preferences, the job requirements in this situation have a greater impact on human behaviour. It has been noted that an individual's personality has a significant impact on whether a work requires autonomy and freedom. In an organisation, this frequently results in challenging managerial issues. Workers frequently develop excessive levels of egocentrism, autonomy, differing opinions, and even casualness and easygoingness. So, while an organisation is developing its business plan and defining individual job responsibilities, they are crucial concerns that need to be given special attention.

People are as vital to an organisation as the wheel is to a chariot; they are not only a means to an end. To avoid too many ideas colliding, each firm needs a distinct workforce made up of individuals with their own personalities. Again, individual differences lead to team dynamism, which, if managed effectively, is very beneficial and necessary for the team's successful growth as it unleashes new ideas. The Big Five Theory of personality development should therefore be properly understood by every team leader.

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**A STUDY ON AWARENESS AND APPROACH OF THE INVESTORS WITH REFERENCE TO FOREX TRADING**

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**Dr. Anil Matkar**

Director, Swayam Siddhi College of Management &amp; Research, Bhiwandi

**ABSTRACT**

*Though Forex market is the biggest financial instrument traded across the world with more than 6.5 trillion people trade on an average on daily basis. The most traded currency pairs in the world are as the Majors which are Euro (EUR), US Dollar (USD), Japanese Yen (JPY), Pound Sterling (GBP), Australian Dollar (AUD), Canadian Dollar (CAD), and the Swiss Franc (CHF). many traders fail to carry out a successful transaction as they will not construct a systematic and scheduled trading plan and execution maintaining the trading discipline throughout. Most of the traders will not go through risk management rules thoroughly but expects maximum ROI on their investments. conducting a scenario analysis and observing the moves of the current market to reduce the risk and discovering an appropriate trading strategy for sustainability are the most crucial aspects every trader has to adopt and follow for a fruitful return on the money invested. Hence the present study is undertaken to observe, analyse and interpret the psychology of the traders who are indulged in currency market by using the statistical tools. Recommendations and few suggestions also given to eliminate the risk factor.*

*The data required for the study has been collected from primary as well as secondary sources . primary data has been collected through convenience sampling method from the selected traders of currency market through issue of questionnaires. Simple statistical tools such as graphic representation and percentage analysis have been used to arrive at the conclusion.*

*Keywords: Forex market, currency pairs, majors, risk management, scenario analysis.*

**1. INTRODUCTION**

What is Forex trading? Forex or foreign exchange market refers to the global currency trading market. It is the largest and the most liquid financial market across the globe. In Foreign exchange trading, trading one country's money for that of another country's done. The kind of money specifically traded takes the form of bank deposits or bank transfers of deposits denominated in foreign currency. The foreign exchange market typically refers to large commercial banks in financial centres, such as New York or London, that trade foreign-currency-denominated deposits with each other. The foreign exchange market runs twenty-four hours a day and it is the largest financial market in the world.

**2. FINANCIAL INSTRUMENTS TRADED**

Financial instruments for trading currencies are swaps, spot transactions, forwards and options. Currencies are traded in an interbank exchange system by market making currency traders. THE MARKET PARTICIPANTS The participants in the foreign exchange market are central banks, commercial banks, institutional investors, traders, hedge funds, commercial companies and retail investors. there is no central marketplace for the exchange of currency in the forex market. It is an OTC market. The currency market is open 24 hours a day, five days a week, with all major currencies traded in all major financial centres.

**3. HISTORY OF CURRENCY TRADING**

The current currency rate mechanism has evolved over thousands of years of the world community trying with various mechanism of facilitating the trade of goods and services. Initially, the trading of goods and services was by barter system where in goods were exchanged for each other. Such system had its difficulties primarily because of non divisibility of certain goods, cost in transporting such goods for trading and difficulty in valuing of services. For example, how does a dairy farmer exchange his cattle for few litters of edible oil or one kilogram of salt? The farmer has no way to divide the cattle! Similarly, suppose wheat is grown in one part of a country and sugar is grown in another part of the country, the farmer has to travel long distances every time he has to exchange wheat for sugar. Therefore the need to have a common medium of exchange resulted in the innovation of money. People tried various commodities as the medium of exchange ranging from food items to metals. Gradually metals became more prominent medium of exchange because of their ease of transportation, divisibility, certainty of quality and universal acceptance. People started using metal coins as medium of exchange. Amongst metals, gold and silver coins were most prominent and finally gold coins became the standard means of exchange. The process of evolution of medium of exchange further progressed into development of paper currency. People would deposit gold/ silver coins with bank and get a paper promising that value of that paper at any point of time would be equal to certain number of gold coins. This system of book entry of coins against paper was the start of paper currency. With time, countries started trading across

borders as they realized that everything cannot be produced in each country or cost of production of certain goods is cheaper in certain countries than others. The growth in international trade resulted in evolution of foreign exchange (FX) i.e., value of one currency of one country versus value of currency of other country. Each country has its own “brand” alongside its flag. When money is branded it is called “currency”. Whenever there is a cross border trade, there is need to exchange one brand of money for another, and this exchange of two currencies is called “foreign exchange” or simply “forex” (FX). The smooth functioning of international trade required a universally accepted foreign currency to settle the internal trade and a way to balance the trade imbalances amongst countries. This led to the question of determining relative value of two currencies? Different systems were tried in past to arrive at relative value of two currencies. The documented history suggests that sometime in 1870 countries agreed to value their currencies against value of currency of other country using gold as the benchmark for valuation. As per this process, central banks issue paper currency and hold equivalent amount of gold in their reserve. The value of each currency against another currency was derived from gold exchange rate. For example, if one unit of gold is valued at Indian Rupees (INR) 10,000 and US dollar (USD) 500 then the exchange rate of INR versus USD would be 1 USD = INR 20. This mechanism of valuing currency was called as gold standard. With further growth in international trade, changing political situations (world wars, civil wars, etc) and situations of deficit/ surplus on trade account forced countries to shift from gold standard to floating exchange rates. A Study on Awareness and Approach of the Investors with Reference to Forex Trading

In the floating exchange regime, central bank’s intervention was a popular tool to manage the value of currency to maintain the trade competitiveness of the country. Central bank would either buy or sell the local currency depending on the desired direction and value of local currency. Later on, countries adopted a system called Bretton Woods System. This system was a blend of gold standard system and floating rate system. As part of the system, all currencies were pegged to USD at a fixed rate and USD value was pegged to gold. The US guaranteed to other central banks that they can convert their currency into USD at any time and USD value will be pegged to value of gold. Countries also agreed to maintain the exchange rate in the range of plus or minus 1% of the fixed parity with US dollar. With adoption of this system, USD became the dominant currency of the world. Finally Bretton Woods system was suspended and countries adopted system of free floating or managed float method of valuing the currency. Developed countries gradually moved to a market determined exchange rate and developing countries adopted either a system of pegged currency or a system of managed rate.

#### 4. MAJOR CURRENCY PAIRS

Base currency and quote currency together make up a currency pair. The term is used to price coins against each other. Conventionally, currency pairs are reflected in abbreviated form, separated by a slash. EUR/USD refers to a currency pair in which the euro is the base currency, and the U.S dollar is the quote currency. The number of currency units a person wishes to buy or sell is many. One lot comprises 100,000 units of currency. Currency pairs are traded in lots which can also be mini, micro or nano in size. Mini lot equals 10,000 units while micro and nano equal 1000 and 100 units. The most traded currency pairs in the world are called the Majors. The list includes following currencies:

- Euro (EUR),
- US Dollar (USD),
- Japanese Yen (JPY),
- Pound Sterling (GBP),
- Australian Dollar (AUD),
- Canadian Dollar (CAD),
- Swiss Franc (CHF).

#### US Dollar (USD)

The US Dollar is by far the most widely traded currency. In part, the widespread use of the US Dollar reflects its substantial international role as “investment” currency in many capital markets, “reserve” currency held by many central banks, “transaction” currency in many international commodity markets, “invoice” currency in many contracts, and “intervention” currency employed by monetary authorities in market operations to influence their own exchange rates. Recent price 1 US Dollar = Rs 77.67 Euro (EUR) Like the US Dollar, the Euro has a strong international presence and over the years has emerged as a premier currency, second only to the US Dollar. Recent price 1 Euro = Rs 85.62 Japanese Yen (JPY)

The Japanese Yen is the third most traded currency in the world. It has a much smaller international presence than the US Dollar or the Euro. The Yen is very liquid around the world, practically around the clock. Recent Price 1 Yen = Rs 0.6678 British Pound (GBP) Until the end of World War II, the Pound was the currency of reference. The nickname Cable is derived from the telegrams used to update the GBPUSD rates across the Atlantic. The currency is heavily traded against the Euro and the US Dollar, but it has a spotty presence against other currencies.

Recent Price 1 Pound = Rs 100.39 Swiss Franc (CHF)

The Swiss Franc is the currency of Switzerland and is represented with the symbol CHF. It is one of the most stable currencies in the world and is used as the reserve currency in many of the international transactions. Switzerland has a close economic relationship with the Euro zone and many other countries across the globe. From a foreign exchange point of view, the Swiss Franc closely resembles the patterns of the Euro, but lacks its liquidity. Recent Price 1 Swiss Franc = Rs 82.189 Australian Dollar (AUD) The Australian Dollar is known as a commodity currency due to its substantial raw material exports. As a result, the AUD is affected by China and other Asian import markets.

Recent Price for 1 Australian Dollar = Rs 54.299

Canadian Dollar (CAD) Canadian Dollar is the official currency of Canada which is also abbreviated as CAD in the international currency exchange markets. The Canadian Dollar is the seventh-most traded currency on the Forex market, as many institutions and individuals trade the CAD. 1 Canadian Dollar = Rs 59.544 Psychology of investors Behavioural finance attempts to understand and explain how human emotions influence financial and investment decision-making processes. According to standard economic theory individual traders of FOREX market behave in a rational manner and that all existing information is embedded in the investment process. Individuals rely completely on rational calculations to make rational choices that result in outcomes aligned with their own best interests, Rational actors thus try to actively maximize their advantage in any situation and consistently try to minimize their losses in a self-interested manner. Average investors consistently fail to achieve returns that beat or even match the broader market indices.

## **5. THEORIES ON BEHAVIOURAL FINANCE**

Fear of Regret or simply regret theory, deals with the emotional reaction people experience after realizing they've made an error in judgment. Faced with the prospect of selling a stock, investors become emotionally affected by the price at which they purchased the stock. So, they avoid selling it as a way to avoid the regret of having made a bad investment, as well as the embarrassment of reporting a loss.

Mental Accounting Behaviours; Humans have a tendency to place particular events into mental compartments, and the difference between these compartments sometimes impacts our behaviour more than the events themselves. Usually the traders hesitate to sell an investment that once had monstrous gains and now has a modest gain. They create mental compartments for the gains they once had, causing them to wait for the return of that profitable period.

Prospect Theory and Loss-Aversion; people express a different degree of emotion towards gains than towards losses. Individuals are more stressed by prospective losses than they are happy from equal gains. This theory also explains why investors hold onto losing stocks, people often take more risks to avoid losses than to realize gains. So, despite of their rational desire to get a return for the risks they take, they tend to value something they own higher than the price they would normally be prepared to pay for it.

Anchoring behaviours ;In the absence of better or new information, investors often assume that the market price is the correct price. People tend to place too much credence in recent market views, opinions and events, and mistakenly extrapolate recent trends that differ from historical, long-term averages and probabilities. In bull markets, investment decisions are often influenced by price anchors, which are prices deemed significant because of their closeness to recent prices. This anchoring heuristic makes the more distant returns of the past irrelevant in investors' decisions. Over- and Under-Reacting; Investors get optimistic when the market goes up, assuming it will continue to do so. Conversely, investors become extremely pessimistic during downturns. A consequence of anchoring, or placing too much importance on recent events while ignoring historical data, is an over- or under-reaction to market events, which results in prices falling too much on bad news and rising too much on good news.

Investor Overconfidence; People generally rate themselves as being above average in their abilities. They also overestimate the precision and veracity of their knowledge -- as well as the perceived superiority of their own knowledge relative to others. Many investors believe they can consistently time and market, but in reality,

there's an overwhelming amount of evidence that proves otherwise. Overconfidence results in excess trades, with trading costs denting profits.

Social Factors ;While much of behavioural economics to date has been driven by cognitive psychology, recent research from economic sociology indicates that there are also supra-individual forces at work that drive investor behaviour. A recent study, for instance, found that individuals become far more conservative when making investment decisions on behalf of close others - with people taking around one-third less risk in a portfolio intended for a child than one allocated for one's own behalf. Moreover, investors became even more conservative with investments made in accounts that had culturally-salient labels such as "retirement" or "college savings."

## **6. LITERATURE REVIEW**

1. According to Borio et al. [2007], the foreign exchange transaction volume has more than doubled between April 2004 and April 2012. This increase of trading activity is attributed mainly to the growing importance of an exchange as an asset class.
2. Pojarliev and Levich [2008] concluded that the diversified equity inherent to these trading styles should replace the riskless interest rate as the benchmark for professional foreign exchange managers since simple replication of these rates return factors should not entitle to an extraordinary remuneration. 122 Ms. Matmata K.S. and Dr. Ratna Sinha
3. Rime & Schrimpf, ( 2013) In general, the transaction volume of individual investors (retail investors) is very low compared with institutional parties, but interestingly, their participation in the FOREX markets has been substantially increasing in last decades..
4. Brendan Callan, the president of FOREX Capital Markets in Europe, rationalize this picture by claiming that accessibility of currency news in the mainstream media has led the individual investors to become more comfortable with FOREX trading
5. Financial Times,( 2011)., a recent research on the French securities indicates that the FOREX market is much more complex and the risky for small investors than equity markets and 89% of all active retail clients lose their money.

## **7. OBJECTIVES OF THE STUDY**

- a. To understand the components of FOREX trading.
- b. To identify the popular currency pairs in Forex market.
- c. To know the psychology (perception and attitude) of the market participants with reference to Forex trading

## **8. RESEARCH METHODOLOGY**

The present study is undertaken to observe, analyse and interpret the psychology of the traders who are indulged in currency market by using the statistical tools. Recommendations and few suggestions also given to eliminate the risk factor. The data required for the study has been collected from primary as well as secondary sources . primary data has been collected through convenience sampling method from the selected 60 traders of currency market through issue of questionnaires. Simple statistical tools such as graphic representation and percentage analysis have been used to arrive at the conclusion.

## **9. FINDINGS, SUGGESTIONS & CONCLUSIONS**

### **9.1: FINDINGS**

1. More men are interested in trading in currency market and Maximum traders belong to the Age Group between 25-45 years.
2. Most of the traders have done their graduation and Annual Income Level of the traders are ranging from 2-8 lakhs PA.
3. Most of the currency investor invest from their personal income and Many traders are trading in currency market from 3-5 Years. Maximum traders do not have solid Knowledge of currency market but still trade as speculation.
4. Maximum traders Check the best currency pairs before they trade and Most of the traders agree that Volatility of currency market influence their investment.
5. Maximum traders get influenced by other traders while they trade on currencies and Most of the traders feel that awareness about currency market in India is very low.

**9.2: SUGGESTIONS**

1. Every trader has to take the time to study currency pairs and what affects them before taking risk of investment.
2. Creating a trading plan is a critical component of successful trading which includes profit goals, risk tolerance level, methodology and evaluation criteria.
3. Investors has to find potential trading opportunities in moving markets before start trading..
4. Before trading any investor has to check whether they are willing to risk on each trade, setting their leverage ratio in accordance with their needs, and never risking more than what they can afford to lose.
5. Every trader must educate themselves and create a trading plan and sticking to that plan through patience and discipline is essential for successful trading.
6. As per the financial situation changes, traders should make modifications in their plan accordingly.

**9.3: CONCLUSION**

The FX market in today's age, it is powered by telecommunications technology and remains active 24 hours a day. It facilitates over-the-counter transactions in individual currencies between two participants where each individual currency is a market in itself, like the USD market or the GBP market. The foreign exchange market also sees a high volume of interbank transactions, which often define the currency values. Forex markets originated due to the requirements of traders to settle international trades. FX markets remain the oldest financial markets and have a large say in global financial liquidity and as a trader monitoring the market movements regularly to avoid or minimize any forex losses is crucial for the success of currency trading..

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**HOW AMAZON MAKES USE OF BIG DATA**

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**Patiksha Deolalkar**

Assistant Professor, SSCMR, Bhiwandi

**ABSTRACT**

*Amazon is a household name for most of us. It is one of the most popular e-commerce platforms. Aside from online shopping, Amazon provides us with a variety of services such as Amazon Pay, Amazon Pantry, Amazon Web Services (AWS), and many more. The amount of data collected on a regular basis by a company like Amazon is enormous. Companies use big data technology to manage such massive amounts of data.*

**1. INTRODUCTION OF BIG DATA**

Big Data is a body of information that is enormous in volume and is always expanding exponentially. No typical data management systems can effectively store or process this data because of its magnitude and complexity. Big data is a type of data that is extremely large.

**TYPES OF BIG DATA**

1. Structured
2. Unstructured
3. Semi-structured

**1. Structured**

Any data that can be stored, accessed and processed in the form of fixed format is termed as a 'structured' data.

**2. Unstructured**

Any data with unknown form or the structure is classified as unstructured data.

A typical example of unstructured data is a heterogeneous data source containing a combination of simple text files, images, videos etc.

The output returned by 'Google Search

**3. Semi-structured**

Semi-structured data can contain both the forms of data. We can see semi-structured data as a structured in form but it is actually not defined with e.g. a table definition in relational DBMS. Example of semi-structured data is a data represented in an XML file.

**• CHARACTERISTICS OF BIG DATA****1. Volume**

The name Big Data itself is related to a size which is enormous. Size of data plays a very crucial role in determining value out of data. Also, whether a particular data can actually be considered as a Big Data or not, is dependent upon the volume of data. Hence, 'Volume' is one characteristic which needs to be considered while dealing with Big Data solutions.

**2. Variety**

Variety refers to heterogeneous sources and the nature of data, both structured and unstructured. During earlier days, spreadsheets and databases were the only sources of data considered by most of the applications. Nowadays, data in the form of emails, photos, videos, monitoring devices, PDFs, audio, etc. are also being considered in the analysis applications. This variety of unstructured data poses certain issues for storage, mining and analyzing data.

**3. Velocity**

The term 'velocity' refers to the speed of generation of data. How fast the data is generated and processed to meet the demands, determines real potential in the data.

Big Data Velocity deals with the speed at which data flows in from sources like business processes, application logs, networks, and social media sites, sensors, Mobile devices, etc. The flow of data is massive and continuous.

**4. Variability**

This refers to the inconsistency which can be shown by the data at times, thus hampering the process of being able to handle and manage the data effectively.

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## **2. What is Big Data Analytics?**

Big Data Analytics is the use of advanced analytics techniques to analyze diverse and large data sets that are structured, semi-structured, and unstructured. Big data analysis enables analysts, researchers, and business users to make better and faster decisions using previously inaccessible or unusable data.

## **3. Amazon Uses Big Data for Monitoring**

As a means of determining how customers are spending their money, Amazon is a leader in collecting, storing, processing, and analyzing personal information from each and every customer. Predictive analytics are used by the company for targeted marketing, resulting in increased customer satisfaction and loyalty. Let's examine how they do it.

### **1. Alexa Voice Recordings**

Amazon makes virtual assistants like the Echo and Echo Show, which come with speakers and a camera. We use it for a variety of things, like getting weather updates, daily news, and shampoo orders, all of which can be done with a voice command.

However, the fact that these audio recordings are being uploaded to Amazon's servers may go unnoticed by us. The business claims that these voice files enhance the Alexa user experience. It contributes by facilitating improved speech recognition from a diverse customer base and, as a result, accurate message processing and operation.

However, this may be a privacy issue for some customers. Customers who don't like their voice recordings being stored in the cloud can use the Alexa-enabled assistant to delete them one at a time or by data range.

## **2. Personalized Recommendation System**

Amazon is a pioneer in the use of a collaborative filtering engine (CFE) that is comprehensive. The company adheres to the behavioral analytics concept. It looks at how customers shop, from what they've already bought to what's in their shopping cart or wish list, what they've reviewed and rated, and what they search for most.

After that, this data is used to suggest additional products that other customers bought when they bought the same things. For instance, when a customer adds a mobile phone to their shopping cart, mobile case purchases are suggested.

Amazon's big data uses the power of suggestion to encourage customers to make impulsive purchases and further enhance the shopping experience as a whole. Since the business uses this strategy to generate 35% of its annual sales, it seems to be working pretty well for them.

## **3. One-Click Ordering**

Because of the high level of competition, Big Data indicates that when there is a delay in the delivery period, customers start looking for other options. Amazon was compelled to develop something like One-Click ordering as a result of this. When a customer places their first order and enters a shipping address and payment method, the patented One-Click ordering feature is automatically activated. One-Click ordering gives customers 30 minutes to make a purchase decision. After that, the product is shipped to the added address and automatically charged using the added payment method.

## **4. Anticipatory Shipping Model**

The licensed anticipatory delivery model that Amazon uses also makes use of a lot of data to anticipate what a customer is likely to buy, when they might get them, and where they might need them. The items are shipped from a local stockroom or circulation center so that they can be transported when the customer requests them.

Amazon reduces its overall costs and delivery time while simultaneously increasing its product deals and net revenues through the use of vision analysis.

## **5. Book Recommendations from Kindle Highlighting**

Book Recommendations from Kindle Highlighting In 2013, Amazon acquired Good Reads, a social networking service that has approximately 25 million users. Users were able to highlight words and take notes in this

way, as well as share them with their peers to discuss the book. Because of this, the business was able to regularly monitor the highlighted words in Kindle to determine the readers' interests. They also used this data to improve the reading experience and recommend e-books to their clients.

## **4. HOW BIG DATA IS IMPLEMENTED BY AMAZON**

### **1. Supply Chain Optimization**

The most effective strategy for boosting productivity is Supply Chain Optimization. Amazon establishes connections with manufacturers and monitors their inventories in order to expedite order fulfillment. The

available data is analyzed by Amazon's big data, which determines which warehouse is closest to a customer or vendor to cut shipping costs. The best delivery schedule, route, and product groupings can all be determined with the assistance of graph theory, which further reduces shipping costs.

## **2. Price Optimization**

Big Data is also used to manage product prices in order to attract more customers and eventually increase net profit through price optimization. The prices of products did not change regardless of how frequently they were viewed on the website before Big Data was used in price optimization. Prices fluctuate frequently now. Big data platforms assess a person's willingness to buy, which is one reason.

Prices are set based on your activity on the website, the prices of competitors, the availability of products, your preferences, your order history, and the expected profit margin, among other things. As big data is updated and analyzed, product prices typically fluctuate every ten minutes. As a result, Amazon typically offers discounts on products that sell the most and makes more money on products that don't sell as well. From 2016 to 2019, the company's annual income increased by 143% as a result of this, according to a report.

## **3. To Look for Signs of Fraud in Purchases and Requests for Refunds.**

The company still faces the possibility of retail fraud because it is a leader in the e-commerce market. The business uses machine learning algorithms to identify transactions with a high probability of fraud in order to avoid this. The company collects thousands of historical and real-time data points for each order.

The company is also able to examine questionable return requests because of its proactive approach and the extensive information calculations that have been modified to address specific issues.

For example, if a lot of data shows that a person has returned a strangely high number of products in recent months, the company may investigate further. In 2018, some long-term customers said they would be restricted because Amazon thought they made too many returns.

## **4. Amazon's Product Recommendations**

Amazon's product recommendations are the most well-known use of big data for its customers, and as was mentioned earlier, they also use it to collect insights. They do this by encouraging customers to buy more with each order. Later, it is made to work by showing users related products based on items in their carts and products they have previously purchased.

With the introduction of Amazon Personalize, the company provided developers with a user-friendly and extremely adaptable platform that provides proposals to clients in almost any field. In order to provide their customers with stock options ranging from clothing to food, a variety of businesses could benefit from Amazon's innovation.

When Amazon is able to effectively motivate customers to spend more by providing them with individualized options, the company sees an increase in profits, and people become aware that Amazon is the place where they can buy almost anything.

## **5. To change and Modify Physical Stores**

Additionally, the cashier-less hotel store brand known as Amazon Go heavily rely on information to function. Cameras prevent customers from succeeding in their attempts to shoplift, and sensors determine which items customers have the opportunity to purchase. It's possible that the company would use the data it collects about Amazon Go customers to improve its stores, despite the fact that the company hasn't really explained why it collects it.

For instance, if cameras showed that people in strollers or other child carriers had trouble exploring the walkways, Amazon might make them longer. On the other hand, if deals that showed vegetarian-friendly products selling quickly in a particular area, it might arrange more of those products to meet customer needs.

## **5. CONCLUSION**

These are the methods that Amazon uses to collect and use big data to increase customer traffic. When someone visits a website, the data collection process begins immediately. We can see it happening so frequently now. When we search for a product on the platform, advertisements for that product begin to appear everywhere.

Every aspect of life is being altered by technology, and businesses are no exception. We now know why Amazon is a giant in the e-commerce platform: smart technology use.

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**ROLE OF BANKS IN RURAL DEVELOPMENT IN 21<sup>ST</sup> CENTURY**

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**Mr. Rahul Shah**

Assistant Professor, Swayam Siddhi College of Management and Research, Bhiwandi

**ABSTRACT**

*The importance of banks to a country's economic development cannot be overlooked. As Gandhi said, 'the real India is in the village', the village economy is the backbone of the Indian economy. Without the development of the rural economy, the goals of the economic plan cannot be achieved. Banks and other financial institutions are therefore considered to play an important role in the development of India's rural economy. Established on 2nd October 1975, the Rural Rural Bank (RRB) plays a central role in the economic development of rural India. The main purpose of setting up rural rural banks in India is to provide credit to rural people who are not economically strong enough, especially small and small farmers, artisans, farm workers and even small business owners. That's it. This research paper is exploratory in nature and uses secondary data. Relevant secondary data were collected primarily through the Reserve Bank of India (RBI), National Bank for Agriculture and Rural Development (NABARD) databases. Various sites were also helpful.*

*Keywords: Banks, Rural, Agricultural credit, Suicide*

**INTRODUCTION**

As we all know, money makes the mare run. The banking industry is therefore the true backbone of any country as it dominates the entire economy. Nearly 20 years after the country's independence, world leaders considered making banks heavily involved in the country's development investments. The Indian banking industry has come a long way since the days when banks were deposit and lending institutions. The goal of the bankers at the time was to get the maximum profit with the minimum risk. "Class bank" rather than "mass bank" was the motto of bankers. However, the nationalization of banks in 1969 fundamentally changed bankers' concepts and attitudes. Banks have become socially responsible institutions. They decided to go to the weaker segments of society and help them achieve their goals, as a result of which more than 40% of his branches of state-owned banks are located in rural areas. Despite rapid industrialization and urban development, over 70% of people live in rural areas. Therefore, yes. It is clear that India cannot progress without serious efforts to improve its fortunes. The rural population needs to be somehow integrated into the mainstream of the country. Local rural banks have also been set up to meet credit needs only of Weak classes and small business owners. Banks have done a lot for the above groups of people living in rural India. However, target setting was slow and nationalized banks were unable to meet the borrowing needs of the rural population. The theory of financial inclusion could not be realized with nationalized banks. In this research work, the research objective of this paper is to analyze rural credit and the role RRB plays in the landing of priority and non-priority sectors, and finds ways to improve rural banking and rural lending. The suicide of a farmer for failing to repay his debts is a classic example of the bank's failure to achieve the social goals required by the Indian constitution.

**SOURCES OF RURAL CREDIT SYSTEM**

The rural credit system has two sources:

1. Non Institutional Agencies
2. Institutional Agencies

Non Institutional Agencies are in form of local Village Money Lenders and Landlords

Institutional Agencies are those

1. Nationalized Banks,
2. Co Operative Banks
3. NABARD Etc.

**Banking Needs in Rural and Agricultural Areas**

Rural people in India are plagued with high debt and are exploited in the credit market due to high interest rates and poor access to credit. Rural households need loans to cover agricultural investments and seasonal fluctuations in income. Because cash flow and savings in rural areas are small for most households, rural households tend to rely on credit for other consumption needs such as education, food, housing and household chores. They offer loans at lower interest rates and more reasonable terms than traditional moneylenders, thus avoiding the debt traps common in rural India.

**GOVERNMENT/RBI POLICY INITIATIVES**

To fill the existing gap in meeting the credit needs of the rural poor, in July 1975 the government appointed the Narasimhan Commission, a working group on rural credit. Based on their recommendations, the Regional Rural Bank (RRB) was launched in 1975. These banks bring banking to rural areas, especially in unbanked areas, provide cheap institutional credit to vulnerable segments of society, and mobilize rural savings to provide other benefits in rural areas. We need to redirect them to productive activities, reduce the cost of credit provision and reduce it in rural areas. The number of RRBs has increased dramatically over time. At the end of fiscal year 2002/03, it had a network of 196 RRBs and 14,350 branches, representing 44.5% of the total regional network of all designated commercial banks (including RRBs). The majority of RRB lending goes to priority sectors, accounting for over 70% of the total. Agriculture alone accounts for 46% of progress in priority sectors. RRB also plays a leading role in funding self-help groups (SHGs), which are predominantly made up of women, leading to the economic and social empowerment of women. A cooperative bank was established to promote rural credit. The credit union and her RRB differ in ownership and management. The credit union is a state-owned bank, but RRB is controlled by a sponsor bank with a 35% stake. The central and state governments own 50% and 15% shares in RRB respectively. The RBI has also previously issued directives on 'Social and Development Banks', including interest rate caps, sectoral lending and expansion of local branches. The RBI also required commercial banks to lend 40% of their loans to 'preferred sectors'. The service area approach was introduced by the government in 1989 to give agricultural financing an evolving direction. Other major innovations in rural lending in the 1990s included the introduction and successful implementation of the Kisan Credit Card (KCC) and the expansion of microfinance in the form of self-help groups (SHGs).

**Financial Inclusion** – The banking industry has seen a significant increase in transaction volume and complexity over the last few decades. Despite significant improvements in affordability, profitability and competitiveness, there are concerns that banks have not been able to reach and bring vast segment of the population, especially disadvantaged segments of society, and make them eligible for basic banking services.

**CURRENT TREND: SIGNS OF FINANCIAL EXCLUSION**

India's rural areas make up 68% of the country's population, but their share in total deposits (9%) and advance payments (8%) is surprisingly small compared to urban areas. The lack of banking services in the village is why the informal financial market thrives. So the financial

Exclusion not only widens the gap between rich and poor, but also leads to social exclusion.

<b>Rural &amp; Urban Banking at Glance</b>					
<b>Group</b>	<b>Population (Crore)</b>	<b>Branches (in '000)</b>	<b>Per Branch Population</b>	<b>Share of Deposits</b>	<b>Share of Advances</b>
Rural	83 (68)	34 (37)	24	9%	8%
Urban	38 (32)	59 (63)	6	91%	92%
Total	121	93	13	100	100
<b>Source:</b> Census 2011 & RBI Banking Statistics – Handout Dec`11					( ) denotes percent

**Rural Credit**

The 2001 census shows that bank usage is low among Indian households in general (35.5%) and rural households in particular (30.1%). This reflects potential demand for general banking needs in both rural and urban areas. The rural household debt profile shows that the main source of credit for rural households, especially low-income working households, is informal sector credit such as moneylenders, which usually carries very high interest rates. The terms attached to these loans are detrimental to the poor. This reflects insufficient institutional financing to rural areas. As of 31 March 2003, the rural and semi-urban loan/deposit (CD) ratios were 42% and 35% respectively, while the urban and national level CD ratios were 69.5% and 59.3%. Taken together, these trends show that rural/semi-urban savings continue to migrate to urban/metropolitan centers, despite extensive banking networks, and that bank. It suggests that there is a disparity.

**Agricultural Credit**

An equally important concern that needs attention is the flow of institutional credit to agriculture. India's agricultural credit progress over the years has relied heavily on government intervention. A package of incentives and policies developed and implemented by the RBI and the Centre. Commercial bank lending growth to agricultural and related businesses declined significantly in the 1990s compared to the 1980s. Credit flows to the agricultural sector from all formal sources were Rs.70,810 thousand in 2002-03 and Rs.86,981

thousand in 2003-04, well below the levels envisaged in the 10th Plan. increase. As at 31 March 2005, the share of agriculture in total commercial bank loans outstanding was only Rs.11247.5 billion. The total amount of agricultural loans by commercial banks was lower than the loans to 'private loans', Rs. 26,698.8 billion, consisting of advances in housing and durable goods. In recent years, personal loans increased by 41.2% from 2004 to 2005, while total loans and loans from designated commercial banks increased by 27.9%. As a result, the percentage of total loans and advances increased significantly during the year ended March 2005. However, according to a recent study, only 15 of 85 banks improved their return on assets at the end of 2004-2005 compared to 2003-2004. Therefore, the argument that local lending squeezes bank profits and increases NPAs is not justified. The NPA of rural loans is much lower, and the NPA recovery rate of rural loans is faster than other advances. The annual growth rate of agricultural loans is about 15%, and this growth in rural loans is mainly due to This is due to financing such as loans and Kisan cards. About 70% of the current rural loans over Rs. 115,243 crore are Kisan credit cards spread to 4.8 crore of such cardholders. This reflects banks' focus on short-term production credit rather than long-term credit. After reform, the banking system mobilized more deposits from farmers and made less loans to the declining farmers. These are reflected in the figures for farmers' borrowing and deposits over the past decade.

### **FARMER SUICIDE**

The problem of peasant suicide has reached serious proportions. Tolls are increasing year by year. According to the National Crime Records Bureau (NCRB), he killed as many as 5,650 farmers in India last year. This is equivalent to his 1 peasant suicide in 100 villages last year, or his 1 peasant suicide in every block of the country. State-wise, Maharashtra accounted for the highest number of farmer suicides (2568) distantly followed by Telangana (898), Madhya Pradesh (825), Chhattisgarh (443) and Karnataka (321) accounted for the highest number of farmer suicides (2,568). Together, these five states account for about 90% of all farm suicides. The NCRB noted that bankruptcy or debt was the leading cause at 20.6%, followed closely by family problems (20.1%) and crop failure (16.8%). %, illness (13.2%)

Then, instead of spending money on aid packages to deal with farmer suicides, we need to work on preventive measures on the social and economic front. In this context, the importance of financial literacy, education, counseling and health services in solving social problems cannot be overemphasized. With farmer suicides being a major concern, NABARD and RBI may help restructure lending, especially by commercial banks, cooperatives, regional regional banks and microfinance institutions. RBI and NABARD must play an active role through the Block and State Level Banking Commissions. We also need to monitor the activities of moneylenders and others engaged in similar activities in rural areas with government support. In short, preventive measures are a far better option than post-suicide relief measures for farmers.

### **CONCLUSION**

In any case, the nationalization of banks helped the rural economy and also helped achieve the constitutional social goal of inclusive growth of the economically weaker segments of society. Late, after the globalization process started in 1990, banks have focused more on revenue generation than on social goals, leading to farmer suicides and underdeveloped rural economies. It is time for the government to recognize that banking is not only for profitable business but also a social goal to create economic equality among all citizens of India and their fellow citizens. it's time for something

### **SUGGESTIONS**

#### **I. Branch Expansion**

i) Physical Branches: Banking penetration in India is low compared to developed countries as evidenced by the presence of 5.4 million unbanked villages across the country. ii) Micro Branches (mobile branches):

iii) Branch-in-a-Box: This is primarily a low-cost rechargeable pre-packaged bank branch.

#### **II. Alternative Delivery Channel**

Residents in remote areas cannot travel to remote branches due to resource limitations of time, cost and opportunity. Thus, banks are reaching out to rural populations through various technology-driven delivery channels such as micro ATMs, biometric ATMs, mobile ATMs and smart cards.

#### **III. Business Correspondent (BC) Model**

A business correspondent model using smart cards and mobile technology is also an effective tool for reaching remote areas.

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  5. "Mobile Banking – Issues & Challenges" presented by Shri. H R Khan, Deputy Governor, RBI at FIBAC 2012

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**A STUDY ON THE WORKING CAPITAL MANAGEMENT EFFICIENCY IN THE SMALL SCALE INDUSTRY**

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**Dr. Anil Matkar**

Director, Swayam Siddhi College of Management &amp; Research, Bhiwandi

**ABSTRACT**

*In the fast-moving business world today, firms are highly competing among them. Normally, we believe that finance includes capital budgeting, capital structure and working capital management. Capital budgeting and capital structures are associated with investment decisions while working capital management is the operational area of finance. It involves the relationship between a firm's short-term assets and liabilities. Liquidity and profitability are important objectives of the firm and both are two different sides of same coin. The problem is that increasing profits at the cost of liquidity can bring serious problems the firm. Thus, strategy of firm must maintain a balance between these two objectives of the firm. Referring to theory of risk and return, investment with more risk will result to more return. Thus, firms with high liquidity of working capital may have low risk and low profitability. Conversely, a firm that has low liquidity of working capital faces high risk this result leads to high profitability. Although this might increase profitability (due to increase sales), it may also adversely affect the profitability if the costs tied up working capital exceed the benefits of holding more inventory and / or granting more trade credit to customers.*

*The present paper highlights on importance of working capital, efficiency of the working capital management, its components and different mechanism to balance trade off between liquidity and profitability.*

**1. ABOUT SMALL SCALE INDUSTRY**

SSI industry is a traditional industry and occupies prominence in the Indian economy in term of its massive potential for generating employment, income and export earnings. These industries are largely decentralized and both are in the organized as well as unorganized sectors. Due to all these dynamics and new techniques these industries have been facing loads of challenges to manage proper working capital. The industry was also committed to reduce the overall cost of production. Efficient management of working capital plays an important role of overall corporate strategy in order to create shareholders value as result of the time lag between the expenditure for the purchase of raw material and the collection for the sale of the finished goods. In the light of the above statement of problem, an attempt is made to study the working capital trend of small scale industry.

This paper organized as follows: section 2 deals brief review of important literature, the 3d section provides the objectives of the study. The research methodological part and the explanatory variables used for the analysis part are dealt in section 4. The 5th section describes the empirical analysis and findings of the study and finally 6th section discusses the conclusion of the study.

**2. IMPORTANCE OF WORKING CAPITAL**

Every industry needs working capital to run the day-to-day business activities. Particularly in SSI, the enterprise is going to collapse without adequate supply of working capital. According to few experts, a working capital is a business enterprise may be compared to the blood of the human body; blood gives life and strength to the business organization\*

1. It has been pointed out by RBI that a firm's profitability may be increase as more working capital is added to fixed capital provided the firm does not exceed cent present capacity\*

2. To examine the needs to working capital basically there are two types of Permanent as well as Temporary working capital. To examine the source of working capital there are three sources such as long term, short term and transitional source.

**3. REVIEWS OF LITERATURE**

Many researchers have studied working capital from different views and in different environments. The following study was very interesting and useful for our research:

- a. Barot Haresh (2012) observed that a negative relationship between account receivables and corporate profitability and a positive relationship between accounts payable and profitability. The researcher concludes that the firms properly manage their cash, accounts receivables, accounts payables, and inventories in proper way, will ultimately increase profitability of these firms.
- b. Biswajit Bose (2013) found that out of seven ratios (such as working capital turnover ratio, net current assets to total assets ratio, inventory turnover ratio, cash position ratio, current ratio), only cash position ratio has

positive influence on return on total assets and the remaining has negative correlation with return on total assets and also found that return total assets is negatively associated with days of working capital.

- c. Daniel Mogaka and Ambrose Jagongo (2013) found that the negative correlation between return on assets and the firms average collection period and cash conversion cycle while positive correlation with inventory holding period, accounts payment period. The authors conclude that working capital management has a significant impact on profitability of the firms and play a key role in value creation for shareholders as large cash conversion cycle have negative impact on profitability of firms.
- d. Hina Agha (2014) found that creditors' turnover ratio, debtors' turnover ratio and inventory turnover ratio have a positive significant impact on return on assets and there is no significant impact of current ratio on return on assets.
- e. Mahum Bukhari and Mohammad Shaukat Malik (2014) found that positive and insignificant relationship of average collection period and profitability while negative and insignificant relationship between profitability and average age of inventory and also found that the relationship between the average payment period and profitability is negative and significant. Moreover, operating cycle has positively insignificant while cash conversion cycle is positively significant relationship with profitability.
- f. Chakraborty and Bandopadhyay (2007) have studied strategic working capital management, and its role in corporate strategy development, ultimately ensuring the survival of the firm. They have highlighted how strategic decisions on current assets and current liabilities have a multi-dimensional impact on the performance of a company.

The authors suggest that managers of these companies should spend more time to manage cash conversion cycle of their firms and make strategies of efficient management of working capital. Above studies provide base and idea regarding working capital management and its components. But, these studies do not provide clear-cut direction of the relationship between working capital and firms' profitability. However, there are a few studies with reference to India on working capital management and firm profitability. Therefore, the present study is an attempt to fill this gap and estimates the relationship between working capital management variables (inventory conversion period, average collection period, average payment period and cash conversion cycle) and profitability of firms in Indian Leather Industry

#### 4. OBJECTIVES OF THE STUDY

The major objective of the study is to examine the relationship between working capital management components and profitability of small scale industries listed on the Bombay Stock Exchange (BSE). To achieve the main objective, the following specific objectives were used:

1. To determine whether there is a significant relationship between Inventory Conversion
2. To examine whether there is a significant relationship between Average Collection Period (ACP) and Profitability of the firm.
3. To establish if there is a significant relationship between Average Payment Period (APP) and Profitability of the firm.
4. To ascertain if there is a significant relationship between Cash Conversion Cycle (CCC) and Profitability of the firm. Period (ICP) and Profitability of the firm.

#### 5. RESEARCH METHODOLOGY

The present study is based on secondary data collected from secondary source named as "Industry; Financial Aggregates and Ratios" the corporate database (PROWS) of the Centre for monitoring Indian economy (CMIE) and then various issues of magazines and journals, working papers and newspapers were also accessed for the relevant and covering the period from 2010-11 to 2020-21 (10 years) as a part of study designed to an evaluation of profitability and working capital management of Small Scale Industry based on the following statistical tools were used: Summary Statistics, Correlation Analysis, multiple regressions Analysis, "t" test, "F" test and Analysis of variance (ANOVA) and SSPS-20 software is used for the analysis.

##### 5.1. Variables Explanation

In this study, we undertake profitability (ROA) as a dependent variable and the inventory conversion period (ICP), the average collection period (ACP), the average payment period (APP), and the cash conversion Cycle (CCC) are used as independent variables, and are considered for measuring working capital management. All the dependent and independent variables stated below have been used to performed the objectives of the study.

**5.2. Return on Assets (ROA):**

Profitability is measured by return on assets, which is defined as the ratio of earning after tax to total assets. ROA is used as a dependent variable. The return on assets determines the management efficiency to use assets generates earnings. It is a better measure since it relates the profitability of the company to the asset base.

**5.3. Inventory Conversion Period (ICP)**

ICP calculates how quickly the inventory is converted into sales. It's an excellent measure of the efficiency of the company in managing the inventory. The important decision regarding inventory is that how much amount of cash should tie up in inventory while meeting the other operations and functions of the business and demands of customers. It is calculated as  $365 / (\text{Cost of goods sold} / \text{average inventory})$ .

**5.4. Average Collection Period (ACP)**

It is used as proxy for the working capital collection policy is an independent variable. ACP is calculated by dividing trade debtors by sales and multiplying the result by 365. It indicates the time taken to collect cash from customers. The higher the value, the more will be the investment in account receivables.

**5.5. Average Payment Period (APP)**

APP used as proxy for the payment policy is also an independent variable. It is the time taken to pay the firms suppliers. The longer the time period the more advantageous for the firm so that funds can be put to other uses. It can be calculated as  $\text{trade creditors} / (\text{purchases} / 365)$ .

**5.6. Cash Conversion Cycle (CCC)**

Taking together inventory conversion period, average collection period, and average payment period, cash conversion cycle is calculated. It is used as a comprehensive measure of working capital management is another independent variable. It considers the amount of time to sell the inventory, collect the receivables and to pay bills. It is expected to have a negative relationship with profitability as a lower value of cash conversion cycle shows less investments in current assets and also signifies higher liquidity, which easily converts its short-term investments in current assets to cash while higher value of cash conversion cycle signifies greater investment in current assets and therefore shows the greater need of financing of current assets. It is calculated as adding inventory conversion period with average collection period and deducting average payment period.

**Empirical Analysis:** In this section, the empirical results are presented from quantitative data analysis using SPSS technique. Descriptive analysis is presented first followed by the Pearson's correlation and regression analysis.

**Descriptive Statistics:** Descriptive analysis presented the mean and standard deviation of the different variables of interest in this study and also presents the minimum and maximum values of the variables.

**6. FINDINGS & CONCLUSION**

- 6.1. It was found that by observing the relationship between return on assets and all other research variables that affect the firm's profitability in the small-scale industry through the regression test, we can find that a positive and insignificant relationship of inventory conversion period and profitability and also average collection period is positive relationship with leverage but statistically significant.
- 6.2. Even though, average payment period and cash conversion cycle were significant negatively related to profitability. The results show that for overall small-scale industry, working capital management has significant impact on profitability of the firms.
- 6.3. These results suggest that managers can create value for their shareholders by reducing the number of day's accounts receivable and increasing the account payment period and inventories to a reasonable maximum and also suggests that managers of these firms should spend more time to manage cash conversion cycle of their firms and make strategies of efficient management of working capital.
- 6.4. We may further conclude that these firms properly manage components of working capital like cash, marketable securities, receivables and inventory management should be explored and their relationship with more proxies of profitability should be examined.

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**TO STUDY THE MOST EFFECTIVE TEAM - BUILDING STRATEGIES**

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**Huzaima Momin**

Assistant Professor, SSCMR, Bhiwandi

**ABSTRACT**

*Teams today differ from teams in the past because they are significantly more diverse, dispersed, digital, and dynamic (with frequent changes in membership). Although teams face new challenges, their ability to work effectively together still depends on a fundamental set of skills. J. Richard Hackman, a pioneer in the field of organisational behaviour who started researching teams in the 1970s, identified the fundamentals of effective teamwork. After more than 40 years of study, he made a ground-breaking discovery: team members' personalities, attitudes, and behavioural styles don't really matter when it comes to teamwork. Instead, specific "enabling conditions" are what teams require to succeed. Three of Hackman's conditions—a compelling direction, a solid structure, and a supportive context—continue to be especially important to team success, according to our own research. These three requirements are actually more important than ever right now. Yet we've also observed that "we versus them" mindset and inaccurate information are two destructive issues that modern teams are susceptible to. A common attitude is a fourth essential condition needed to avoid those traps.*

*Keywords: Organisational Behaviour, Behavioural styles.*

**1. INTRODUCTION**

Strategies for team development have always been crucial because they foster a sense of community among employees. Employees will then feel proud of utilising their unique skills to work successfully and support team goals. Team building is much more important now that the coronavirus pandemic in 2020 has altered how the globe operates. Also, businesses now have to be more deliberate about team building. Compared to teams that collaborate face-to-face, remote teams require even more opportunities to improve collaboration.

The need of having a cohesive team has also been emphasised by the Great Resignation caused by the pandemic. Millions of Americans who were compelled to work from home took advantage of the opportunity to consider their goals in life and work.

Many people have come to the conclusion that they cannot continue to feel at ease spending each day in an unhealthful workplace. Also, they seek an employer with a distinct corporate mission and executives who share their viewpoints.

Businesses must commit to facilitating simpler team cooperation if they do not want to lose staff. They should also make sure that each worker has access to the internet resources they require in order to finish their own project within a team. Employers can prioritise effective team development in the following ways to maintain employee engagement:

- Establish ground rules for the team, but be prepared for them to adapt, if necessary, based on what the team needs.
- Never play favourites on the team; treat everyone with respect.
- Offer comments frequently and make an effort to balance the good and bad. Successful managers are also open to receiving criticism and putting other people's suggestions into practise.

**The importance of Team Cohesion**

Regardless of their personal views for other team members, the majority of employees operate as a team and take pride in being a good team member. For increased productivity, employee satisfaction, and a work environment that values successful teamwork, effective collaboration is crucial. Yet before there can be real collaboration, there must be team cohesion. The degree of camaraderie, trust, and bonding found in effective teams is referred to as cohesiveness.

Cohesion within a team takes time to establish. As each person contributes their unique talents to achieve team goals, people grow to respect and appreciate one another. Regrettably, it doesn't always work out like this. It could be challenging for some personality types to collaborate with other coworkers. Sometimes a group member or members would be extremely self-centered. They prioritise teamwork over professional aspirations.

Managers need to be aware of how well their teams work together. Wishful thinking prevents them from understanding that a group cannot prosper without some modifications. They need to be aware of personality

traits and behavioural patterns that might cause interpersonal disputes and obstruct productive team formation. By establishing ground rules and hosting team-building exercises, they can aid in bringing individuals together.

It is possible to establish team cohesiveness and unity in a variety of methods, and these team-building techniques include brainstorming sessions with managers and team members as well as experiential learning and the vision and goal of the team's major players.

The final point is crucial because the manager must set the example and make sure that the other team members are motivated to form a cohesive unit by his or her own dedication to team building.

Furthermore, team development may be accomplished by holding frequent team meetings and brainstorming sessions where everyone is treated equally and their ideas can be acknowledged and discussed.

For enterprises to achieve optimal performance and higher levels of results, team building is important. In fact, without team cohesiveness and a feeling of shared purpose, no company has a chance of surviving the fierce competition, as the teams would otherwise be fighting against the goals of the organisation.

For instance, team cohesiveness and unit are crucial for organisations to exist as entities and to survive the corporate jungle, as the proverb says, "A House Divided Collapses by Itself."

Managers must simultaneously strike a balance between the necessity to avoid interpersonal confrontation and the danger of the team succumbing to groupthink since nobody wants to express different viewpoints. The best approaches to encourage team cohesion can be through regular observation and giving team members the option to provide input through one-on-one meetings or brainstorming sessions.

### **EFFECTIVE COLLABORATION IS ESSENTIAL FOR EMPLOYEE RETENTION AND SATISFACTION, ENHANCED PRODUCTIVITY, AND A WORK CULTURE THAT CELEBRATES SUCCESSFUL TEAMWORK.**

#### **Advice for forming Effective Teams**

Transparent, accessible, and approachable managers excel. These characteristics contribute to the creation of a trusting environment that shows employees that the business values them. It is important for managers to act in accordance with these principles at all times, but especially in team meetings. Workers are more willing to contribute their broad thoughts and perform more efficiently outside of meetings if they trust their managers and feel appreciated.

It's not always necessary to concentrate on the entire team for team building exercises to be successful. For instance, managers must make sure to commend staff members who go above and above to achieve a departmental objective. Here are some more suggestions that put more of an emphasis on everyone:

- The finance department can allocate extra funds to provide employees with a more flexible benefits package.
- Show more concern for the professional growth and development of each team member. Managers might inform them about advantages like employee support programmes and tuition reimbursement to aid with personal problems that might prevent them from moving up.
- Encourage each team member to contribute suggestions during brainstorming sessions and via other online communication channels by asking them what they would like to see improved and how to go about it.
- Based on the unique talents of each team member, establish team responsibilities. As an illustration, one individual might be in charge of enabling communication while another is in charge of handling the team's daily administrative chores.
- Set aside a day for the team to work collectively on a cause that is important to them outside of the office. Despite the fact that everyone has different morals, the team should be able to come to an agreement on a task, like doing yard work for an elderly person.
- Plan a workplace field day when everyone takes part in active pursuits that foster teamwork. Three-legged races and egg tossing are two examples of this kind of team-building activity. It is necessary to design events so that people with disabilities are included.
- With remote teams, organise a virtual scavenger hunt by giving each participant a list of objects to find at home. To promote teamwork, the management should divide the groups into teams.
- Organize a trivia contest with the history of the business and the responsibilities of each department as the main topics.

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This is just the tip of the iceberg in terms of team cohesion-building exercises. The likelihood that an activity will unite employees increases with its level of creativity.

**How Businesses Encourage Team Building**

Numerous multinational corporations invest a sizable sum of money in team-building techniques including indoor training and outdoor experiential training where the team members are encouraged to develop both a professional and personal bond with one another.

In fact, personal bonds between team members are frequently the key to the success of team-building initiatives because, once these bonds are established, the team members can then stand in for one another and make sure that everyone works together for the good of the team.

Apart from this, a crucial aspect of team building is the necessity to prevent team members from working against one another and the general team goals.

This can only be achieved by the managers' efforts to first make sure that team members get to know one another and the team's goals. Next, the managers can make sure that there is no animosity among the team players by refraining from picking favourites.

Finally, team building can be made sure by the development of interpersonal relationships, working lunches, birthday celebrations for team members, and taking team members out for treats and outdoor activities.

**Experiential Learning: What It Is and the Influence of Informal Networks**

The practise of strengthening team relationships via shared experiences is referred to as experiential learning. Organizations aim towards team building where each team member is encouraged to work with others and towards the common goals of the team and the company by making sure that team members engage in common activities and experience each other's strengths and limitations.

Having said that, companies do need formal training and experiential learning, but how closely knit the team is often depends on informal networks and friendships between the employees and their supervisors.

As a result, team members frequently work together and as a unit during coffee and tea breaks as well as at lunch and snack times. In our experience, a crucial component of team building takes place when members of the team assemble during breaks, including the practise of smoking, which, while it should be discouraged, fosters a sense of camaraderie among the team members.

Please note that we do not suggest that team members should all smoke in order to get along. Instead, we want to draw attention to how informal networks and the "grapevine" can strengthen teamwork.

For instance, sharing the most recent information about company happenings and having casual talks about management and one another frequently ensures that team members get along well. In addition, a crucial component of team building in businesses and other entities is for people to get to know one another by asking each other over to their homes and lending a hand when they are in need.

**List of Team Building Strategies**

The ability to create a fun work environment is helpful while managing your team. Below is a collection of our suggestions for team development activities:

**1. Encourage a Courteous Atmosphere**

Promoting a courteous environment is one of the simplest ways to create a friendly workplace. You may foster respect by treating everyone with dignity and demonstrating your appreciation for them, notwithstanding any difficulties or errors made by team members.

**2. Establish Channels of Communication**

Opening up lines of communication is another approach to improve the atmosphere at work. This idea can be shown by implementing an anonymous feedback system. Yet, leadership can also demonstrate its commitment to openness by assuring its availability in the event that team members choose to get in touch.

**3. Describe a Specific, Attainable Vision.**

The ability of a leader to articulate a distinct, attainable vision is what distinguishes outstanding leadership. Teams struggle to understand what they are trying to do and why they are working so hard to do it if they don't have a reasonable purpose to unite behind. Holding regular all-hands meetings where you update your team on the status of various projects can help you keep your team informed about your company's priority.

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**4. Establish Team Roles**

Building a more cohesive team also involves defining team roles and making sure that team members do not unintentionally stomp on each other's toes. Your team members will be clear about the obligations that fall under their purview and understand who is in charge of each task by creating roles that are clearly defined for each team member.

**5. Have faith in your Team's Effectiveness**

Teams often detest micromanagers. Remind yourself to believe in the effectiveness of your team to avoid becoming this type of control freak. You valued the candidates you first hired for the position. Let your employees to carry out the tasks for which you hired them, and try new strategies even if they appear strange at first.

**6. Make use of your Team's Advantages**

Finding out your team members' strengths is a useful outcome of knowing more about your team, even if these strengths were not initially a component of your team member's work. Tracking team members' capabilities will help you as a manager assign work based on their areas of expertise. Your team members will feel more pleased and confident in the duties they are given as well as that you understand them.

**7. Recognize and Reward Greatness**

Rewarding your team for accomplishments is another method for fostering teamwork in the workplace. By acknowledging instances of an employee's achievement, you may foster a sense of community among your team members and help them feel proud of their successes. These compliments may come in the shape of promotions, bonuses, or shout-outs.

**8. Establish a Secure Area**

It's critical to establish a safe atmosphere, especially when developing ethnic teams. Create rules that enable your team to function without being concerned about discrimination based on race, gender, religion, or sexual orientation to achieve this. Additionally, you can designate committees to take on certain situations, grant permission to the HR or People Operations departments to settle disputes between co-workers, and organise activities that show your dedication to these causes.

**9. Promote Mentoring**

Encouragement of mentorship is one of the best ways to boost the performance of your team members. A mentor can use their extensive network to aid their protégés as they grow in their careers in addition to teaching them how to do so. By setting up a programme where prospective mentors can sign up to be connected with a younger team member, you can promote mentoring. Encourage these mentors to arrange frequent check-ins with their charges after that.

**10. Be skilled at Resolving Disputes**

Leadership must handle conflict resolution appropriately when team members disagree with one another. Make sure that throughout the mediation both parties have a chance to voice their opinions without placing blame. Next, after taking the necessary actions to achieve reconciliation, explain the results and your thinking before outlining a course of action and a strategy for preventing future confrontations.

**g. CONCLUSION**

Last but not least, teams and the subunits that make up organisations cannot function without strong team bonds. So, it is in businesses' best interests to encourage teamwork as much as possible and see to it that their staff members connect on a personal and professional level.

Although the focus of the talk thus far has been on the soft skills component of team development, it is also true that project goals that call for more collaborative efforts frequently foster team cohesion. To sum up, just as families disintegrate if there is no bonding between the members, so too do teams and even entire organisations if there is no bonding between the members.

Organizations utilise team building techniques to get their teams functioning successfully together. Specifying team duties, as well as honouring excellence, are two examples. These techniques help to create an atmosphere where workers feel empowered to perform to the best of their abilities. The phrase "team building approach" is single.

The approaches, techniques, and processes used in team development are similar to these strategies. Many of these tactics can be found in literature on team building.

Team building is frequently the outcome of deliberate planning and careful execution rather than an automatic process. These tactics offer tried-and-true ways to inspire teams to cooperate and build strong bonds, and they can serve as a useful road map for managers trying to boost teamwork and productivity.

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**LOPSIDED DEVELOPMENT IN BANKING SERVICES POST REFORMS**

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**Mr. Sudhakar R. Iyer**

Assistant Professor, Swayam Siddhi College of Management and Research

**ABSTRACT**

*Banking developments in India after Independence has been mainly a state induced activity. The public ownership of banks was achieved in stages. The RBI was nationalised in 1949 followed by the nationalisation of Imperial Bank of India (now the State Bank of India) in 1955. In July, 1969, 14 major commercial banks were nationalised and in April 1980, 6 more commercial banks were nationalised. Thus, prior to introduction of economic reforms in early 1990s, banking business in India was a near monopoly of the Government of India. Banking sector reforms in India are aimed at introduction of best international practices and technological changes for making the Indian banking sector competitive globally. They have significantly improved the stability of the Indian financial system and have supported the transition of the Indian economy to a higher growth path.*

*The banking sector reforms in the last two decades have had unequal impact on various categories of banks and has shown imbalance in regional growth. This paper primarily tries to bring out the discrepancies in the spread of certain new technologies in banking along with lopsided regional branching out of commercial banks since the introduction of reforms.*

**INTRODUCTION**

Commercial banks are the oldest, largest and fastest growing financial intermediaries in India. They are also the most important depositories of public saving and the most important disbursers of finance. Commercial banks in India have been playing a very important role in the process of development due to their modern organization and functioning, huge funds and wide network all over the country. Before the introduction of reforms, the banking sector suffered from lack of competition, low capital base, inefficiency and high intermediation costs. The role of technology was minimal and the quality of service was not given importance. Banks also did not follow proper risk management systems and the prudential standards were weak. All these resulted in poor asset quality and low profitability. To improve the adverse situation in banking sector, reforms were introduced since 1991. Reforms in the banking sector had two distinct phases. The first phase of banking sector reforms was introduced subsequent to Narasimhan Committee Recommendation of 1991. The second phase of banking reforms was introduced subsequent to Narasimhan Committee Recommendation of 1998. Since the beginning of liberalization, the banking industry in India is undergoing a transformation. Interest rates have declined considerably but there is evidence of under-lending by the banks. The “social” objectives of banking measured in terms of rural credit are, far from satisfactory. The banking sector as a whole and particularly the public sector banks still suffer from considerable NPAs, but the situation has improved over time. New legal developments like the SARFAESI Act provide new options to banks in their struggle against NPAs. The adoption of Basel-II norms however implies new challenges for Indian banks as well as regulators. During the last two decades, the Indian banking industry has become more competitive and less concentrated.

**OBJECTIVES OF THE RESEARCH**

1. To study the discrepancies in the expansion of commercial bank branches.
2. To study the new technologies introduced in the banking sector and their incongruous growth during the reform period.

**HYPOTHESIS**

“Branching out of commercial banks and the use of latest technology has urban bias.”

**BACKGROUND AND LITERATURE REVIEW**

- 72,800 villages with a population above 2,000 were identified for setting up banking services by March 2012, and later to other villages. The banks were advised that while preparing their Annual Branch Expansion Plan, they should allocate at least 25 per cent of the total number of branches proposed to be opened during a year to unbanked rural (Tier V and Tier VI) centres. For providing better banking services in Tier II centres, the general permission being granted to domestic scheduled commercial banks for opening branches in Tier III to Tier VI centres, was extended to opening branches in Tier II centres (with population of 50,000 to 99,999 as per Census 2001) without the need to take permission from the Reserve Bank in each case but subject to reporting.

- In the Indian context, technological innovation and investment in IT during the period 2005-06 to 2009-10 led to efficiency gains for the scheduled commercial banks (Rajput and Gupta, 2011). Technology is encompassing the entire set of business processes in the banking Industry and technological innovations are enabling banks to cope with increasing customer requirements, social and developmental expectations, strategic and competitive business needs, internal control and risk management needs, governance and regulatory reporting requirements.
- Economic theory supported by empirical evidence suggests that, in general, increase in technology investment will raise productivity, lower costs, and allow firms to operate more efficiently. Information technologies and the innovations they enable are strategic tools, since they reduce the costs of financial transactions, improve the allocation of financial resources and increase the competitiveness and efficiency of financial institutions. Technological innovation not only enables a broader reach for consumer banking and financial services, but also enhances its capacity for continued and inclusive growth (Subbarao, 2009).

## OBSERVATIONS AND EXPLANATIONS

### A) Rationale of nature or policy of expansion of new branches:

- **Financial inclusion and spreading out of branches:**

As a measure to support and further financial inclusion, it was decided to permit inter-operability at the retail outlets or sub-agents of Business Correspondents (i.e., at the point of customer interface), provided the technology available with the bank that has appointed the BC supports inter-operability, subject to the following conditions: (i) the transactions and authentications at such retail outlets or sub-agents of BCs are carried out on-line; (ii) the transactions are carried out on a core banking solution (CBS) platform; and (iii) the banks follow the standard operating procedures to be advised by the Indian Banks' Association (IBA). However, the BC or its retail outlet or sub-agent at the point of customer interface would continue to represent the bank that has appointed the BC.

- **Ultra-small branches (Brick and Mortar Structures)**

The success of the BC model is dependent on the support provided and monitoring by the base branches of the concerned banks, the Reserve Bank had advised banks that they may establish outlets in rural centres, which are intermediate brick-and mortar structures (Ultra-Small Branches) between the existing base branch and BC locations, to give support to a cluster of about 8-10 BC units at a reasonable distance of about 3-4 kilometers. Such Ultra-Small Branches should have the minimum required infrastructure, such as a CBS, and would have to be managed full-time by bank officers/ employees. BCs can operate from such Ultra-Small Branches, which would improve their image and value in the area and encourage the public to use their services.

- **Special Dispensation Scheme to improve banking in the North-Eastern Region.** Under the Special Dispensation Scheme, the Reserve Bank had undertaken to reimburse a one-time capital cost and recurring expenses for five years to banks for setting up branches at agreed centres in the North-Eastern Region, and the State Governments had agreed to provide the required premises, security and rental accommodation for the bank staff.

### B) Impact of IT on Banking Services

- Under the regime of banking sector reforms, IT-Act of 1999 gave new dimensions to the Indian banking industry. The most important types of virtual banking services are Automated Teller Machines (ATMs), electronic fund transfer, phone-banking, credit card, debit card, smart card, internet banking and so on. Technology will be the key to reduce transaction cost, to offer customised products and to manage risks. The banks in India are using electronic and telecommunication networks for providing a wide range of value added products and services. Some of the important new technologies that are being used by the banks are given in brief below:

**1.ATMs:** ATMs are self service vendor machine that help the banks to provide round the clock banking services to their customers at convenient places without visiting the bank premises. To get ATM services customers are provided with ATM card, which is a small plastic card with magnetic strip, containing information about the name of bank, name of the customer, card number, validity period and signature panel. The ATM provide a number of services such as withdrawal of cash upto a particular limit, deposit of cash, cheques and drafts, updated balance of customer, transfer of money from one account to another accounts, mini account statement and so on. The ATMs are emerging as the most useful tool to ensure 'any time banking' and 'anywhere banking' or 'anytime money'.

**2. Debit Card:** It is a prepaid card with some stored value. It allows 'anywhere anytime accesses' to the customers' saving or Current account. A Personal Identification Number (PIN) is issued to the customers for using the debit card. It can be used at all outlets that accept such cards for payments. In this case, the transaction amount is directly debited to the bank account of the customer. Debit card does not permit a customer to spend over and above his cash balance in the bank.

**3. Credit Card:** It is a sort of medium of exchange whereby a customer can purchase goods and services within the prescribed limits from authorized outlets without making immediate cash payments.

**4. Point of Sale (PoS):** The PoS terminal is a machine that facilitates transactions through swipe of a card through online. Shops especially operate point of sale in their premises in order to accept plastic cards. The PoS terminals facilitate electronic funds transfer. PoS system identifies the cardholder and check whether the customer's account has sufficient funds to cover the purchase. The customized PoS terminals can support both debt and credit cards and can also be made to support different kinds of plastic including magnetic and smart chip based cards to make the transaction possible.

**6. Internet Banking:** It is on-line banking where many banking services are provided through the internet. It helps customers to open accounts, pay bills, know account balances, forward loan application, and view and print copies of cheques, transfer funds, stop payments, etc. Different banks provide different levels of such services.

**7. Mobile banking:** It is an extension of internet banking. It gives everybody with a mobile phone to access banking services, irrespective of their location. In this system, a customer can access his account details on a mobile phone by using the Short Messaging Service (SMS) technology. It provides many services such as account balance, mobile alerts about credit card or debit card transactions, mini account statement and so on.

**8. Telebanking:** It is another form of electronic banking through which banking services or products are rendered through telephone to its customers. It is a 24 hour banking facility to the customer. It is based on the voice processing facility available on bank computers.

**9. Phone Banking:** Under this service a customer can talk to a phone banking officer for transacting a banking business. The customer can do entire non-cash related banking services on telephone, anywhere at any time.

**10. Electronic Fund Transfer (EFT):** It is an easy and speedy mechanism to facilitate the transfer of funds from one place to another. It can be from one branch or the other of the same bank or a different bank not only within the country but also from anywhere in the world through electronic message. It enables the beneficiary to receive money on the same day or the next day of money transfer. ,

The RBI has introduced National Electronic Funds Transfer System (NEFT) in November 2005. It brings greater efficiency in the movement of funds and reduction in risks relating to the transfer of funds.

**11. Electronic Clearing Services (ECS):** It is a non-paper-based movement of funds. It consists of (i) Electronic Credit Clearing and (ii) Electronic Debit Clearing.

Electronic Credit Clearing service is a reliable device used for bulk and repetitive credit-push payments such as salary, pension, dividend, commission, IPO refunds, interest, etc. ECS facility is largely utilized by the public and private limited companies and government departments which make bulk and recurring payments.

Electronic Debit Clearing Service is mainly for the payment of credit-pull transactions such as payment of utility bills, insurance premium and repayment of loan instalments.

**12. Real Time Gross Settlement (RTGS):** It is an electronic based settlement of inter-bank and customer-based transactions, with intra-day collateralized liquidity support from the RBI to the participants of the system. The settlement is done in near real time (maximum of 2 to 4 hours) and the funds settled can be further used immediately. It was started in March 2004. Both high value and retail payments can be affected through the RTGS system.

- As per Census **2011**, **58.7%** households are availing banking services in the country. There are **102,343** branches of Scheduled Commercial Banks (SCBs) in the country, out of which **37,953 (37%)** bank branches are in the rural areas and **27,219 (26%)** in semi-urban areas, constituting 63 per cent of the total numbers of branches in semi-urban and rural areas of the country. However, a significant proportion of the households, especially in rural areas, are still outside the formal fold of the banking system.

The number of ATMs in the country stands at **98,074**, of which 38 per cent are owned by private sector banks, **33** per cent by public sector banks, **27** per cent by the SBI and Associates, and **2** per cent by foreign banks.

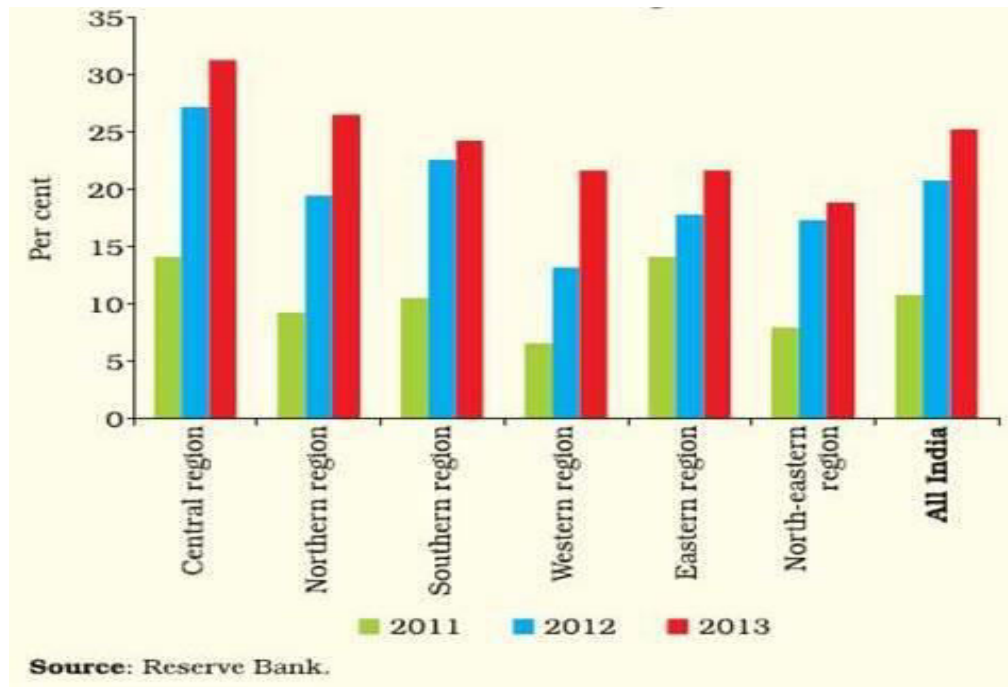
There has been a **30** per cent year-on-year growth in the number of ATMs deployed in the country since 2008, but the penetration of ATMs in Tier III to Tier VI centres remains below the desired level.

Banks have also been advised to provide an onsite ATM in all the branches in identified districts and a Debit Card to all beneficiaries to enable him / her to withdraw the money as and when he wants.

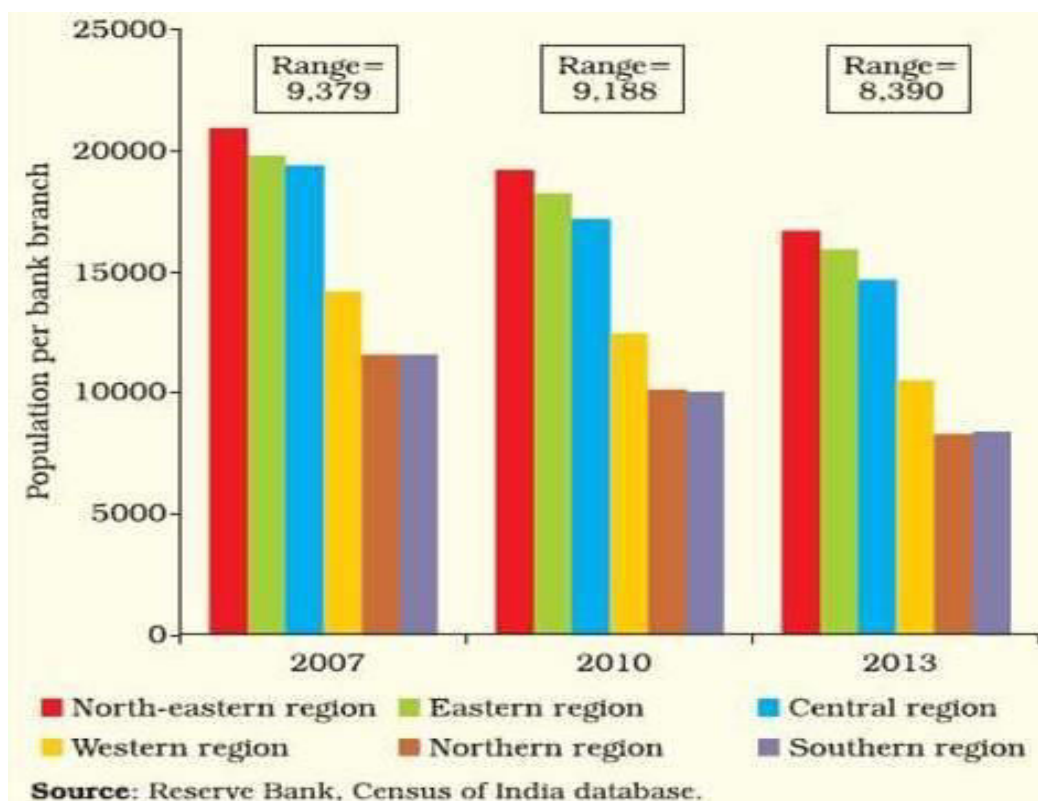
As per the Budget announcement 2013-14, Banks are required to ensure an onsite ATM in all the branches. Out of 34,668 onsite ATMs thus identified to be installed by Public Sector Banks, 1,097 ATMs have been installed by end of April, 2013.

### C) Supportive Graphs and Diagrams:

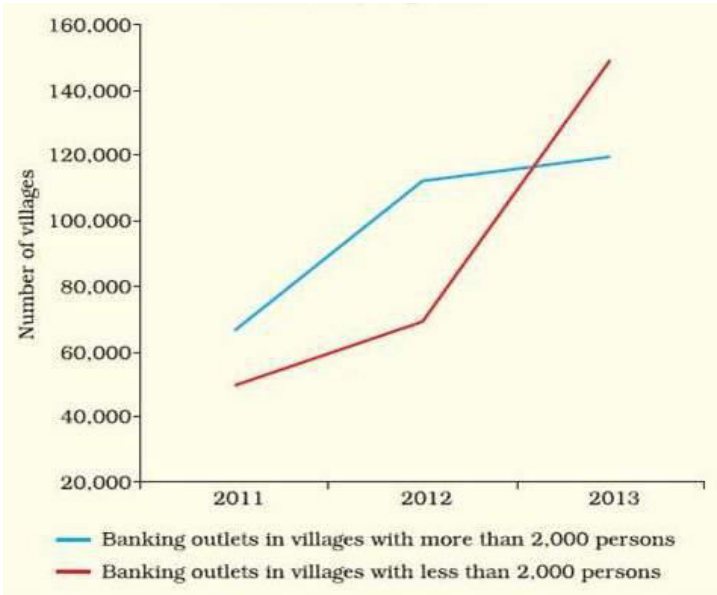
#### (A) Newly opened branches:



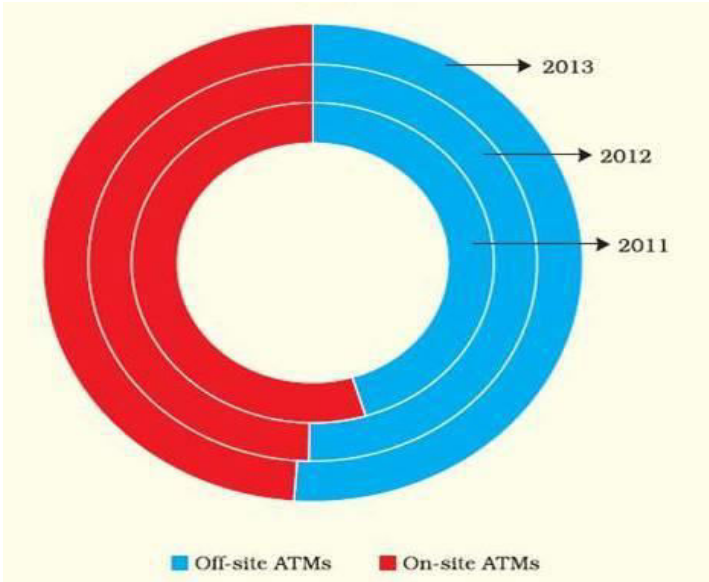
#### (B) Regional Gaps in Branch development:



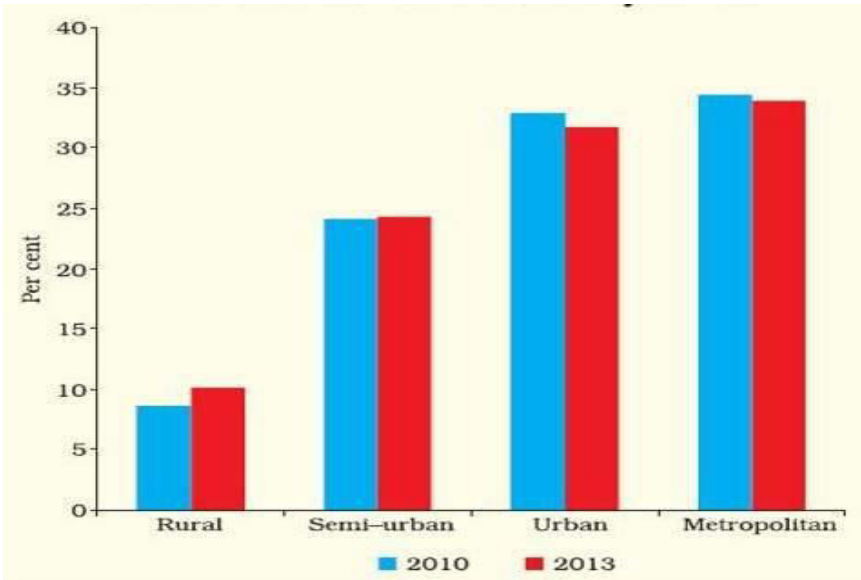
(C) Village banking outlets:



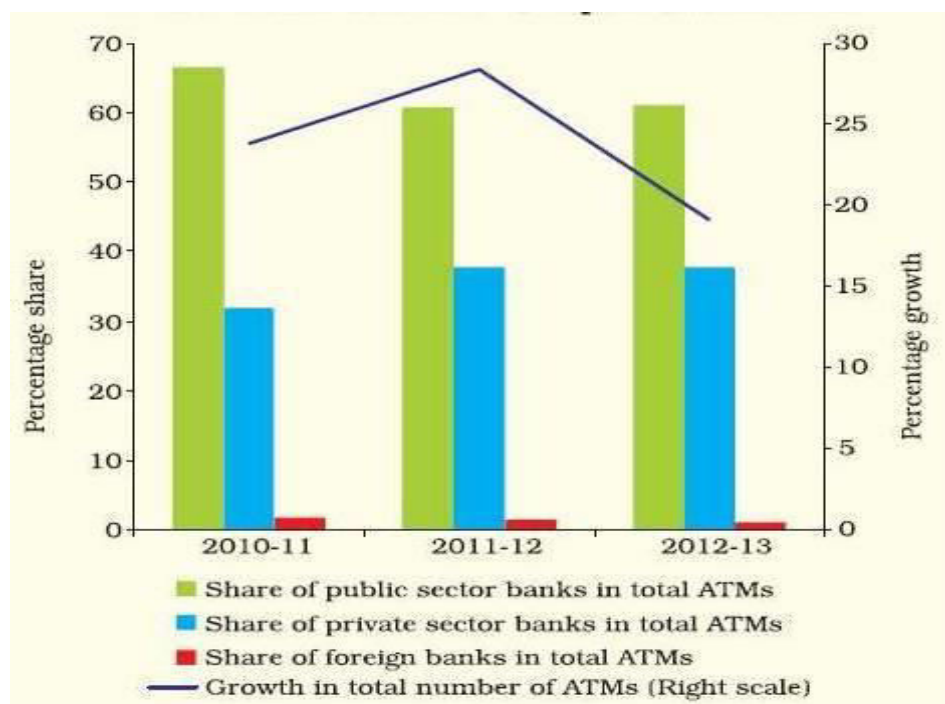
(D) Location of ATMs : On-site and Off-site



(e) ATM distribution in the country:



#### (F) ATM growth in recent years:



#### (G) Tier-wise Break up of Newly Opened Bank Branches:

Tier	2010-11	2011-12	2012-13P
Tier 1	1,942	2,235	1,752
Tier 2	449	642	791
Tier 3	1,167	1241	1006
Tier 4	663	823	727
Tier 5	580	979	1,114
Tier 6	877	1,553	1,823
Total	5,678	7,473	7,213

P: Provisional.

Source: Reserve Bank.

#### METHODOLOGY ADOPTED

I have relied upon various sources like published RBI's reports on the progress of banking, published articles, internet websites, newspaper articles, journal extracts for assimilating secondary data on the subject. The tables and charts hitherto published in RBI reports have also been used to justify the research hypothesis.

#### LIMITATIONS OF THE RESEARCH

The research is confined only to the study of the nature of branch expansion of commercial banks and the spread of ATM facility in the post reform period.

#### CONCLUSIONS

From the above discussions and supportive diagrams it can be inferred that in the expansion of banking services through branches, it can be found that Tier 1 and Tier 6 gets much more coverage and serious implementation. Even when it comes to developing, employing and integrating new technologies like ATMs, credit cards, Net-banking etc. in the working of the banks, it is the Semi urban, urban and metropolitan areas that get prominence and priority due to their existing infrastructure and easy acceptability by the banking institutions and the customers alike. Thus, when basic financial infrastructural facility like banking has a lopsided development in favour of semi-urban and urban areas, the larger picture of the RBI to penetrate unbanked areas and support financial inclusion becomes less effective. Although basic banking may reach remote and interior rural areas in a decade or so, the technology driven services of the banks will take time to reach interior rural branches for want of supportive infrastructure and lack of decent volume of business which is necessary to make advanced banking services feasible.

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**ROLE OF MICRO FINANCE IN WOMEN EMPOWERMENT**

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**Mr. Rahul Shah**

Assistant Professor, Swayam Siddhi College of Management and Research, Bhiwandi

**ABSTRACT**

*Microfinance has emerged as a powerful anti-poverty tool in the new economy. In India, the microfinance scene not only meets the financial needs of poor rural communities, but also self-help groups (SHGs) as a cost-effective mechanism for providing financial services to the 'underreached poor' governed by the Bank Linkage Program. It empowers the collective self-help capacity of poor people, not just women, leading to their empowerment. Rapid progress in SHG education is now blossoming into an empowerment movement among women across the country. Women's empowerment is a very important issue for developing countries. Because women are an integral part of society, their status and participation in decision-making processes and economic activities is very low. This paper provides a brief review of the literature in this area and highlights the status of women's MFIs in India while addressing critical issues facing Indian microfinance institutions. Examine the impact of developing micro-entrepreneurship on women's empowerment.*

*Keywords: Empowerment, Micro enterprise, micro credit, rural entrepreneurship, self help groups, women entrepreneur.*

**INTRODUCTION**

Women's empowerment is the process of meeting women's practical and strategic needs by enhancing their capacity for self-determination to achieve equal rights, power, authority and resources with men in the economy as well as in society. is defined as Empowering women is a comprehensive concept. It is multifaceted and includes economic, personal, social/cultural, familial, psychological and political dimensions. All these aspects of economic empowerment of women's development are paramount to achieving lasting and sustainable development of society.

**OBJECTIVE**

- Explore the role of microfinance in women's empowerment.
- Analyze the microfinance situation in India.
- Research on key issues related to microfinance institutions.

**Microfinance and Women's Empowerment**

Microcredit is a financial innovation that originated in developing countries that has successfully engaged in self-employed projects that enable extremely poor people to generate income, build wealth and escape poverty. Microcredit is the provision of very small loans to entrepreneurs and other poor people who are not considered bankable. Lacking collateral, stable employment, and a verifiable credit history, these people are unable to meet even the minimum qualifications to access conventional credit. Microcredit is a tool of socio-economic development. Professor Muhammad Yunus explains the role of microcredit in unlocking women's potential: With the success of microcredit, many traditional banking industries are beginning to realize that these microborrowers should be properly classified as prebankable. Interestingly, therefore, microcredit is gaining credibility with mainstream financial institutions, who see microcredit projects as a source of future growth. Microfinance, when extended to rural populations, especially women, in relation to support activities such as education, raw material supply and product marketing, leads to investment in small businesses and encourages women to become entrepreneurs. , can generate primary or additional income Poverty is reduced, development increases and women gain confidence to engage in entrepreneurial activities. When groups of people come together as a group and are empowered, it leads to holistic and sustainable social and economic development. Microfinance programs through SHGs (self-help groups) are designed to empower women to move from a position of marginalization in domestic decision-making and exclusion within the community to a more central and vocal position. It aims to create conditions conducive to The social process of microfinance programs increases women's self-esteem and self-esteem, increases awareness of social and political issues, and leads to increased mobility and a reduction in women's traditional segregation. Most importantly, microfinance programs enable women to contribute to the household budget and increase their bargaining power within the household.

India's development plans have always aimed to reduce inequality in the development process, recognizing that women are lagging behind due to various socio-economic, cultural and political factors. The five-year plan also

focuses on women's well-being, women's education and women's access. For resources and empowerment. From the 6th Five Year Plan, women are recognized as a separate target group and government efforts are focused on empowering women socially, economically and politically on an equal footing with men. . With the active support of RBI, NABARD, SIDBI, and NGOs, the field of microfinance has made great progress as a movement in our country, and microfinance has grown into a giant. Ultimately, the concept of self-help groups is an empowerment process, not a microcredit project. This support group and microfinance aims to empower poor women to help their families out of poverty.

### **Current State of Microfinance in India**

The microfinance sector has come a long way from microsavings to microcredit to microenterprise. It is now a dynamic space with different players using different approaches to offer different products and services to low-income customers. National financial institutions have been playing a leading role in microfinance programs for nearly two decades. They are actively partnering with informal delivery channels to give the microfinance sector the momentum it needs. A number of field studies have been conducted by various institutions to examine the impact of microfinance on consumer socioeconomic aspects. Despite impressive figures, the supply side of microfinance in India is currently still insufficient to fill the gap between supply and demand, but promises to be a huge opportunity for the financial sector and the economy as a whole. Microfinance faces a critical time when it wants to become part of India's financial delivery system and part of its financial inclusion agenda. The banking system and other legal forms such as NBFCs, cooperatives and NGO-MFIs are all approaching rural markets. Indeed, Indian microfinance is a diverse and dynamic industry. The country's unique economic conditions in the mid-1980s created the perfect conditions for a commercialized microfinance industry. With the help and support of international organizations, local businessmen and governments, the Indian microfinance sector has grown into a highly profitable and commercialized industry. As the sector began to thrive, several microfinance institutions emerged as leaders in terms of innovation and profitability. The paths blazed by these institutions have smoothed the paths for others. Their strong institutional structure and bespoke financing skills have unleashed a wave of competition, resulting in a highly competitive commercial industry. As a result, competition has led to more efficient operations, reduced costs, and increased customer choice. Also, the range has expanded and the profit has increased. Commercialization has thus created an effective and prosperous financial institution that actively contributes to the Indian banking system. Competitiveness has helped assimilate lower income groups into the more formal financial sector. Thus, while India's microfinance industry facilitates the development of the country's financial system, the informal sector is engaged and empowered. New opportunities and new challenges are emerging in the field of microfinance. In recent years, microfinance has been a hot topic for no good reason. Across India, there have been numerous suicides of microcredit customers due to excessive interest burdens and arrogant debt collectors in collecting loans. That is why the Indian government enacted laws to regulate high interest rates on microcredit and protect the poor from the hands of greedy MFIs. The Government of India introduced the Microfinancial Institutions (Development and Regulation) Bill 2012 on May 22, 2012, establishing a regulator under the RBI to regulate and monitor the activities of NGOs and MFIs.

### **Critical Issues for Micro Finance Institutions**

Some critical issues for microfinance organizations are as follows:

- **Sustainability:** Main topics are related to sustainability. Microfinance institutions are reported to be relatively expensive in terms of providing financial services. This can be partially explained by the fact that the amount and volume of credit is low while the cost of credit monitoring is high. Therefore, MFIs need to develop strategies to expand the reach and scope of their financial services.
- **Lack of capital:** The next concern for MFIs on the road to expansion is facing a shortage of their own funds. This is a serious limitation on our ability to scale. Many MFIs are socially oriented institutions and do not have sufficient access to financial capital. As a result, they have high debt ratios.
- **Borrowing:** It is relatively easy for MFIs to borrow from banks compared to the past few years. This change came after the RBI allowed banks to extend loans to MFIs in 2000 and treat the loans as part of their priority sector funding obligations. Private sector banks are developing innovative products such as bank partnership models for financing MFIs and are starting to see the sector as a good business proposition.
- **Limited outreach:** The program has been observed to focus primarily on women in rural areas. It has been argued that women are more trustworthy customers than men because they save more and have better repayment capacity. This made microfinance institutions cater to women. However, because fewer women apply for loans, their reach is narrower.

- High interest rate: The interest rate of MFI is very high and poor people cannot pay it back. Most of his MFIs in the country have been privatized and do not receive subsidized loans, thus shifting the burden to borrowers to cover the costs.
- Low customer retention: Customer retention is also very low. This is due to the lack of information and adequate education on services available to the poor.
- Geographical Barriers: His 50% of Indians live in rural areas and his MFIs operating in India are unable to reach and communicate in remote areas and the reach of these services is Limited.
- The urban poor are neglected by MFIs: Currently, there are many MFIs in the country, but only a few of them serve the needs of the urban poor, and only a small percentage of them. The rate of urbanization is increasing day by day, and the proportion of urban poor is also increasing rapidly.
- Fraud: Fraud is a problem that causes problems for organizations to grow and expand. Mistakes in customer credit management lead to problems of customer fraud and embezzlement.

### **CONCLUSION**

Increasing the proportion of women in microfinance and helping women develop leadership skills to become innovators in their field is key to taking microfinance to a new level. Given the high illiteracy rate among women in India, the government and microfinance institutions should actively organize forums and educate women on women's rights. To be fully economically viable, women not only need access to finance, they need gender equality, insurance, education, health care and housing to succeed. Microfinance can contribute to women's empowerment, but this cannot be taken for granted. Furthermore, to develop a functioning and diverse microfinance sector where different types of organizations, NGOs, MFIs and formal sector banks all have equality policies adapted to the needs of their respective target groups/institutions roles and capacities need to focus. We will work together to make a significant contribution to gender equality and the development of the poor.

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**INTENDING FOR STAFF CAREERS AND EXECUTION EXPLORATORY FACTOR**

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**Mr. Sharique Mushtaque Ahmed Momin**

Assistant Professor, Swayam Siddhi College of Management and Research

**ABSTRACT**

*Career planning is a combined effort between an organisation and its employees to adopt personal development goals and a route. Staff career planning, one of the key components of human resources management, is essential to both the accomplishment of corporate strategic goals and the advancement of individual careers. However, career planning's level of acceptance and current state of execution in the domestic are not very perfect. This paper primarily discusses the related concept and content of staff career planning. It also examines the degree of staff career planning realisation in the enterprise through investing action and research, analyses the underlying causes of this phenomenon, investigates the issues with staff career planning, and offers logical solutions.*

*Keywords: Career Planning, Realization, College Students' Career Planning.*

**INTRODUCTION**

After more than 10 years of growth, the idea of career planning and management is now more broadly acknowledged throughout the nation and by several businesses and organizations. The value of career planning as a crucial component of human resources management is undeniable, and it reflects the ability to create a win-win situation for both employees and employers. For employees, career planning can assist with choosing the right career path and advancing steadily within the company; for businesses, career planning can increase the cohesiveness. Even though more businesses are becoming aware of the value of career planning for achieving their strategic goals and being taken seriously, career planning is still not developing smoothly in China. The degree of realisation about enterprise staff career planning has been impacted by employee lack of knowledge of career planning, an inadequate enterprise career management system, and a lack of assessment and incentive mechanisms, a single career channel, and other factors. As a result, employees have taken numerous detours and have inadvertently hampered the growth of their organizations.

Modern human resource management focuses more on how to build potential and play expertise via self-awareness and positioning, and to obtain advantages for the company while attaining employee's life objectives. It is no more only about hiring and using personnel. Additionally, career planning helps both the business and the personnel to win. It not only promotes personal career growth and the achievement of life values. As a result, it is highly significant and crucial for both individual and organizational career growth.

**Analysis of the Factors Influencing Workers' Career Planning and Realization**

The majority of firms are now starting to pay attention to staff career management, but there are still numerous problems with the planning and management process. When managing employee career planning, for instance, some organizations initially have a lot of enthusiasm, but this energy cannot endure. The career planning system is still in place after middle managers' and employees' excitement seems to progressively diminish, but it has a far less impact than anticipated. This is a challenge that many corporate human resources departments must inevitably face. Due to the fact that domestic organizations are currently touched by a variety of exceedingly complex variables, it is difficult to simply and qualitatively analyze career planning and management in these organizations. Instead, a thorough, scientific examination is required.

**Investigation of the issues with the process of employee career planning**

The following questions are now the major focus of employees and businesses during the career planning and management process:

**Lack of Awareness of Importance by Management and Staff**

When questioned about such issues, the questioner inquired, "Will your company offer career planning for employees in the enterprise?" The question "Do you know how to plan your career?" is frequently asked by staff members and supervisors. This demonstrates how little value is placed on employee career planning by many businesses. Even if the word "career planning" has gained popularity inside the industry after all these years of growth, the issues highlighted in the aforementioned instances still exist: some companies and workers do not fully comprehend the significance of career planning. The idea of career planning is still underdeveloped in businesses and among employees; on the one hand, this is due to a lack of people-oriented human resource management and development perspectives, which hold that employees should only follow orders; on the other hand, many employees lack a clear understanding of career planning, lack the knowledge necessary to plan their careers, and are uncertain about how their careers will develop.

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**Professionals' and Corresponding Institutional Lack of Support**

Some businesses and workers are aware of career management and planning and are eager to do so, but they lack the backing of experts and relevant institutions in the professional world. Career planning undoubtedly influences Career planning. Additionally, many businesses only have one career development channel, which is not ideal for the implementation of career management.

**Inadequate Enterprise Assessment Mechanism and Absence of Corresponding Incentives**

Many businesses understand the value of career planning and are eager to offer career management to their staff members, but they are ignorant to the trends. Although these measures have contributed to the career planning of the employees, they frequently are not followed because they lack the motivation provided by a follow-up evaluation mechanism and a comprehensive career management system. In addition to wasting human resources, it also prevents business growth.

**Staff Career Goal and Self-Positioning Are Ambiguous**

The first phase in an employee's career planning is self-analysis and positioning; it also serves as a crucial foundation for choosing the professional growth path. However, a lot of employees lack self-awareness, lack knowledge of the workplace, lack defined career objectives, are subject to the outside environment and other variables, quickly alter their career plans, and are unable to endure.

**1. ALTERNATIVES AND RECOMMENDATIONS****Increase the Level of Enterprise Focus and Encourage Active Participation among Employees**

Enterprises have a significant role in the career planning of employees, particularly the human resources division and enterprise management. Therefore, businesses must acknowledge the value of career planning for both individuals and the company as a whole and actively assist in employees' career planning. Likewise, take the necessary steps to guarantee that employees take the initiative to plan their careers and that their careers develop in a healthy way. A collection of career planning connected to the ideal training, assessment, and promotion method may be used to develop specific metrics. Businesses use people resources responsibly and develop talent for open roles while combining personal growth with strategic goals to maximize the impact of career planning.

**Raise the Professional Caliber and Increase the Scientific Rigor of Career Planning Tools**

Although employees make up the bulk of career planning, staff members may not always have a professional understanding of it. Employee career growth is frequently hampered by the hurdles that come with career planning, design, and execution. As can be seen, professional career planning staff advice is essential. In order to assist employees in creating more scientific career plans, businesses need to either increase the expertise of career planning mentors or recruit more mentors who are professionals.

**Provide Employees with Talent Evaluation and Career Planning Advice**

While talent evaluation is a crucial component of human resource management and is utilized extensively in international businesses, in our nation it is only a formality and has not been effectively integrated into enterprise human resource management. Therefore, businesses should evaluate employee talent and offer specific career planning consultations. Employees may be able to more correctly assess themselves with the use of the evaluation findings. When used in conjunction with the consulting department's assistance and direction, it aids employees in creating more logical, individualized, and scientific career plans.

**Create an Effective Career Planning and Development System**

It takes a lot of time, and career planning is continually changed and improved to be finished. Businesses must create an ideal career planning and development system through ongoing feedback and modification so that workers' career planning is more logical and effective. Enforceable, in order to fulfil their career progress and consistently enhance their professional quality.

**CONCLUSIONS**

Personal career growth, as well as the usage and development of human resources within an organisation, have benefited greatly from career planning. However, there are a variety of issues and negatives that should not be disregarded while planning and managing a career. Both parties need to pay greater attention to career planning if it is to become more widespread and beneficial in the future. The only way the business can give employees a setting that supports a healthy career development and increases their talent pool and core competitiveness is by continually developing the career planning system. Enterprises and workers may only reach a win-win scenario if corporate strategic objectives and career development goals are coordinated. Employees must also actively engage in this process. Strengthening and improving career planning is essential for its effectiveness.

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**WOMEN EMPOWERMENT AND GENDER EQUALITY**

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**Mrs. Sarita Bhogre**

Assistant Professor, Swayam Siddhi College of Management and Research, Bhiwandi

**ABSTRACT**

*Women's discrimination is a part of every society. Only, the intensity is different and is based on the types of societies to which we belong too. There is a popular saying, "men are superior to women and women are always in the second position." Too much societal dominance always ensured that power should be concentrated only with a few men and women should be treated inferiorly.*

*In many households, predominantly men are involved actively in the decision-making process and women are expected to nod in a yes way. Since a different opinion could lead to arguments and could disturb the decorum of the house. This thought process is imbibed in women which inhibits them to give their opinions.*

*Many institutions, government organizations, NGOs, and profit organizations are supporting the concept of gender equality. Innovative policies and rules are sent by the government to eradicate gender biases. These entities also play an equal role in women's upliftment. In a globalised world, the government also supports women by framing ample policies for their development.*

*SEWA<sup>1</sup> is one such Indian organisation that constantly works on women empowerment and societal development. They are working constantly in transforming many women's lives by providing them with enormous benefits.*

*Keywords- Discrimination, Gender bias, Equality.*

**INTRODUCTION**

In many developed countries, we could see males and females are equally treated. In every sector, both are given equal chances to grow and develop. The scenario is not the same in developing or underdeveloped nations. The differences between the male and female workforce are clearly demarcated.

1: Society for Empowering Women to Achieve. It is a registered society (Regn no 467 of 2019) established with the objective of providing all types of support to women so that they can progress in their chosen fields.

Men and women are always different. Reasons could be different biological makeup, different energy level, or different ways to handle emotions. These differences are certainly laid down by the physical outlook which is certainly difficult to alter.

There are many differences that are laid down by society which form the major aspect of discrimination. They could be customs, traditions, religion, duties, roles in household responsibilities, etc which is making women feel inferior. SEWA is one such organisation that is putting immense effort to empower women and make them feel equal. Issues like gender biases and discrimination could be addressed successfully by implementing policies pertaining to women development.

Varied thinking and breaking the ice ceiling could successfully tackle gender discrimination.

Innovation and women empowerment go hand in hand. Creative thinking, innovation in working patterns, and developed thinking could definitely eradicate these differences. Nowadays, we could see women on every front be it corporate, politics, health, the education sector, sports, entertainment, etc.

Unfortunately, this is majorly limited to urban India. In villages, and towns we could still visualize the rudimentary scenario which should be modified to a greater extent. Innovation and women empowerment should be a larger part of these areas for the overall growth of our country.

**CONCEPTUAL FRAMEWORK**

- 1) **Innovation:** It refers to the creation of something new or finding the new usage of an old thing. This could be finding news or a modified way to do a task or an activity. Innovation is primarily used in the business scenario, where ideas are explored to raise the economic value of the firm, earn profits, increase market share, and increase customer base.
- 2) **Empowerment:** Act of giving freedom to an individual to take their own decisions, to allow the person to think for self-development. Further giving them extra responsibility and making them accountable.

**3) Women Empowerment:** It is providing support to the female members of society. Provide them with help in the form of knowledge, education, and upliftment. It could also be providing aid for women to tackle difficulties in life. Empowerment allows women to make life choices that could develop them in long run. They could also be able to enjoy the resources, learn new technology, and succeed in every domain. Women can explore different opportunities and can-do better decision-making.

**4) Gender Equality:** In the business world, this particularly means having equal participation of men and women in the development process of the organisation. Gender equality could be seen in sectors like IT (Information Technology) and ITES (IT Enabled Services), Pharma, BPO (Business Process Outsourcing), KPO (Knowledge Process Outsourcing), Retail and Real estate. This is a perfect picture scene in urban India.

Women Empowerment is becoming a very known concept in forming a nation's economic policy. The contribution of women to the economic development of a nation cannot be ruled out. In spite of all these developments, in rural India, women still feel helpless and powerless. They could be helpless in social and economic circles. It is a vicious cycle of powerlessness. When limited power is given to females, it often leads to low educational and social status.

There is also a decline in the income level of these women. Employment opportunities are limited to a greater extent. Thus, females feel vulnerable and isolated with a reduction in their growth.

SEWA has provided immense support in the development of women in the larger part of society. The organisation is providing its hands to transform the social and economic environment of both males and females in different institutions and political scenarios.

#### **ANALYSIS**

In the given research, analysis is based on secondary data. The case study method has been adopted for this research article. In this article, an example of SEWA is highlighted. The organisation named SEWA is operating in India primarily for women empowerment. Secondary data is used as a data collection tool. They are putting efforts into the development of underprivileged and weaker sections of societies, women predominantly in rural India.

This organisation is indirectly contributing to the development of the country. The prime focus is on giving women, an equal chance to prosper. Moreover, the government is also providing its help for women upliftment. Majorly, the lack of maintaining records is a major hindrance to showcasing the efforts of such organizations.

#### **CASE STUDY ON SEWA**

SEWA stands for Society for Empowering Women to Achieve. It is a registered society (Regn no 467 of 2019) established with the objective of providing all types of support to women so that they can progress in their chosen fields. It also extends its support to the beauty contest.

They are providing a platform for Mrs. INDIA finalists to share their ideas for social development. They believe beauty can attract other women to contribute. It is a platform for women to join hands and work towards a better society. (<https://sewa.ngo/about-us/>)

The major focus of their work is to provide quality education and scholarships, improving women health in rural and lower strata of society. The association has appointed counselors to provide counseling on issues related to domestic violence and family fights, the firm also provides financial aid to start-ups and upcoming entrepreneurs.

#### **Following are their Initiatives in Different Domains.**

1. In the field of education: Providing meritorious scholarships to girls and women students. Giving financial aid to women involved in sports, women in play/ dramas, or artists who are representing our country at the international level. Allocating books, notebooks, and other stationary items.
2. In business scenarios: Giving financial aid to different start-ups and enterprises. Providing platforms for newcomers to sell their products via their website. Hence, many new sellers can advertise their products on the SEWA website by paying a very nominal maintenance charge.
3. Promoting health and hygiene: The organisation is conducting different seminars and workshops on the importance of health. Regular health check-up camps, blood donation camps, free distribution of health tablets, etc. are conducted by SEWA on regular basis. Different programs on female health and hygiene during menses are held on many occasions.

Further making people aware of various types of cancer, pertaining to breast cancer in particular. Regular sessions on women care during pregnancy and post-pregnancy are also given due importance.

4. Self Defense: Initiatives like the self-defense programs for girls/college-going students are also given due importance.
5. Saving an environment: SEWA is equally participating in making the environment cleaner with focus on excessive plantations.

### **READING AND DISCUSSION**

The core belief of SEWA is to encourage women and underprivileged community people to become self-reliant. They believe in making women techno-savvy to eliminate gender bias. The only way to develop women is to encourage them to get acquainted with the latest technology and up gradation. They are constantly working toward women upliftment and raising the standard of poor communities.

Their belief is to organize the female workforce into various other groups for them to progress. No matter what, women have to be engaged at least in small economic activities. That's why the organisation understands the needs of the female workforce and providing them with opportunities in fields like IT, ITES, insurance, loan department, self- help groups, healthcare, the retail sector, etc.

The organisation insists on making women technology-centric. Thus, the women workforce could be comfortable in e-marketing, e-selling, and digital marketing to beat the competition and gain financial freedom. Under various schemes and policies implemented by SEWA, underprivileged women with poor economic backgrounds are provided with an opportunity to participate in various health care and savings groups.

### **CONCLUSION**

Gender inequality is a severe concern for a developing nation like India. Almost 70% of our population still lives in villages with a fixed mindset of having women to be engaged only in household chores. Women should only focus on preparing meals, looking after the home, and raising children

The government is undoubtedly creating awareness and forming various policies for women upliftment. Unfortunately, these are limited to major cities and towns. A larger section of women living in rural areas is still uncovered. Further to this, a handful of NGOs and self - help groups are also trying hard to eradicate gender bias and look for women development.

Organisation like SEWA is making efforts to increase well-being and promote gender The government is undoubtedly creating awareness and forming various policies for women upliftment. Unfortunately, these are limited to major cities and towns. A larger section of women living in rural areas is still uncovered. Further to this, a handful of NGOs and self- help groups are also trying hard to eradicate gender bias and look for women development.

Organisation like SEWA is making efforts to increase well-being and promote gender equality.

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**ISLAMIC BANKING**

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**Mr. Rahul Shah**

Assistant Professor, Swayam Siddhi College of Management and Research, Bhiwandi

**ABSTRACT**

*The Indian economy is a developing economy characterized by the coexistence of public and private institutions. It is the world's 6th largest economy by nominal GDP and 3rd largest by purchasing power parity. Contrary to the fact that India could become the country with the highest number of people living in extreme poverty in the world, the nation should address society as a whole with justice, brotherhood and social welfare. In response to the global economy, India has introduced new economic policies consisting of liberalization, privatization and globalization. Since then, the Indian banking sector has also been reformed through deregulation, the opening of new banks and the influx of foreign investment into the Indian banking sector. India's currently dominant banking system is inadequate to meet the needs of all walks of life. Islamic banking (based on Islamic Shariah) can play a key role in creating economic justice and reducing inequality. The study explores the development prospects and efforts focused on the adoption of Islamic banking in India with its huge potential investment and also aims to promote Islamic banking in India for comprehensive development and well-being of the people. Explore the potential hurdles you face to adopt People have to deal with society.*

*Keywords: Islamic Banking, Riba, Shariah,*

**DEFINITION**

Islamic banking has been characterized in various ways. The meaning of Islamic bank supported by the General Secretariat of the OIC is expressed in the accompanying way. "An Islamic bank is a monetary establishment whose status, rules and methods explicitly state obligation to the standard of Islamic Shariah and to the forbidding of the receipt and installment of premium on any of its tasks." Dr Shawki Ismail Shehta seeing the idea according to viewpoint of an Islamic economy and the planned job to be played by an Islamic bank in that thinks that "It is subsequently, regular and, to be sure, basic for an Islamic bank fuse in its capacities and practices business venture and social exercises, a foundation plan to advance the cultivated mission of an Islamic economy." Dr. According to Zia ul Ahmed, "Islamic banking is basically a regulating idea and could be characterize lead of banking in consonance will the ethos of the worth arrangement of Islam."

It shows up from the above definitions that Islamic banking is an arrangement of monetary intermediation that dodges receipt and installment of premium in its exchanges and directing activities such that it helps accomplishing the goals of an Islamic economy. Then again, this is a financial framework whose activity depends on Islamic standard exchanges of which benefit and misfortune sharing (PLS) is a significant element guaranteeing equity value in an economy. To that end Islamic banks are regularly known as PLS-banks.

**Hypothetical Basis of the Concept of Islamic Banking**

Traditional banking is basically founded on debt holder leaser connection among investors and the bank in the one hand and between the borrowers and the bank on the premium is considered as the cost of credit, mirroring the open door cost of cash. Islam, then again, believes advance to be given or taken, for nothing, to meet possibility and that the lender ought not lake any benefit of the borrower. The cash is loaned out based on revenue, all the more frequently it happens that it prompts a shamefulness of some sort or another. The primary Islamic standard hidden such sorts of exchanges is that "bargain not unfairly and ye will not be managed treacherously". Henceforth, business banking in an Islamic system did not depend on borrower leaser relationship.

The subsequent standard in regards to monetary exchanges in Islam is that there ought not be any compensation without hazard taking. This standard is pertinent both to work and capital. As no installment is permitted to work except if it is applied to work, no prize for capital should be permitted except if it is presented to business hazards.

Consequently, monetary intermediation in an Islamic structure has been envisioned based on the above standards. Thus monetary connections in Islam have been participatory in nature. A few scholars recommend that business banking in a premium free framework ought to be coordinated on the standard of benefit and misfortune sharing. The foundation of interest is subsequently supplanted by a rule of investment in benefit and misfortune. That implies, a decent pace of revenue is supplanted by a variable pace of return in view of truly monetary exercises. The unmistakable attributes which furnish Islamic managing an account with its central matters of takeoff from the customary premium based business banking framework are: (a) the Islamic financial

framework is basically a benefit and misfortune sharing framework and not only a premium free (Riba) banking framework; and (b) venture (credits and advances in traditional sense) under this process for banking should serve all the while both the premium of the financial backer and those of the nearby local area. The monetary relationship as pointed above is alluded to in Islamic statute as Mudarabah.

### **Recognizing Features of Islamic Banking**

An Islamic bank has a few unmistakable elements when contrasted with its regular partner. Five fundamental contrasts as beneath:

1. **Nullification of Interest (Riba):** Since Riba is disallowed in the Holy Quran and premium in the entirety of its structure being similar to Riba as, affirmed by Fukaha and Muslim business analysts with intriguing exemptions, the first distinctive element of an Islamic bank should be that it is sans revenue, while the abrogation of Riba would be the first and fundamental contrast between the customary premium based business banks and Islamic banks, if would not the establish the main distinction between them. The nature, viewpoint and tasks of an Islamic bank would need to go through a total exchange.
2. **Adherence to Public Interest:** Activity of business banks being basically founded on the utilization of public assets, public premium rather than individual or gathering revenue will be served by Islamic business banks. The Islamic banks should utilize all stores, which come from general society for serving public premium and understanding the significant financial objectives of Islam. They should play an objective situated rather than simply a benefit expanding job and ought to change themselves to the various requirements of the Islamic economy.
3. **Multi-Purpose Bank:** Another significant distinctive component is that Islamic banks will be general or multi-reason banks and not simply business banks. These banks are imagined to be a crossbreed of business and venture banks, speculation trusts and speculation the board foundations and would offer an assortment of administrations to their clients. A significant piece of their financing would be for explicit undertakings or adventures. Their value arranged speculations couldn't allow them to acquire short and loan long. This ought to will quite often make them less emergency inclined contrasted with their entrepreneur partners. Since the short-term, call advance or extremely transient between bank market might be accessible to them just somewhat, they might need to put forth a more noteworthy attempt to coordinate the development of their liabilities with the development of their resources.
4. **More Careful Evaluation of Investment Demand:** Another vital component of an Islamic bank is its extremely cautious demeanor towards assessment of utilizations for value arranged financing. It is standard that regular banks assess applications, thinks about security and evades hazards quite far. Their fundamental concern doesn't go past guaranteeing the security of their standard and interest receipts. Since the Islamic bank has in fabricated instrument of hazard sharing, it would should be cautious more cautious. It adds a solid aspect in the entire loaning business and kills an entire scope of unfortunate loaning rehearses.
5. **Fill in as Catalyst of Development:** Profit-Loss-Sharing being a particular quality of an Islamic bank, if encourages nearer relations among banks and business visionaries. It creates monetary skill in non-monetary firms additionally empowers the banks to accept the job specialized experts and monetary counsels and go about as impetuses during the time spent industrialization and advancement. The bank would deal with every one of the dependable and concurred monetary requirements of their customers in this way letting them free from the need to go around for assets to beat their typical liquidity deficiencies.

### **Targets of Islamic Banking**

The essential target of setting up Islamic bank all around the world is to advance, cultivate and foster the utilization of Islamic standards, law and custom to the exchange of monetary, banking and related business issues and to advance speculation organizations, undertakings and concerns which will themselves be occupied with business as are adequate and predictable with Islamic standards, law and customs. Yet, the target of Islamic bank when seen from the setting of its job in an economy, its particular goals might be enrolled as following:

- To offer contemporary monetary administrations in similarity with Islamic Shariah;
- To contribute towards monetary turn of events and flourishing inside the standards of Islamic equity;
- To work with productive designation of assets;
- To help accomplishing solidness in the economy;

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**Offer Financial Services**

Premium based banking viewed as rehearsing riba in monetary exchange as Islamic banking is obviously implied for formation of arrangement for Shariah supported monetary exchanges.

**Islamic Banking for Development**

Islamic banking is professed to be more improvement arranged than its ordinary partner. The instrument of Profit-Sharing is work being developed advertiser since it sets up an immediate connection between the advantage of the bank and the business visionaries.

**Ideal Allocation of Recourses**

One more significant target of Islamic banking is the ideal allotment assets. The fundamental component of Islamic financial framework is with the end goal that monetary assets are designated to projects which are viewed as more beneficial.

The means, on account of Islamic financial benefit of undertakings functions as main consideration concerning where the monetary assets will go and how much.

**Islamic Banking for Equitable Distribution of Resources**

One more significant target of Islamic banking is to guarantee fair dissemination of pay and assets among the taking part factors: the bank, the investors and the business visionaries. This is done through its implicit mechanical course of action just as other government assistance exercises sought after through Zakah reserve.

**Benefits of Islamic Banking**

Equity and Fairness: The reinforcement of the Islamic Banking model depends on a benefit sharing standard, by which the danger is shared by the bank and the client. This arrangement of monetary intermediation adds to a more evenhanded dissemination of pay and abundance.

Banking for All: Albeit in view of Shariah standards, Islamic Banking isn't limited to Muslims simply and is accessible to non-Muslims also.

Straightforwardness: Islamic Banking is tied in with directing business in a fair and straightforward way. Directing you through to guarantee full comprehension of dangers and expenses related with the items and administrations is the greatest amount of right.

Moral and Moral Dimensions: The solid moral and moral components of carrying on with work and choosing business exercises to be financed assume a significant part in advancing socially advantageous ventures and better individual or corporate conduct.

**CONCLUSION**

Theoretical exchanges are wellsprings of precariousness and essentially is misallocation of capital. Islamic Banks are denied from completing such exercises, rather centering in arrangement of funding to the genuine economy, to advance financial equity.

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**TECHNOLOGY'S PLACE IN ADMINISTERING HUMAN RESOURCE**

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**Mr. Sharique Mushtaque Ahmed Momin**

Assistant Professor, Swayam Siddhi College of Management and Research

**ABSTRACT**

*Due to globalization, organizational changes, workforce management needs, and the retention of skilled personnel, businesses have been significantly impacted by the rapid developments in technology. Human resources must quickly react to these changes. In order to establish functional alignment with organisational goals, HR must have technology at its heart if it is to continue to play a crucial role in assisting businesses to anticipate and manage organisational change. Thus, one of the professional occupational segments that technology developments have affected is human resources management. Professionals in human resources management now play a very different function as a result of technology. To increase administrative effectiveness and responsiveness of human resources management to their internal clients, workers, and managers, an increasing number of human resources management tasks inside the human resource department are being conducted electronically. Nearly all essential human resource functions now heavily rely on web-based technologies. Some of these include creating job applications, enrolling employees in benefits, and receiving training via online resources (Mathis and Jackson, 2010). This research places a strong emphasis on the value of, and use of, technology by firms in simplifying their human resource activities.*

*Keywords: Human resources, technology, functions, organizations.*

**INTRODUCTION**

From paper and pencil to PCs, electronic databases, and integration with corporate business systems, HR technology has advanced significantly. The growth of web-based technology has been crucial in helping HR to boost customer and strategic services while decreasing transactional tasks. Systems that are interconnected and utilized to collect, store, and analyze data about a company's human resources are known as human resources information systems (HRIS). Utilizing HRIS technology may assist HR in automating and streamlining processes, minimizing administration and recordkeeping, and providing management with HR-related data as needed. These systems offer a location for storing and maintaining information and data, and they have varied degrees of reporting capacity. However, in order for the data to be helpful, they must be translated into management-relevant information. This is the difficulty that HR departments are now experiencing, and it is what will ultimately determine whether HR can provide strategic HR services.

In order to gather, record, store, manage, deliver, alter, and show data for human resources, HRIS combines databases, computer applications, hardware, and software. It's crucial to understand that "systems" refers to more than simply hardware and software. Systems also comprise the personnel, rules, guidelines, and information needed to manage the HR function. Computer technology does a good job of "operationalizing" the information—making it simpler to collect and disseminate and ensuring that it is unique to the organization's HR rules and practices—but it is not the key to successfully managing human resource information. A good HRIS must enable the incorporation and integration of HR policies and practices with the IT infrastructure and software programs of a business. A straightforward business rule, such as "promotions cannot exceed 8% of pay," might be simply coded into the system, and problems could be signaled when they happen.

When HR managers want to manage the performance of their staff, information technology can help. Every level of hiring, induction, instruction, performance monitoring, and retention HR managers may greatly benefit from using information technology to better understand the requirements of their staff members and meet those needs.

Google is a good example to use. But even in the age of automation, artificial intelligence, big data, and analytics, the value of human resources has not diminished. The need for skilled labour is still quite strong. The reason for this is that since nothing will ever run by itself, enterprises will always require management. The finest athletes love their team members and, rather than abusing or utilizing them, try to develop their talents and potential.

**LITERATURE REVIEW**

Numerous studies and publications have been produced about the influence of IT on human resource management. Information technology is now being used much more often in HR. According to an assessment of the literature, the latter ten years of the 20th century saw the beginning of IT's involvement in HRM.

The nature of work and occupations are changing as a result of technological advancements. Fax machines, information technology, and personal computers among other technological advancements have made it possible for businesses to move operations to regions with cheaper salaries. The globe is seeing a significant shift from manufacturing occupations to service jobs. The proportion of the workforce engaged in providing and producing services is growing. The majority of the industries will be in the service sectors, including fast food, retail, consulting, education, and the legal profession. Production is now restricted to specific categories of businesses, such as heavy industries and the food industries. New worker kinds and new approaches to human resources management will be needed to handle these occupations (SHRM, 2014).

HRIS was initially described as "a specialized information system inside conventional functional areas of the organization, designed to assist the planning, administration, decision-making, and control functions of human resource management," according to DeSanctis (1986). A few years later, in 1997, Haines and Petit defined HRIS as a system used inside an organization to gather, manage, store, search, analyze, and disseminate human resource data.

According to Ruel et al. (2008), e-HRM is an internal application of e-business techniques that was initially employed in the late 1990s, when e-commerce was taking over the commercial sector. It aids management in a more effective and efficient information flow and HRM process. With the advancements in information technology, organisations were able to handle an expanding number of HRM operations efficiently, which increased access to information and expertise. As a result, HRM specialists were better able to play a strategic role in achieving increased competitive advantage.

IT developments have made it possible to tackle the problems of HRM by attracting, keeping, and motivating people, satisfying the requirements for a more strategic HR function, and managing the "human aspect" of technological transformation in the future (Ashbaugh and Miranda, 2002).

By utilizing information technology, HRM can face the challenge of simultaneously being more strategic, adaptable, affordable, and customer-focused (Snell, Stueber, and Lepak, 2002). The interaction and intersection between IT and HRM led to the emergence of HRMS, according to Adewoye (2012) in his paper "The Impact of Information Technology (IT) on Human Resource Management (HRM): Empirical evidence from Nigeria Banking Sector - Case Study of Selected Banks from Lagos State and Oyo State in South-West Nigeria." While the programming of data processing systems developed into standardized procedures and packages of enterprise resource planning software, it unified all HRM activities and processes with the information technology industry.

## **RESEARCH METHODOLOGY**

The current study has made use of secondary data. The secondary data was gathered through thorough desk research using the library, other published publications, and the internet. The research was created to look at the software and IT solutions used for HR planning, recruitment, training, and technology utilization.

## **OBJECTIVES OF THE STUDY**

The research examines how technology is used in HR-related functional processes.

### **Significance of the Study**

The research is very important to corporate organisations because it examines the value of technological tools used by HR professionals, how HR is developing, and what effects technology may have on HR.

### **Findings of application of Technology in HR functions**

Organizational management, health and safety, labour relations, time and attendance tracking, training and development, pension administration, employment equality, performance assessment, compensation and benefits administration, and payroll interface are the primary elements of HRIS systems.

Organizations use a three-step procedure to select an HRIS.

The adoption phase is the initial step, during which companies conduct needs analyses to identify requirements.

The second phase, referred to as implementation, is when project teams are formed, the software is tested, and privacy and security issues are resolved.

The institutionalization phase, which is the third step, is when training and change management efforts are highlighted.

**The overall services provided by the human resource information systems (HRIS) include:**

a) Management of all personnel data.

- b) Reporting and examination of personnel data.
- c) Records pertaining to the business, such as the employee handbook, emergency evacuation protocols, and safety regulations.
- d) Administration of benefits, including enrollment, status modifications, and updating of personal data.
- e) Full integration with accounting and financial software used by the business, including payroll.
- f) Management of resumes and application tracking (Sharma, 2012).

### **Hiring Through Technology**

When firms are looking to hire, information technology immediately assumes the role of the savior. Information technology may assist HR managers in reducing their effort by handling everything from advertising positions to analyzing applicants and everything else, including testing and screening. The internet is facilitating performance globally, and a significant portion of global commerce is conducted online. Using internet technologies makes it simpler to connect with a larger talent pool. An HR manager may locate and choose the best candidates for a position using a variety of apps and websites. When businesses are looking for the ideal individual, the recruiting websites may be a huge assistance. Such a website exists in Linked In, where hiring managers may quickly identify qualified candidates without incurring significant costs. Managers of human resources would prefer not to waste their time on candidates who do not meet their standards or the criteria of the position. Therefore, services like Linked In and Monster may aid businesses in focusing on the correct demographics. Organizations may improve the effectiveness and targeting of their employment processes in this way.

### **Using Technology to Train**

Even while some new hires may already have all the necessary knowledge and expertise, they may still require some training in order to fit in with the new workplace. Training new hires may be a difficult undertaking. Employing web-based training solutions can make it simpler for businesses. These tools simplify training in a number of ways. Delivering lessons and training materials online and with the use of IT tools and software is simple. Delivering presentations and analyzing data are made simple by software like Excel and PowerPoint. These tools may be used by line managers and HR managers to create captivating presentations and to train their new hires. Additionally, managers can provide training materials online for new hires to utilize as self-study. The use of online and email-based training resources helps speed up staff learning. As a result, training will be more effective and workers will be more prepared for their employment. It's another reason why HR managers now have to have IT expertise.

### **Management of Performance and Technology**

Evaluating performance and handling criticism, the performance of employees may be measured and assessed using information technology. When the correct tools are used, everything from gathering input from line managers and coworkers to analyzing all the acquired data and comparing it to the metrics becomes simpler and easier to compare employee performance to the established standards. There is a wide variety of software on the market that may be used to assess performance management. Performance management includes training people to perform better as well as assessing their performance and letting them know where they fall short. Performance management also includes the development of human resources as a key component.

Many HRIS (Human Resource Information System)-using program, including Clear Company, Halogen Performance, Performance Pro, High Ground, Lattice, and Big Data Analytics, have improved the accuracy of employee performance management and aided in providing the staff with appropriate rewards. As a result, there has been an increase in employee loyalty to the company and their jobs.

### **Payroll and Benefits Administration**

In order to increase HR efficiency, Perrin (2001) noted that a lot of businesses have been migrating their HRM operations, such as the pay and benefits service, such as record keeping, salary computation, etc., to the web. In order to achieve salary calculations, statistics, distribution, and inquiries, organisations can simplify the data on wages, salaries, and other benefits to online payroll and compensation applications. Employees may use real-time self-check functionality on the web to comprehend historical and monthly salary and benefit data (Payton, 2003).

Data may be kept, created, and saved in the HRIS, which is composed of a variety of subsystems. These data may be utilized to provide information that will be useful for a variety of stakeholders' needs. The following is possible with the HRIS:

1. Establish and maintain personnel data, assure legal compliance, and give management the ability to anticipate and prepare future HR needs
2. Give HR and management information so they can manage talent and knowledge (career and succession planning)
3. Make information available to help HR goals and actions better connect with the strategic plan of the company
4. Assist managers in making decisions by supplying pertinent facts so they may do it in a more efficient and knowledgeable manner.

**Cloud Data Storage Usage**

Many parts of the business sector, including HR procedures, have altered as a result of the advent and growing usage of cloud storage services. Data storage has always been an issue since HR teams manage such a large amount of data. The conventional usage of large hard drives and tall stacks of documentation has been supplanted by the cloud. It is now simpler for HR to safeguard and manage data more effectively.

Important data and information may be safely saved for extremely long periods of time on the cloud. This system's ability to retrieve stored data via automated procedures on the internet is a big benefit. From the safe distant places where they have been kept, it is now simpler to swiftly retrieve tax papers and employee information.

The usage of cloud storage platforms is complementary to that of big data. Access to crucial data that offers helpful insight into business operations has increased the importance of HR. We anticipate that changes to Big Data and cloud-based technologies will be introduced in the upcoming years to satisfy HR's expectations for more sophisticated interpretation and access to execute wider applications.

**Employing HR analytics**

HR analytics uses technology to correlate company data with people data, which can subsequently help forge significant relationships. The main goal of HR analytics is to demonstrate clearly how the HR department affects the firm as a whole. HR analytics is all about establishing a cause-and-effect link between what HR does and business outcomes, and then developing strategies based on that knowledge.

Authentic case studies the value of a 0.1% increase in employee engagement among employees at a specific location may be exactly calculated by Starbucks, Limited Brands, and Best Buy. For instance, Best Buy's yearly operational revenue for the retailer is greater than \$100,000 when this number is considered. However, AT&T and Google have found via quantitative research that a demonstrated capacity to take initiative is a considerably greater predictor of excellent performance on the job. Many employers prefer job seekers with stellar academic records from famous colleges. When managers anticipate employee loss, the issue may be less of a concern. Sprint has determined the elements that are most effective in predicting which employees would depart after a short period of time. Oracle was able to determine which top performers were expected to leave the company and why in just 3 weeks. This information is now driving changes in global policy aimed at keeping key performers, and it has given rise to a successful business case for expanding the system's use to include predicting high performer flight.

**Benefits of the Workforce Automated Solution**

We now have access to distinctive platforms like Ximble that provide a broad range of capabilities, including: • A customized software-based organizer that can be used to access locations, availability, and improve labour costs in line with the budget.

- A framework for universal dashboards that enables simple roster administration and scheduling with real-time logins and precise availability updates.
- Convenient chat portals that enable two-way connection with the staff.
- The use of time clock program for mobile devices, GPS tagging, and geofencing to enable online or text message employee monitoring.
- Using timesheets to efficiently and swiftly conduct payroll.
- Thorough staff scheduling, attendance, punctuality, and tardiness tracking.

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**CONCLUSIONS**

IT expertise and business language proficiency are now requirements for HR professionals. They must comprehend the corporate environment and the main factors that management believes affect labour productivity. HR will become more and more dependent on tools like benchmarking and balanced scorecards. With the use of these technologies, HR will receive feedback on how well they are serving customers and actually listening to the business. Finally, the use of emerging technologies by HR to boost productivity and the management of human capital, as well as how HR uses technology to assess its own performance, will determine if the HR department is genuinely a business partner or just a poor one.

Many businesses haven't yet switched to current HR systems despite the possible consequences, but it's only a matter of time. HR has a lot to look forward to as we rush headlong towards the workplace's technological future; cloud computing, simpler storage, better analytics, and more transparency are just the beginning. Technology is simply too important for company to ignore because of the efficiency, financial savings, employee expectations, and the value of Big Data for HR and businesses as a whole.

People are therefore essential to every company's success. There is no denying that any company that can draw in the appropriate people, manage staff well, utilize capacity effectively, and keep employees on board is positioning itself for long-term success. With the aid of technology and software, HR departments are producing more data than ever before, but they frequently struggle to transform that data into insightful knowledge; as a result, using analytics helps them to understand the performance capabilities of employees.

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**CYBER SECURITY****Patiksha Deolalkar**

Assistant Professor, SSCMR, Bhiwandi

**ABSTRACT**

*Cyber security is the practice of defending computers, servers, mobile devices, electronic systems, networks, and data from malicious attacks. It's also known as information technology security or electronic information security.*

*Keywords: Cybersecurity; cyberspace; cyber terrorism; Information security.*

**1. INTRODUCTION**

Today an individual can receive and send any information may be video, or an email or only through the click of a button but did s/he ever ponder how safe this information transmitted to another individual strongly with no spillage of data? The proper response lies in cybersecurity. Today more than 61% of full industry exchanges are done on the internet, so this area prerequisite high quality of security for direct and best exchanges. Improving cybersecurity and ensuring that necessary data systems are vital to each country's security and financial prosperity.

Creating the Internet safer (and safeguarding Internet clients) has become to be essential to the improvement of new management just as a legislative strategy. This research aims to gather all the information and overview related to cyber-crime. Based on the analyzed information, we would like to provide all the countermeasures that organizations may undertake in order to ensure improved security that would support in defending the organizations from being attacked by the hackers and provide a cyber-security to avoid all risks.

**I. PURPOSE**

The paper provides information about cyber security and cyberterrorism. It covers various information about these topics in its subsections. Trends of cybersecurity and the role of social media in cybersecurity define in this paper. The paper provides some necessary information about cyber terrorism.

The Internet is today's fastest growing infrastructure. In today's technical environment many new technologies are changing mankind. But due to these emerging technologies, we are unable to protect our private information in an efficient way, so the cyber-crimes are drastically increasing on daily basis. Majority of the transactions both commercial and personal are done using the means online transaction, so it is important to have an expertise who require a high quality of security maintaining a better transparency to everyone and having safer transactions. So, cybersecurity is the latest issue. Advanced technologies like cloud services, mobiles, E-commerce, internet banking and many more they require a high standards and safer process of security. All the tools and technologies involved for these transactions hold the most sensitive and crucial user information. So, providing the necessary security to them is very important.

**j. Trends of Cyber Security**

Cyber Security assumes a critical role in the area of data technology. Safeguarding the data have become the greatest difficulty in the current day. Different administrations and organizations are taking many measures to keep these cybercrimes. The term applies in a variety of contexts, from business to mobile computing, and can be divided into a few common categories as given below: -

- **Network Security** is the practice of securing a computer network from intruders, whether targeted attackers or opportunistic malware.
- **Application Security** focuses on keeping software and devices free of threats. A compromised application could provide access to the data its designed to protect. Successful security begins in the design stage, well before a program or device is deployed.
- **Information Security** protects the integrity and privacy of data, both in storage and in transit.
- **Operational Security** includes the processes and decisions for handling and protecting data assets. The permissions users have when accessing a network and the procedures that determine how and where data may be stored or shared all fall under this umbrella.
- **Disaster Recovery and Business Continuity** define how an organization responds to a cyber-security incident or any other event that causes the loss of operations or data. Disaster recovery policies dictate how

the organization restores its operations and information to return to the same operating capacity as before the event. Business continuity is the plan the organization falls back on while trying to operate without certain resources.

- **End-user education** addresses the most unpredictable cyber-security factor: people. Anyone can accidentally introduce a virus to an otherwise secure system by failing to follow good security practices. Teaching users to delete suspicious email attachments, not plug in unidentified USB drives, and various other important lessons is vital for the security of any organization.

#### **k. Role of Social Media in Cyber Security**

Social media has turned into a lifestyle for some individuals. We use it to stay in contact, plan occasions, share our photographs and comment on recent developments. It has replaced email and telephone requires a ton of us. However, similarly as with whatever else on the web, it is imperative to know about the dangers. PCs, cell phones, and different gadgets are priceless assets that furnish people of any age with the extraordinary capacity to connect and collaborate with whatever remains of the world. Individuals can do this in various ways, including the utilization of social media or networking sites.

Courtesy of social media, people can share musings, pictures, exercises, or any part of their lives. They can bring an unknown look into the lives of others, regardless of whether they live nearby or over the globe. Unfortunately, these networks additionally represent security toward one's PC, protection, and even their security. Since social media sites are nearly utilized by the majority of them reliably, it has become an excellent stage for cybercriminals for hacking private data and taking significant data.

Anyway, organizations should understand this and observe the meaning of breaking down the data chiefly in social deliberations and give good security plans to avoid dangers. One must contract with social media by using specific plans and the right technologies.

#### **l. The Scale of Cyber Threat**

The global cyber threat continues to evolve at a rapid pace, with a rising number of data breaches each year. A report by Risk Based [1] Security revealed that a shocking 7.9 billion records have been exposed by data breaches in the first nine months of 2019 alone. This figure is more than double (112%) the number of records exposed in the same period in 2018.

Medical services, retailers and public entities experienced the most breaches, with malicious criminals responsible for most incidents. Some of these sectors are more appealing to cybercriminals because they collect financial and medical data, but all businesses that use networks can be targeted for customer data, corporate espionage, or customer attacks.

With the scale of the cyber threat set to continue to rise, the International Data Corporation predicts that worldwide spending on cyber-security solutions will reach a massive \$133.7 billion by 2022. Governments across the globe have responded to the rising cyber threat with guidance to help organizations implement effective cyber-security practices.

In the U.S., the National Institute of Standards and Technology (NIST) has created a cyber-security framework [2]. To combat the proliferation of malicious code and aid in early detection, the framework recommends continuous, real-time monitoring of all electronic resources.

The importance of system monitoring is echoed in the "10 steps to cyber security" [3], guidance provided by the U.K. government's National Cyber Security Centre. In Australia, the Australian Cyber Security Centre (ACSC) regularly publishes guidance on how organizations can counter the latest cyber-security threats.

#### **m. Types of Cyber Threats**

The threats countered by cyber-security are three-fold:

- Cybercrime [4] includes single actors or groups targeting systems for financial gain or to cause disruption.
- Cyber-attack often involves politically motivated information gathering.
- Cyberterrorism is intended to undermine electronic systems to cause panic or fear.

So, how do malicious actors gain control of computer systems? Here are some common methods used to threaten cyber-security:

## 6.1 MALWARE

Malware means malicious software. One of the most common cyber threats, malware is software that a cybercriminal or hacker has created to disrupt or damage a legitimate user's computer. Often spread via an unsolicited email attachment or legitimate-looking download, malware may be used by cybercriminals to make money or in politically motivated cyber-attacks.

There are a number of different types of malwares, including:

**Virus:** A self-replicating program that attaches itself to clean file and spreads throughout a computer system, infecting files with malicious code.

**Trojans:** A type of malware that is disguised as legitimate software. Cybercriminals trick users into uploading Trojans onto their computer where they cause damage or collect data.

**Spyware:** A program that secretly records what a user does, so that cybercriminals can make use of this information. For example, spyware could capture credit card details.

**Ransomware:** Malware which locks down a user's files and data, with the threat of erasing it unless a ransom is paid.

**Adware:** Advertising software which can be used to spread malware.

**Botnets:** Networks of malware infected computers which cybercriminals use to perform tasks online without the user's permission.

## 6.2 SQL injection

An SQL (structured language query) injection is a type of cyber-attack used to take control of and steal data from a database. Cybercriminals exploit vulnerabilities in data-driven applications to insert malicious code into a database via a malicious SQL statement. This gives them access to the sensitive information contained in the database.

## 6.3 Phishing

Phishing is when cybercriminals target victims with emails that appear to be from a legitimate company asking for sensitive information. Phishing attacks are often used to dupe people into handing over credit card data and other personal information.

## 6.4 Man-in-the-Middle Attack

A man-in-the-middle attack is a type of cyber threat where a cybercriminal intercepts communication between two individuals in order to steal data. For example, on an unsecure WiFi network, an attacker could intercept data being passed from the victim's device and the network.

## 6.5 Denial-of-Service Attack

A denial-of-service attack is where cybercriminals prevent a computer system from fulfilling legitimate requests by overwhelming the networks and servers with traffic. This renders the system unusable, preventing an organization from carrying out vital functions.

### n. Use Case Study on Latest cyber threats

What are the latest cyber threats that individuals and organizations need to guard against? Here are some of the most recent cyber threats that the U.K., U.S., and Australian governments have reported on.

#### • Dridex Malware

In December 2019, the U.S. Department of Justice (DoJ) charged the leader of an organized cyber-criminal group for their part in a global Dridex malware attack. This malicious campaign affected the public, government, infrastructure and business worldwide.

Dridex is a financial trojan with a range of capabilities. Affecting victims since 2014, it infects computers through phishing emails or existing malware. Capable of stealing passwords, banking details and personal data which can be used in fraudulent transactions, it has caused massive financial losses amounting to hundreds of millions.

In response to the Dridex attacks, the U.K.'s National Cyber Security Centre advises the public to "ensure devices are patched, anti-virus is turned on and up to date and files are backed up".

### • Romance Scams

In February 2020, the FBI warned U.S. citizens to be aware of confidence fraud that cybercriminals commit using dating sites, chat rooms and apps. Perpetrators take advantage of people seeking new partners, duping victims into giving away personal data.

The FBI reports that romance cyber threats affected 114 victims in New Mexico in 2019, with financial losses amounting to \$1.6 million.

### • Emotet Malware

In late 2019, The Australian Cyber Security Centre warned national organizations about a widespread global cyber threat from Emotet malware.

Emotet is a sophisticated trojan that can steal data and also load other malware. Emotet thrives on unsophisticated password: a reminder of the importance of creating a secure password to guard against cyber threats.

### • End-User Protection

End-user protection or endpoint security is a crucial aspect of cyber security. After all, it is often an individual (the end-user) who accidentally uploads malware or another form of cyber threat to their desktop, laptop or mobile device.

So, how do cyber-security measures protect end users and systems? First, cyber-security relies on cryptographic protocols to encrypt emails, files, and other critical data. This not only protects information in transit, but also guards against loss or theft.

In addition, end-user security software scans computers for pieces of malicious code, quarantines this code, and then removes it from the machine. Security programs can even detect and remove malicious code hidden in Master Boot Record (MBR) and are designed to encrypt or wipe data from computer's hard drive.

Electronic security protocols also focus on real-time malware detection. Many uses heuristic and behavioral analysis to monitor the behavior of a program and its code to defend against viruses or Trojans that change their shape with each execution (polymorphic and metamorphic malware). Security programs can confine potentially malicious programs to a virtual bubble separate from a user's network to analyze their behavior and learn how to better detect new infections.

Security programs continue to evolve new defenses as cyber-security professionals identify new threats and new ways to combat them. To make the most of end-user security software, employees need to be educated about how to use it. Crucially, keeping it running and updating it frequently ensures that it can protect users against the latest cyber threats.

### o. Cyber Security Solutions & Tips

How can businesses and individuals guard against cyber threats? Here are our top cyber safety tips:

**Update your software and operating system:** This means you benefit from the latest security patches.

**Use anti-virus software:** Security solutions will detect and removes threats. Keep your software updated for the best level of protection.

**Use strong passwords:** Ensure your passwords are not easily guessable.

**Do not open email attachments from unknown senders:** These could be infected with malware.

**Do not click on links in emails from unknown senders or unfamiliar websites:** This is a common way that malware is spread.

**Avoid using unsecure WIFI networks in public places:** Unsecure networks leave you vulnerable to man-in-the-middle attacks.

### p. FUTURE STUDY AND SCOPE

This paper will help to advance the scientific interests in the exploration of cybersecurity, particularly to respond to the procedural questions of the prediction of future data and actions significant to security patterns.

Over the next five years, cyber-crime may create severe damage in information technology. According to the researchers they have estimated an approximate close to 6 trillion dollars loss. So, there would be a very bright scope for people who work and resolve the issues related to cyber-security and provide all the necessary security measures. Big organizations in networking technology do always have openings related to cybersecurity

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because which is the future for the safety of Information technology. Cyber Security also provide wide opportunities in government-related fields and also defense field to save the countries secure data from cyber attackers.

**Q. CONCLUSION**

Cyber Security should be primary focus for organization. All organizations should take appropriate measures to be cyber-safe, and users, too, should protect their personal information to avoid any misuse. Cyberspace is becoming a significant area for crimes, so there is a need for comprehensive collaboration among nations to work together and combat these social network crimes and social media cyber-attacks, which are a continuously growing menace.

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**PAPER ON IMPACT OF GLOBALISATION ON MIGRATION OF URBAN CENTRES**

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**Dr. Sudhakar R.Iyer.**

Professor, Swayam Siddhi College of Management and Research, Bhiwandi

**ABSTRACT**

*This paper primarily brings out how Globalization in India in the post-reform period since 1991 has affected the quantum and direction of migration in cities like Hyderabad, Bengaluru, Chennai and Pune (HBCP). These four cities are now famous as IT hubs and this is mainly due to the development of IT sector business in HBCP. In the last 25 years as globalization gave a fillip to investment and made world class technology available in India, IT businesses mushroomed and soared to greater heights. IT engineers from all over the country thronged to HBCP and there was a clear and unique pattern of migration in these cities. The fringe areas or the metropolitan areas developed and that gave a boost to the 'Realty sector' also. This Paper brings out how particular sectors that developed due to globalization altered the pattern of migration in select cities. With the comparison of increase in the IT industries with the trends in migration in HBCP one can easily understand the impact of globalization in the sudden increase of population of HBCP. The migrants since 1991 in HBCP were largely educated class and that made these cities more literate. The statistical analysis of the census data of increase in total population and increase in the percentage of migrants clearly establishes how globalization was key to increase in population of HBCP since 1991.*

*Keywords: Globalisation, migration, IT sector, HBCP (Hyderabad, Bengaluru, Chennai and Pune)*

**INTRODUCTION**

Globalization is the free movement of exchange of culture, tradition, trade, investments and services world over. It has long back emerged as an international phenomenon which dissolves the standard understanding of state boundaries and demographically India has been transformed by no bounds. The presence of work in the multinational corporations and livelihood opportunities in the urban centers makes the skilled and the semi skilled workers to migrate to the cities, thus creating a web of urbanized dwellings as a consequence of the stream of globalization and convergence. Urbanization is such a phenomenon which has enabled intellectuals and policy makers to think more in terms of its modes and conductions. It has created a holistic circumference of a homogenized life style. It has led to temporal empowerment and shifted the basis of livelihood from the agrarian mode to the industrial one. As an academic exercise it is fruitful to delve inside the brass-tacks of the proposed academic content and the attendant theme of the conference. In the words of Kiran Karnik, "Today more than half the world lives in urban areas and in India we are close to the one third mark already and growing rapidly," Liberalization, privatization and the opening up of the Indian economy was undertaken by the Government in India in the post 1991 era which ushered the country on to a new pathway of development, involving the rising tide of urban growth and related rural to urban migration. In the context of the rapid advance of the urban sprawl, critical issues that need to be addressed are: poor local governance and inappropriate planning. The urbanization process is not mainly "migration lead," but a product of demographic explosion due to natural increase. Patterns of urbanization in the post-globalization period show higher growth and concentration of population in bigger class-size cities. Urban economic growth is increasingly contributed by service sectors, declining share of manufacturing sector and higher labour productivity. These experiences of India coincide with experiences in countries such as China, G7 and South Korea. Overall growth implications of this comparative analysis imply a need for continuing with economic globalization and for a national approach for development of large cities in India.

Migration in the Census of India is of two types – Migration by Birth place and Migration by place of last residence. When a person is enumerated in Census at a place, i.e., village or town, different from her/his place of birth, she/he would be considered a migrant by place of birth. A person would be considered a migrant by place of last residence, if she/he had last resided at a place other than her/his place of enumeration. The Census also captures the reasons for migration. The following reasons for migration from place of last residence are captured - Work/Employment, Business, Education, Marriage, Moved after birth, moved with household etc.

Historically, information on migration has been collected since 1872. It was confined to seeking information only on place of birth till 1961. The scope of collecting information on migration was enlarged by including the rural or urban status of the place of birth and duration of residence at the place of residence in 1961. Since the 1971 Census, data is being collected on the basis of place of last residence in addition to the question on birth place. Question on 'Reason for migration' was introduced in 1981. The pattern adopted in 1991 and 2001 Census remained same as in 1981 except that in 2001 Census the rural urban status of place of birth was not

collected. Also the category 'Natural Calamities' as one of the reasons for migration was excluded and a new reason 'Moved at birth' added. As the trend in migration to large Urban Agglomerations continued, the Census 2011 shows a spurt in population in these places.

### **OBJECTIVES OF THE RESEARCH**

- To study the trends in the population growth of cities Hyderabad, Bengaluru, Chennai and Pune.
- To study the sectors that developed rapidly in HBCP as a result of globalization efforts since 1991.
- To analyse the nature of migration in HBCP during the post reform period.

### **HYPOTHESIS**

"Globalisation impacted the migration trends in certain cities of India"

### **LITERATURE REVIEW**

- Globalization is not a new concept. In past people use to travel to other places for gaining control on others lands, for finding out the better living style, for finding out the new places and to earn profits by selling in different regions. These activities were carried out even thousands of years before. But it is said that the earliest form of Globalization was started from Greek, Roman, Egyptian, and Babylonian Empires. In the regime of Mongols, the famous Silk Road connected the Central Asia and Europe (Wikipedia, 2011). Statistics indicates that Globalization is expanding very rapidly World Wide. Data gathered from WTO shows that economy of the world is expanding since 1950. Till 2004, the volume of merchandise traded has expanded about 7.5 times (Farrell, 2007).
- According to one Author Globalization refers to the Political, Economical, Social and Technological links in different countries (Hamilton & Webster, 2009). Globalization is a contested concept that refers to shrinkage of time and space (Steger, 2009). According to another definition "globalization is the diminution or elimination of state-enforced restrictions on exchanges across borders and the increasingly integrated and complex global system of production and exchange that has emerged as a result (Palmer, 2002)." Apart from those mentioned above, many more definitions can be found in the literature.

- **Social Capital, Chain Migration and Network Theory**

Migration may begin for a variety of reasons. Economic forces often play an important role as one of the root causes of migration, and people tend to move to places where the standards of living are better, this alone cannot explain the actual shape of migration patterns (Salt 1987:243; Schoorl 1998). This draws our attention to the role of nation states, geographical proximity, institutions, social networks, and cultural and historical factors in creating new migration patterns. Globalisation has emerged as a dominating factor in deciding the nature and extent of migration in urban centres.

- According to (Hill, 2009) Global Market refers to the "Merging of Historically Distinct and separate National Markets into one huge global market place." With the expansions of global markets liberalize the economic activities of exchange of goods and funds. Removal of Cross-Border Trades barriers has made formation of Global Markets more feasible.
- Analyzing the patterns of India's urbanization, a World Bank report, 2015 said while India added seven multicity agglomerations [Multicity agglomerations are defined as a continuously lit belt of urbanization containing two or more cities, each of which had a population of at least 100,000 living within its administrative boundaries in 2010.] between 1999 and 2010 for a total of 30, Indian cities are not able to take full advantage of these agglomerations. The largest metropolitan centers (Mumbai, Delhi, Bangalore, Kolkata, Chennai, Hyderabad, and Ahmedabad) saw a 16 percent loss in manufacturing jobs between 1998 and 2005 within 10 km of their city centers. On the other hand, job growth in their immediate peripheries increased by almost 12 percent.
- For many major Indian agglomerations, rapid growth in peripheral areas has been accompanied by evidence of stagnation at their core, where land management policies are limiting the extent and intensity at which land can be used by industry, commerce and housing, the report said. The economic push away from city cores is also imposing a burden on businesses and people by elevating market connection costs for firms and commuting costs for workers with negative consequences for productivity, welfare, mobility, and livability in the major cities.

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1	Hyderabad	Andhra Pradesh	6,731,790	7,749,334	955	83.26
2	Bangalore	Karnataka	8,443,675	8,499,399	923	88.71
3	Chennai	Tamil Nadu	4,646,732	8,696,010	989	90.18
4	Pune	Maharashtra	3,124,458	5,049,968	948	89.56

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**OBSERVATIONS****METHODOLOGY ADOPTED**

I have relied upon various sources like published articles, internet websites, newspaper articles, journal extracts, Economics text book on Globalisation. The Census reports have been the main source of secondary data along with municipal corporation reports on migration and statistics on development of HBCP.

**LIMITATIONS OF THE RESEARCH**

My research is limited only to the extent of studying the impact of Globalisation or growth of MNCs on the pattern of migration in the cities of Hyderabad, Bangalore, Chennai and Pune only.

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**SCOPE, OPPORTUNITY & IMPORTANCE OF MARKETING FOR THE INTERNATIONAL ENTREPRENEURSHIP**

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**Mr. Suhas Jategaonkar**

Assistant Professor, Swayam Siddhi College of Management and Research

**INTRODUCTION**

Creativity & entrepreneurial marketing both classical and contemporary evidence can creative ability for the smaller firm a competitive advantage. Instead of adopting a traditional business style like product selling, Promotional activities etc it is found in many smaller firm and entrepreneurship, marketing is the real concern area of modern & innovative business practice.

Dont Sale the Products, Sale Solutions to the Consumers Problem.

Its need to relate marketing and entrepreneurship in terms of areas such as innovation and product development.

An organizing framework with three main dimensions—international marketing, the nature of marketing, and entrepreneurship.

The real task for the Entrepreneurs is introducing their products to international markets, where international marketing environment poses a lot of opportunities and threats to foreign entrants. The cultural, political, and technological environments act as determinant factors in entrepreneurial success in global markets. This study aims to unravel the effects of these international marketing environments on entrepreneurial developments.

**REVIEW OF LITERATURE****Conceptual Background**

An overview of the field of entrepreneurship highlights the central notions of opportunity, human action, learning, and creativity and innovation. These concepts are then used to define international entrepreneurship and highlight opportunities for marketing researchers.

**Background to the study**

The international market serves as an avenue for creative entrepreneurs to earn foreign income outside their country of existence. According to Kotler (2007), “international marketing” refers to exchanges across national boundaries for the satisfaction of human needs and wants and the extent of a firm’s involvement abroad is a function of its commitment to the pursuit of foreign markets.

International business entrepreneurs are not only sensitive to different marketing environments internationally but also balancing marketing moves worldwide to seek optimum results for their businesses Davis et al. (2017).

There are many ways to break into new untested markets which include exporting, foreign direct investment, joint venture, and international partnerships; all these options seem to tie their feasibility round what is obtainable in the market to break into (Zwan et al. 2016).

**Meaning of entrepreneurship**

The word “entrepreneurship” derives from the French words entre, meaning “between,” and prendre, meaning “to take.” The word was originally used to describe people who “take on the risk” between buyers and sellers or who “undertake” a task such as starting a new venture (Barringer and Ireland 2005, p. 5). In one study, the following motivating factors were given for initiating overseas marketing involvement (in order of importance):<sup>5</sup>

- Large Market Size
- Stability through Diversification
- Profit Potential
- Unsolicited Orders
- Proximity of Market
- Excess Capacity
- Offer by Foreign Distributor
- Increasing Growth Rate
- Smoothing out Business Cycles

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**The Entrepreneur**

An entrepreneur is the one who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying significant opportunities and assembling the necessary resources to capitalize on them (Zwan et al. 2016). The three primary reasons why people become entrepreneurs and start their own firms are:

- To be their own boss
- Pursue their own ideas
- Realize financial rewards

**Purpose**

The purpose of this paper is to evaluate an alternative methodological approach to researching international entrepreneurship which mirrors the creativity of successful entrepreneurial organizations.

**Gap in Existing Literature****Operationalization of Variables**

Business venture or operation in a foreign market (e.g., entering a new market, or undertaking a considerable expansion of an existing business), the operation should preferably be well underway in the foreign location.

**Knowledge gap** was measured as the perceived lack of knowledge in relation to the particular foreign business operation. "Business knowledge" includes knowledge on counterparts (customers, suppliers, distributors, and competitors) in the host country, including knowledge about local business cultures.

**Experiential Knowledge Sourcing** was measured as the extent to which knowledge of importance to the focal business venture was sourced by experiential activities.

**Foreign Market Commitment.** Internalization of the foreign market operations was used as a proxy for 'market commitment'.

**Potential Absorptive Capacity** is a measure of the capability to acquire and assimilate new knowledge

: (1) The newness of the foreign country, and (2) the newness of the customer(s) in the foreign market (see Appendix 1 for the exact wording)

International-business expertise. International experience is a multi-item measure based on the respondents' perception of the international experience of the firm for 7 different tasks (see Appendix 1 for items and exact wording).

There is lack of substantial research work in the field of rural shopping experience for fashion retail **store**.

**Research Questions**

The pertinent research question in this context would be to what extent the approach or avoidance behaviour of the consumers can be explained by the consumers' experience in the fashion stores which is characterized by unique or conforming and how this extent of relationship varies across different segmentations of consumers. This research questions need to be answered with the empirical investigation of the fashion store experience on two levels: uniqueness and conformance from these research questions, following research objectives have been developed:

**Research Objectives**

The purpose of this paper is to define the emerging research field of international entrepreneurship and to explore opportunities for contribution to that field from marketing scholars.

**Purpose**

The current study aims to examine the role of international entrepreneurship and innovation in small to medium-sized enterprise (SME) internationalization, also touching on the role of the firm size as a proxy of resources in the SME internationalization process. The study seeks to look at these issues in the context of manufacturing firms, arguing that entrepreneurial SMEs pursuing international market entry undertake organizational innovation, which in turn enables such firms to achieve higher marketplace performance.

**FINDINGS**

The results suggest that international SMEs differ from non-international SMEs in terms of international entrepreneurship, organizational innovation intensity and firm size.

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**RESEARCH METHODOLOGY**

This paper being descriptive and historical relied heavily on secondary sources of information.

**Research Instrument**

From review of relevant literature and pilot study measurement scale will be developed.

Structured Questionnaire will be designed to collect data from the sample.

The biographical approach Successful entrepreneurial practice is anything but linear. This notion is embraced in the consideration of a methodology which mirrors its non-linear path. A biographical approach constructs richer and deeper data which would otherwise remain undiscovered. It allows for a more flexible approach to research. Triangulation with the more usual methods of survey work and in-depth interview ensures that quality and rigour are maintained throughout.

**Sample Unit:** Data will be collected from a sample of entrepreneurs (

**Data Analysis Tools:** Appropriate univariate, vicariate and multivariate statistical analysis will be done with the help of statistical data analysis software packages like SPSS and AMOS.

**Expected Contributions:**

There is considerable scope for marketing academics to contribute to the nascent field of international entrepreneurship which would, in turn, advance marketing theory.

**SUMMARY AND CONCLUSION**

- International entrepreneurs mainly doing businesses out of domestic market to increase the revenue and profitability.
- Create Brand & Market for their products in the global competition.
- An entrepreneur has to face many difficulties for established his business in the international market.
- Analyses of the PESTEL factors are key factors for profitable venture.
- Technology has become a very important factor in most businesses and detailed awareness of cultural environments can enhance the business dealings of entrepreneurs in a foreign country.
- Another very critical issue is government regulation and environmental challenge; these have a lot to do with international transactions and earnings of entrepreneurs.

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**THE FUTURE DIRECT MARKETING IS CONVERSATIONAL MARKETING**

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**Ms. Tejal Mahajan**

Assistant Professor, Swayam Siddhi Degree Night College, Bhiwandi

**ABSTRACT**

*Personalization in marketing will no longer be a choice; it will be a must by 2020. Prospects that come to your website expect to find what they're searching for quickly and to be taken care of and directed through the process from start to finish. Conversational marketing may be an automated method of employing chatbots to communicate with your website's users, or it can be real-time messaging via live chat or conversational landing pages. The progress of technology and the expectations of more discriminating, smart, and impatient customers have fuelled significant changes in marketing during the last decade. Despite the fact that consumers' preferences for how they access products, services, and information are developing, most businesses continue to fall behind their customers' demands and requirements, relying on high-frequency, one-way interactions while attempting to build urgency to drive conversions. This appears to be especially true in the field of direct marketing, which relies primarily on one-way channels to push the current sales offer in neatly packaged, mostly text-based campaigns in the hopes of moving the needle a few percentage points. In summary, instead of employing mass communication, this strategy aims to establish a closer relationship with your audience from the start by understanding their pain areas and personalising the encounter.*

*Keywords: Direct Marketing, Conversational marketing, Chatbots, Messaging*

**INTRODUCTION**

Conversational Marketing is a well-known marketing technique that relies on real-time discussions to engage visitors and convert leads. This form of inbound marketing approach focuses on individualised interactions with consumers rather than one-way communication. Conversational marketing is frequently used in conjunction with an inbound marketing approach. While inbound marketing focuses on recruiting clients through their preferred channels, conversational marketing focuses on actually communicating with them through these channels. It's a smart method to engage with your consumers by giving them control over when, how, and where they connect with your company.

This type of conversational marketing technique is well-exemplified by Health Tap. The firm was founded with the goal of making healthcare more accessible. To accomplish so, they've taken focused efforts to guarantee that their services are offered to users directly via a Health Tap chatbot. Users are prompted to ask any health-related inquiry as soon as they install Health Tap. After that, the bot evaluates their request and displays other popular responses to comparable inquiries. Users can get their inquiry sent out and answered by a real doctor if the response isn't precisely what they were searching for. It's all about adding value to the customer's experience, not only via the items supplied, but throughout the whole customer-company relationship. It's all about getting customers to interact with your brand. It's all about presenting the firm in a pleasant light. Conversational marketing is the rebirth of two-way discussions after the death of one-way marketing. Consumers are no longer just numbers that meet particular criteria and are there just to be marketed to. Customers are actual individuals with real concerns and difficulties that require a solution. The company's goal is to assist these clients by providing a solution that will solve their problem while also satisfying them with the conversational experience. Consumers that use conversational marketing make themselves available to be talked to. Customers may engage in a casual conversation with the company's service, sales, or support teams rather than sending a formal email, and anticipate a prompt answer that meets their very particular needs.

**REVIEW OF LITERATURE**

This paper analysed the sorts of conversational 'jobs to be done' for consumers in the context of the marketing funnel and explores the implications of conversational data for marketers, as well as the trends driving the emergence of conversational interfaces by **Sotolongo and Copulsky (2018)**. The Conversational Agent Usage Scale, which may be utilised by Customer Service & Support, Marketing, and Sales departments, is now available to help with the practical ramifications of conversational marketing by **Israfilzade, Khalil. (2021)**.

**RESEARCH METHODOLOGY**

Secondary data was collected. The secondary data was collected from books, articles & Research Paper and websites.

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**The financial implications of Conversational Marketing**

Its influence on sales and leads, conversational marketing may be a valuable tool for marketers. When someone visits a website, you have the option to connect with them and start a relationship with them. The AI's responses must be rapid, and they must be tailored to the individual. If you are unable to answer in a timely manner, your conversational marketing plan will be rendered useless. If a user is seeking for answers and isn't getting them from an impersonal chatbot or a generic Contact Us form, they will quit. That's why putting a genuine, live chat on a company's website is a sensible decision. Marketers must use the proper technology to harness the relevant insights and data in order to provide a seamless experience. When Facebook Messenger first started, most people thought of it as a method to communicate with friends and family. Businesses quickly realised that Messenger could be used as a direct line of communication with customers. Conversations between users and businesses that take place inside Messenger, according to Facebook, have a 30 percent higher ROI than retargeting advertisements on the web. Direct channels of contact may be encouraged on a website by using an AI advertising tool. Users do not have to leave the site. And, in order to accomplish these benefits, organisations need enlist the help of seasoned, dependable partners in building and implementing a conversational marketing plan. The Conversations solution from IBM Watson Advertising is designed to drive deeper engagement, awareness, action, and affinity by establishing one-to-one connections between brands and consumers at scale. It can be deployed on virtually any digital property and acts as a massive virtual focus group for brands. As a consequence, a solution that uncovers useful insights and developing patterns helps to improve the user experience, boost revenue, and improve future business operations. Conversational marketing may assist enhance a customer's engagement with a company by creating a one-on-one connection and making them feel acknowledged and supported.

**Conversational Marketing is a type of Marketing that is Based on Messaging.**

Personalization, as we all know, is treating clients as people. I believe that inviting them to a real-time two-way dialogue, listening to and implementing their particular aspirations and requirements back into the sales process is the next step. Our human instincts still lean toward stories and discussions, despite the fact that the communications technology we use has developed over time and we expect the companies we interact with to prioritise those emotional impulses in a useful and instructive way. It's extremely probable that your consumers may want to learn more about a product's benefits or receive answers to particular inquiries before making a purchase. They also want this information to be accessible, handy, and, most crucially, supplied through the channel of their choice. Until recently, marketing technology lacked the ability to create a tailored discussion that was both enlightening and engaging at scale. Artificial intelligence (AI)-powered chatbots used in critical direct marketing channels like SMS/MMS, on the other hand, can make this a reality. Using an AI bot with SMS as part of a proactive or reactive direct marketing programme, for example, allows marketers to fully embrace the new era of conversational marketing. While AI text bot conversation is still a relatively new idea, it is swiftly gaining commercial momentum, particularly in the wake of a worldwide epidemic that has dramatically transformed consumer behaviour and expectations of brand digital interactions. "Since the commencement of COVID-19, conversational technology has advanced significantly," says Tess Tettelin, chatbot specialist and conversation designer at Chatlayer.AI by Sinch. "With practically all organisations needing to go virtual in such a short amount of time, they needed to find digital solutions to be ubiquitous and handle the tremendous rise in customer care demand, creating an ideal setting for chatbots and AI." Almost suddenly, millions of individuals began utilising chatbots to do tasks without the need for human involvement, and they anticipate to do so even after the epidemic."

Consumers are purchasing things via their mobile devices in greater numbers than ever before, as indicated by the predicted 68 percent increase of mobile commerce by 2022. While the massive transition to mobile commerce is unsurprising, there is an increasing need for businesses to be "present" during the virtual purchase experience by conversing and answering inquiries. Direct marketers must abandon the old attitude of just "pushing" a product toward a client in order to be successful, and instead focus on interaction.

**Framework for Conversational Marketing**

B2B buyers will have greater influence over their purchasing experiences in 2021, and companies will be expected to do more to enable fully functioning, self-service trips. B2B marketers are turning to conversational marketing to create highly relevant dialogues that provide customers with genuine advice and the tools they need to make their own decisions. Artificial intelligence (AI) advancements have ushered in a new wave of conversational marketing campaigns, allowing organisations to engage prospects across numerous platforms for a consistent customer experience and greater pipeline generation. Conversational marketing solutions have also been utilised by marketers to collect vital data for lead creation and future tailored discussions. Now that you

understand why executing this strategy might be beneficial to your company, let's look at the conversational marketing structure. The three phases I've mentioned here are what it usually entails.

**Get involved**

This is the initial stage of connecting with visitors to your page. You may create a chatbot that will start a polite discussion with your website's visitors instead of employing obnoxious pop-ups or dull lead generating forms. Because you can tailor chatbots depending on your brand's voice and your audience's behaviour, they're a strong option. They can be pre-programmed or powered by artificial intelligence. Chatbots have the advantage of being automated and available 24 hours a day, seven days a week. You may also tailor the chat based on a number of variables. Chatbots may be used as a customer support tool to answer inquiries about your product or service, as well as a lead generating and sales tool to gather emails and guide customers through the buying process. They're also non-intrusive and may be greatly customised for any individual who interacts with them. Chatbots may also send tailored messages in response to the triggers you set up. You may, for example, set them up to only provide a discount to first-time visitors. Furthermore, as AI technology advances, chatbots will eventually be able to completely replace human interactions with your website's users. They'll be able to intelligently answer the majority of queries and address difficulties that are presently handled by customer support representatives.

**Comprehend**

The second phase entails gaining a thorough grasp of your target demographic. It all boils down to segmenting your consumer base and focusing just on qualified leads. Traditionally, this is a time-consuming and labour-intensive procedure for your sales force. You must first establish and develop a relationship with your leads, after which you must put up the appropriate marketing automation system for email nurturing in order to qualify them. This entire procedure may be completed by chatbots the minute they connect with your website's users for the first time. In truth, there are a few different techniques to qualify and divide your leads. To begin, you may create a chatbot that needs people to select one of the available options/answers. Our target audience, for example, consists of ecommerce enterprises. Here's how we categorise them depending on the platform on which their stores are hosted. Depending on their response, we may tailor our content and offer to their specific requirements. Chatbots may also track the activity of your website's visitors without requiring them to engage with the bot. Chatbots can segment your audience depending on your specified attributes, so you don't need to employ expensive analytics tools.

**Recommend**

Finally, when your chatbot has interacted with your website's users and gathered some information about them, it may be time to pass the subject over to humans. Bots are wonderful for executing simple, repetitive jobs and learning about your audience's preferences, but human engagement may be required to take them to the last stage of the funnel - purchase. Your sales staff now has a far better understanding of all client categories — how they act and what they anticipate after collecting all pertinent data. This helps your sales representative to customise the buyer's experience even further and convert your leads into customers. After passing through the automatic qualifying process, you may build your chatbot to propose a call or chat with your sales agent. You may further automate the process by integrating your workers' calendars and simply displaying a link to schedule a call. It's a fantastic option since it allows both parties to save a significant amount of time and be completely prepared for the final decision phase of the sales process. Also, if your chatbots are set up to recover abandoned shopping carts, they may alert you when a customer is leaving the site or removing things, and ask why. Apart from obtaining information on why this happened, it may also assist your prospects in troubleshooting their problems (for example, challenges with the checkout process) and urge them to complete the sale.

**Expert Advice on How to Use Conversational Marketing Effectively**

Conversational marketing, according to Dr. Adam Gower, owner of Gower Crowd, has a better chance of succeeding if you try to mimic a speech pattern in a text-based interaction. It is critical to show enthusiasm via words, and rather than using plain text, a personalised script with emoticons should be used. He points out that because conversational marketing is all about two-way communication, your script should allow for more listening than simply transmitting. Instead of throwing all of your facts out there at once, ask your inquiries one by one. Allow for a natural flow, similar to how you would when be chatting. We'll provide you some pointers in this area to assist you succeed at conversational marketing

Personalize the communication - Because your consumers are bombarded with hundreds of emails every day, sending them cold emails and generic sales pitches will be ineffective. Instead, make it personal to keep their attention and prevent your email from getting deleted. Personalized messaging will not only help you get to know your clients better, but it will also show that you are willing to respond to them with a message tailored to their individual situation rather than a generic or mass message.

Customers should be catered to. - It's critical to be present where your clients are if you want to run a successful conversational marketing campaign. It refers to their preferred channel as well as the time and media. If your target clients are most active on social media at lunchtime, for example, make your presence known there as well. Similarly, if they prefer to respond to your questions by survey rather than phone or email, make sure they have access to a survey link.

Keep it precise - When you're having a meaningful discussion with a customer, keep your emphasis on fixing the precise problem for which the client is asking — quickly and succinctly. If the consumer doesn't continue the conversation, don't drag it out any longer than necessary. Pay attention to the customer's needs. To ensure that your marketing remains significantly relevant to the consumer, spend more time listening to the customer and less time crafting the next campaign. To begin learning from your consumers right away, reach out to them on social media, read evaluations of your service, and take customer care calls.

Customers should be rewarded. - Introduce consumer loyalty programmes that encourage repeat purchases and involvement. When you're asking customers to invest their time and attention, make sure you give a more tangible incentive. Brands like DSW, for example, reward its consumers with a dollar-per-point system that allows them to earn larger discounts as they spend more.

Assess and improve - Break the mould of standard analytics by focusing on when, where, and how your consumers want to communicate. HOW? To establish if you're being productive, track several indicators including social media, user rates, bounce rates, and more.

Apple and Google have already bowed to customer demands for data privacy (as well as federal regulations). Google announced the removal of cookies from Chrome, the online browser of choice for around 60% of internet users. Apple just released iOS 14.5, which includes privacy options that let users to manage how much information applications and websites may access. All of this is huge news for marketers and advertisers, even if the industry's brightest thinkers have already moved on to the next frontier. Platforms like Spectrum make conversational marketing simple. Brands may create their own chatbots, customising everything from the conversation flow to the algorithm based on lessons learned from previous encounters. It's unusual in that it's truly conversational, and it can be used on the most prominent social media platforms. With 85 percent of businesses unable to engage consumers when they want to talk, having a high-performing chatbot on hand that caters to customers on their chosen platforms and at their convenience is essential. Platforms such as Spectrum make conversational marketing a breeze. Brands may create their own chatbots, customising everything from the conversation flow to the algorithm using data from previous encounters. It's one-of-a-kind since it's conversational and can be used on the most prominent social media platforms. With 85 percent of firms trying to engage consumers when they want to speak, having a high-performing chatbot on hand that caters to customers on their preferred platforms and at their convenience is perfect. Spectrum gets things rolling swiftly, allowing businesses to engage with their present and potential customers sooner rather than later. Furthermore, the outcomes are long-lasting. The goal of conversational marketing automation is to improve the customer experience and establish trust, which is much simpler with a chatbot you created yourself. While the consumer is free to pick their own path, you may (automatically) be there for them every step of the way, asking pertinent questions that influence suggestions and delivering vital data to internal marketing teams. When giving clients a great experience is at the heart of your business, you can be sure they'll notice and return. Get started today with a no-risk demo from Spectrum.

## **CONCLUSION**

Conversational marketing is revolutionising the way businesses communicate with their consumers by making interactions more frictionless and quicker than ever before. It is fast becoming one of the most useful and effective marketing streams, with the ability to develop long-term client relationships and gain vital consumer information. It's also a terrific tool for firms with remote teams of support workers, since automated customer service makes managing marketing activities much easier. Businesses nowadays must rely on a powerful conversational marketing platform that can boost their marketing approach without requiring them to change their present methods. Customers want their experiences to be tailored to their own requirements and desires. Conversational marketing is an excellent approach to accomplish this without making significant modifications to your overall marketing plan. Experiment with it to see how it affects your consumers.

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**FACTORS ENCOURAGING YOUNGSTERS TOWARDS ENTREPRENEURSHIP**

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**CA Ujwal Dhokania**

Assistant Professor Swayam Siddhi College of Management &amp; Research, Bhiwandi

**ABSTRACT**

*The research paper aims to investigate the main approaches on how to attract young people to the development of entrepreneurial activities through the factors of motivation. The study focuses on the factors Encouraging Youngsters Towards Entrepreneurship in the business. Youth entrepreneurship is a significant way to reduce unemployment rate in the future in a country where employability becomes an emerging issue in the nearest decade. Young people are unemployed and the job opportunities for the youngsters have become very low in this competitive world. Young entrepreneurs have excess problems like bringing out ideas, financial requirements and implementing the products to the market when compared to experienced entrepreneurs.*

*Keywords: Young Entrepreneurs, Factors, Government Scheme, Economic Development.*

**INTRODUCTION**

Youth entrepreneurship plays an important role in solving economic and social problems, such as the creation of new jobs and reducing unemployment among young people. Youth is the Future of every nation and inheritors of the society. If the youth population is high in the country there will be high growth in the every progress of the society but in recent years many young people are unemployed and the job opportunities for the youngsters have become very low in this competitive world. Many young people face major economic problems in the society. Youth unemployment is a major problem faced by most of the countries in the world. Youth unemployment rate is growing at alarming speed (Francis, 2002). By grave and Hofer in 1891 defined the entrepreneurial process as involving all the functions, activities, and actions associated with perceiving of opportunities and creation of organizations to pursue them (Santhi & Rajesh Kumar, 2011).

**OBJECTIVE**

1. To determine the factors which influenced towards the youth entrepreneurs for entrepreneurship.
2. To know the importance of youth entrepreneurs for nations progress.

**RESEARCH METHODOLOGY**

The main source of data used for the study is secondary data. The present study is based on

Descriptive in nature. This research follows the analytical research methodology which is based on the qualitative data. The information related with study has been collected from websites, research papers and articles.

**LITERATURE REVIEW**

**Definition of Entrepreneurship:** - The term "entrepreneurship" originated in France in the 17-18 centuries. Its introduction is mainly associated with the name of the French Economist R. Cantillon. In his understanding, business is related to the risky nature of the gainful activity that can potentially stimulate economic progress by finding new and better ways to realize their business (Cantillon, 1952).

Although there is no accepted universal definition of "entrepreneurship," "entrepreneur," or "youth entrepreneurship," for the purpose of this virtual conference we will define entrepreneurship in the broadest sense. We borrow the definition proposed by the Schoof (2006), which states:

"Entrepreneurship is the recognition of an opportunity to create value, and the process of acting on this opportunity, whether or not it involves the formation of a new entity. While concepts such as 'innovation' and 'risk taking' in particular are usually associated with entrepreneurship, they are not necessary to define the term."

This definition focuses on behaviour rather than traits, and views entrepreneurship as "a set of behaviours and an entrepreneur is someone who undertakes these behaviours". A behavioural definition of youth entrepreneurship focuses on what an entrepreneur does and how he or she does it, rather than identifying and classifying specific 'entrepreneurial' traits and qualities, avoiding the suggestion that entrepreneurs are born and not made (Schoof, 2006).

**Meaning of Entrepreneur:** - The entrepreneur is defined as someone who has the ability and desire to establish, administer and succeed in a startup venture along with risk entitled to it, to make profits. The best

example of entrepreneurship is the starting of a new business venture. The entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas in the market by replacing old with a new invention.

It can be classified into small or home business to multinational companies. In economics, the profits that an entrepreneur makes is with a combination of land, natural resources, labour and capital.

In a nutshell, anyone who has the will and determination to start a new company and deals with all the risks that go with it can become an Entrepreneur.

**Definition of Youth Entrepreneurship:** - Entrepreneurship holds several definitions in the literature. For the purpose of this article, we use the definition of youth entrepreneurship defined by Francis Chigunta from the University of Oxford: “the practical application of enterprising qualities, such as initiative, innovation, creativity, and risk-taking into the work environment (either in self-employment or employment in small start-up firms), using the appropriate skills necessary for success in that environment and culture.”

**Youth Entrepreneurship Phases: - Pre Entrepreneurs:** - Young people aged 15-19 years preparing for entrepreneurship. Young people are going through a transitional period when they have to choose between home, work and training. As suggested by the Curtain (2000), this period includes several stages and is not limited to the issue of the educational institution and the device to work.

**Budding Entrepreneurs:-** Prospective entrepreneurs aged 20-25 years. These are young people who have some experience, business skills, earned the initial capital to open their own business.

Thus, this group has 3 ways: 1) engage by generating a small income; 2) give up; 3) open the successfully functioning business. A key challenge for these young people is to increase the survival rates of new businesses.

**Emergent Entrepreneurs:** - Novice entrepreneurs aged 26-29 years. Such entrepreneurs already have significant entrepreneurial experience. This is their advantage over the budding entrepreneurs, enabling them to open a very viable business. The main challenge faced by these young people is to transform their businesses into commercial viability and competitiveness of small businesses.

**Factors Influencing Youngsters toward Entrepreneurship:** - The youth entrepreneur is influenced by Internal and External Factors. That is as follows:

#### **Internal Factors**

These include the following factors:

1. Desire to do something new.
2. Become independent.
3. Achieve what one wants to have in life.
4. Be recognized for one's contribution.
5. One's educational background.
6. One's occupational background and experience in the relevant field.

#### **External Factors**

These include the following factors:

1. Government assistance and support.
2. Availability of labour and raw material.
3. Encouragement from big business houses.
4. Promising demand for the product.

**Motivational Factors for Young Entrepreneurs:** - All entrepreneurs have their own respective journeys to start their companies. There is no “one size fits all” theory or strategy that works for everyone who wishes to be an entrepreneur. However, there are certain peculiar factors that do play a pivotal role in motivating and inspiring people to own a startup. Of course, there are many factors that hold significant importance in driving people insanely crazy for being their own bosses. The 5 most amazing factors that, literally and figuratively, drive people towards entrepreneurship.

1. **Passion:** - An entrepreneur needs to know how to take calculative risks that sometimes, involve a lot of things at stake. The courage of taking risks usually comes from having faith in something. And, faith usually

arises when one has passion towards something. You go to any motivational speaking seminars and you will see every speaker talking about the importance of passion in starting a business. Success of a company is directly proportional to hard work and perseverance of the owner. It is, however, passion of the owner that pushes them to work hard. The energy of passion can take your business all over the world. In addition, it helps in keeping us going during days when money isn't coming and work isn't happening. So definitely, passion is a key motivating factor that drives people towards entrepreneurship.

2. **Self-Reliance:-** Let's talk about being self-reliant, which is another key motivational factor that drives more than half of the world's population towards entrepreneurship. One of the biggest problems with working for someone else is that you are almost never given the freedom to solve a problem on your own. It is always about getting permissions from higher authorities along with finishing mysterious paperwork for the same. For some, that turns out exactly to be the key reason for starting their own company. Entrepreneurs are very creative people, and they don't want to slow down their creativity for any reasons. It's the sense of freedom, independence, self-reliance that motivates them to entrepreneurship.
3. **Feeling of Accomplishment:** - For some of us, the feeling of pride that comes along in making a difference in the society is what plays a crucial role in establishing a venture. It's the pride and a sense of accomplishment that one feels in offering services to the community makes one attracted to entrepreneurship. Every night before you go to bed, you see yourself feeling satisfied with your day work, it is this exact feeling why people would want to work for themselves. It is about doing the best that you can for your customers, striving hard for excellence in all the endeavors drives them to start a company.
4. **Personal Growth:** - In real sense, when you run your own business, you really come to know what you are made of. The kind of adversities that you face on daily basis help you become more aware of you as a person, and also helps you grow phenomenally. When you start working for yourself, you have nobody to fall back on. You have no option but to work on your weaknesses in order to make your business grow. For instance, if you don't have the mastery over online marketing then you have no other choice but to cultivate the skills of learning online marketing.
5. **Sense of Control:** - In my opinion, a sense of control over things comes across as the most profound reason for being an entrepreneur. Most of the entrepreneurs get fascinated by the sense of immense security that comes in being your own boss. You feel as if you are in complete control of your work and people around. It's the sense of security and control that helps in driving the entrepreneurial skills of a person.

**Government Scheme:** - Government plays a major role in the progress of entrepreneurship. The government regulates the activities of the business. India is witnessing a startup boom across all sectors including technology, innovation, health, robotics, automobiles, food, education and so on. There are a total of 50,000 startups currently in India and as per the estimations, our country will add another 50,000 by 2024! To encourage budding entrepreneurs to kick start innovative businesses that will eventually create employment opportunities, the government offers innumerable schemes to make the process easy. The schemes provide financial assistance to potential individuals and organizations in the form of subsidies and loans.

**Below are 10 schemes for people aspiring to become entrepreneurs:**

1. Atal Incubation Centre (AIC)
2. NewGEN IEDC
3. MSME Market Development Assistance
4. The Women Entrepreneurship Platform (WEP)
5. Self Employment Lending Schemes Credit Line 2 – Micro Financing Scheme
6. Swarojgar Credit Card
7. Venture Capital Scheme for Agri-Business Development
8. Raw Material Assistance scheme
9. Pradhan Mantri Mudra Yojana
10. Sustainable Finance Scheme

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**ROLE IN ECONOMIC DEVELOPMENT:-****Some Benefits of Youth Entrepreneurship Include**

1. Creating employment.
2. Providing local goods and services to the community, thereby revitalizing it.
3. Raising the degree of competition in the market, ultimately creating better goods and services for the consumer.
4. Promoting innovation and resilience through experience-based learning.
5. Promoting a strong social and cultural identity.
6. Continuously creating and growing diverse employment opportunities different than the traditional fields available in a particular city.

**Name of Some Youth Entrepreneur in India:-**

1. Trishneet Arora, Founder of TAC Security Solutions (26)
2. Sreelakshmi Suresh, Founder of eDesign and TinyLogo (22)
3. Farrhad Acidwalla, Founder of Rockstah Media and Cybernetiv Digital (26)
4. Rohit Kashyap, Founder of Maytree School of Entrepreneurship (18)
5. Shravan and Sanjay Kumaran, Founder of GoDimensions (18 and 16)
6. King Sidharth, Founder of Friendz (20)
7. Arjun Rai, Founder of BizDen, FuelBrite, Odyssey Ads, and Canvs+ (21)
8. Advait Thakur, Founder of Apex Infosys India (17)
9. Akhilendra Sahu, Founder of ASTNT Technologies Pvt Ltd (19)
10. Ritesh Agarwal Founder and Chief executive officer of Oyo Rooms (27)
11. Ranveer Allahbadia Founder of BeerBiceps Media Pvt Ltd & Co-Founder of Monk Entertainment (27)
12. Kavita Shukla Founder and CEO of FRESHGLOW company

**FINDINGS**

1. Entrepreneurship in India is still dominated by small enterprises.
2. India's strongest performance of Youth Entrepreneur falls under the criterion of product innovation where its score is equal to the best in the world.
3. India's weaker areas in entrepreneurship are in start-up skills, networks and cultural support, technology absorption (by far the weakest), high growth and risk capital availability.
4. The Government of India has undertaken several initiatives and instituted policy measures to foster a culture of innovation and entrepreneurship in the country.

**CONCLUSIONS**

Youth entrepreneurship in India is one of the key directions in the development of small business. Entrepreneurship and particularly youth entrepreneurship in any society is a sign of progress. Youth entrepreneurship has an impact on the social, cultural and economic progress of any society. The aim of the study was to examine the factors that motivate youth for being entrepreneurs and to start own business in the India.

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**THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN BANKING SECTOR  
WITH SPECIAL REFERENCE TO HDFC BANK**

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**Huzaima Momin**

Assistant Professor, SSCMR, Bhiwandi

**1. INTRODUCTION**

The size of the service sector is increasing in many countries around the world. Most developed and emerging countries experience the growth of many service industries, which contribute considerably to the national economies. Moreover, employment is predicted to continue shrinking in manufacturing and agriculture while new jobs are expected to be created in many service industries. Knowledge-based industries such as professional and business services, healthcare, and education are considered to be the fastest growing service industries in the world<sup>1</sup>. However, other service industries like travel, tourism, and hospitality have also considerable growth potential and have become the main industries in many developing countries.

HDFC Bank is one of India's leading private banks and was among the first to receive approval from the Reserve Bank of India (RBI) to set up a private sector bank in 1994.

Today, HDFC Bank has a banking network of 6,499 branches and 18,868 ATM's in 3,226 cities/towns. HDFC Bank caters to a wide range of banking services covering commercial and investment banking on the wholesale side and transactional / branch banking on the retail side. The bank has three key business segments: Wholesale Banking, Treasury, and Retail Banking.

Increased competition, highly educated consumers, and increase in standard of living are forcing many of the Bank to review their customer service strategy. Many banks are channeling more efforts to retain existing customers rather than to acquire new ones since the cost of acquiring new customer is greater than the cost of retaining existing customers. Maximizing customer satisfaction through quality customer service has been described as "The Ultimate Weapon" by Davidow and Vital 1989.

**2. SCOPE OF THE STUDY**

This study is adopted in order to gain a better view of customer Service offered by Bank with reference to HDFC Bank. Scope of this study is immense as one gets to know Banking Industry insights. The study focuses on:

- Getting an insight of the banking industry.
- Understanding the service quality of HDFC Bank.
- Using the theoretical knowledge in application and understanding things.

**3. OBJECTIVES OF THE STUDY**

- A) To study the existing service provided by the bank, perceptions and actual service quality of HDFC Bank.
- B) To know the service quality of HDFC Bank.
- C) To identify degree of importance attached to various dimensions of service quality by the customers.

**4. RESEARCH METHODOLOGY**

**Type of study:** Descriptive Research Study.

**Type of questionnaire:** Structured type of questionnaire with limited probing questions.

**Type of analysis:** Quantitative analysis.

**Sources of information:** This report is based on the primary as well as secondary data source of information.

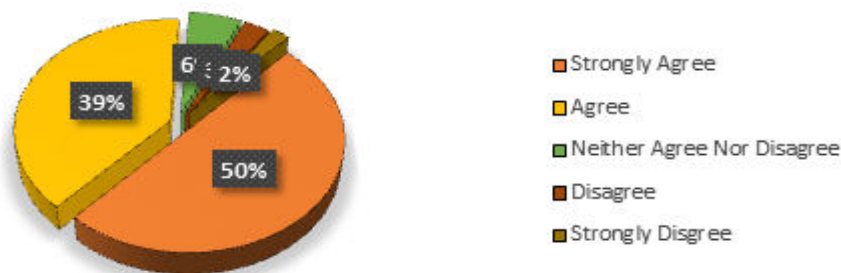
The study is based on descriptive research design. A questionnaire has been designed, to know the point of view of respondent regarding the extent existing service provided by the bank, perceptions and actual service quality of HDFC Bank. The survey was conducted online through social networking sites and responses of 100 Customers were collected. The instrument (questionnaire) was put over Google docs and the link was sent to users to fill the instrument through various social networking sites like WhatsApp, Email Facebook, Twitter, and LinkedIn. So the sampling technique used was non-probability convenience sampling. For visual representation of finding and results bar charts, pie charts and tables etc. has been used.

### Q1) HDFC Bank Perform the service right the first time.

Table No 1.

Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	29	29%
Agree	56	56%
Neither Agree Nor Disagree	10	10%
Disagree	2	2%
Strongly Disagree	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

Chart No 1.



#### INTERPRETATION:

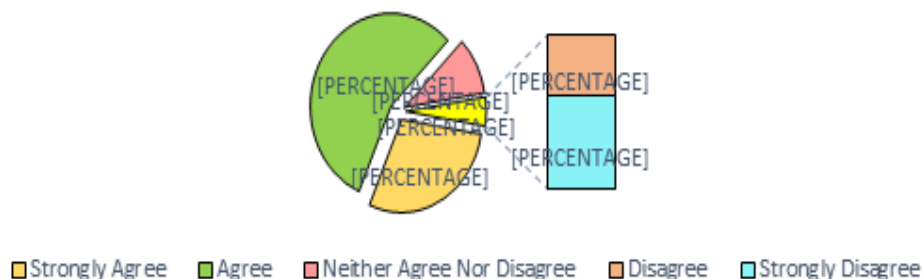
50% of the respondent strongly agree that HDFC Bank perform the service right the first time, whereas 39% of the respondents agree, 6% of the respondent neither agree nor disagree, 3% of the respondents disagree and 2% of the respondents strongly disagree.

### Q.2) The firm is sympathetic and reassuring when the customer has problem.

Table No: 2

Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	29	29%
Agree	56	56%
Neither Agree Nor Disagree	10	10%
Disagree	2	2%
Strongly Disagree	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

Chart No. 2



#### INTERPRETATION:

56% of the respondent agree that the firm is sympathetic and reassuring when the customer has problem, whereas 29% of the respondent strongly agree, 10% of the respondent neither agree nor disagree, 2% of the respondent disagree and 3% of the respondent strongly disagree.

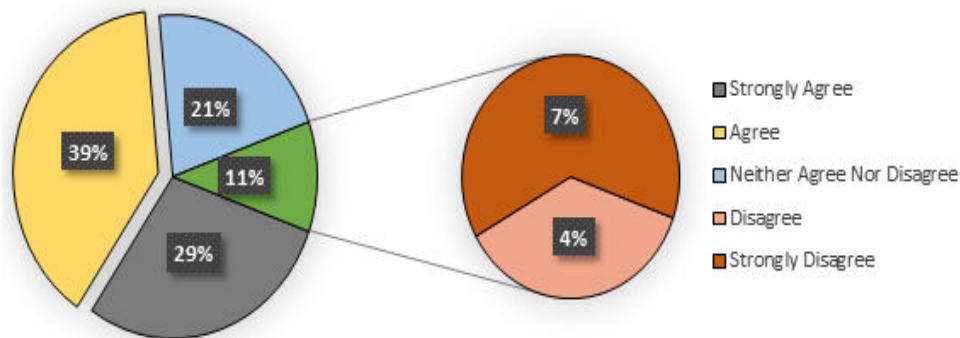
### Q.3) They keep accurate and error free records.

Table No: 3

Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	29	29%

Agree	39	39%
Neither Agree Nor Disagree	21	21%
Disagree	4	4%
Strongly Disagree	7	7%
<b>Total</b>	<b>100</b>	<b>100 %</b>

Chart No. 3



#### INTERPRETATION:

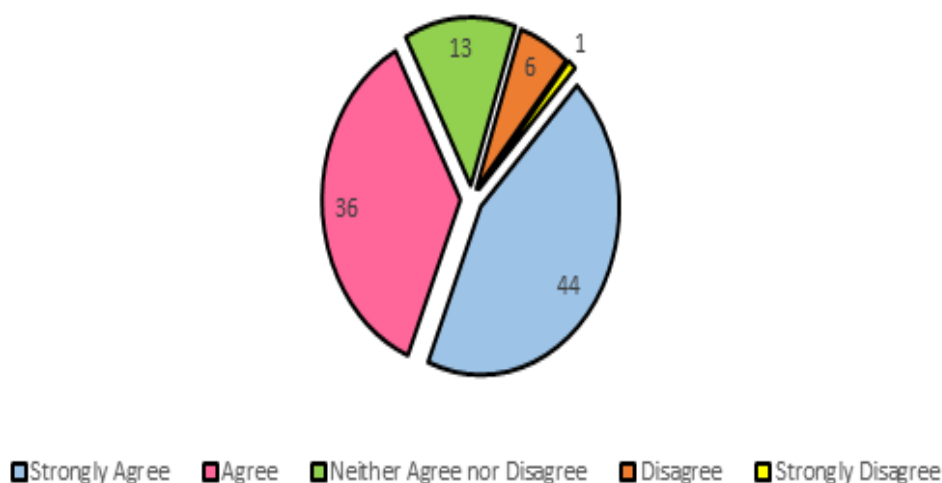
39% of the respondent agree that firm keep accurate and error free records, whereas 29% of the respondent strongly agree, 21% of the respondent neither agree nor disagree, 4% of the respondents disagree and 7% of the respondents strongly disagree.

**Q.4) The employees of HDFC Bank show courtesy and respect towards you whenever you visit the HDFC Bank.**

Table No: 4

Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	44	44%
Agree	36	36%
Neither Agree Nor Disagree	13	13%
Disagree	6	6%
Strongly Disagree	1	1%
<b>Total</b>	<b>100</b>	<b>100%</b>

Chart No. 4

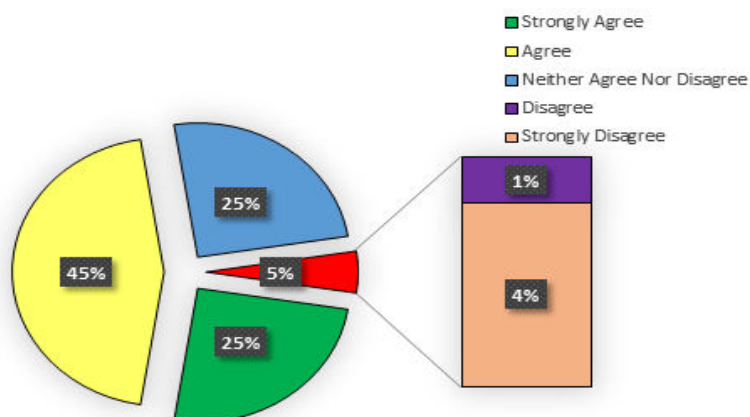


#### INTERPRETATION:

44% of the respondent strongly agree that the employees of HDFC Bank show courtesy and respect towards you whenever you visit the HDFC Bank, whereas 36% of the respondent agree, 13% of the customer neither agree nor disagree, 6% of the respondent disagree and 1% of the respondent strongly disagree.

**Q.5) Employees of HDFC Bank have enough of knowledge of every essential aspect.****Table No: 5**

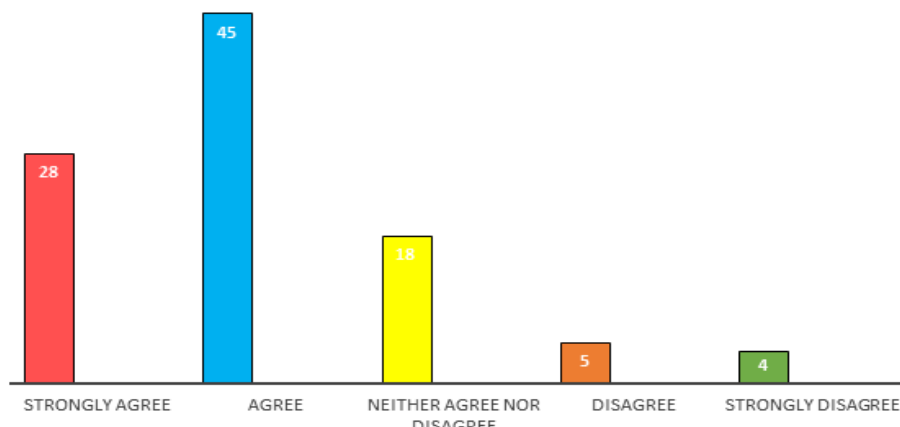
Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	25	25%
Agree	45	45%
Neither Agree Nor Disagree	25	25%
Disagree	1	1%
Strongly Disagree	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart No. 5****INTERPRETATION:**

25% of the respondent strongly agree that employees of HDFC Bank have enough of knowledge of every essential aspect, whereas 45% of the respondent agree, 25% of the customer neither agree nor disagree, 1% of the respondent disagree and 4% of the respondent strongly disagree.

**Q.6) Employees of HDFC Bank are consistently polite and courteous.****Table No: 6**

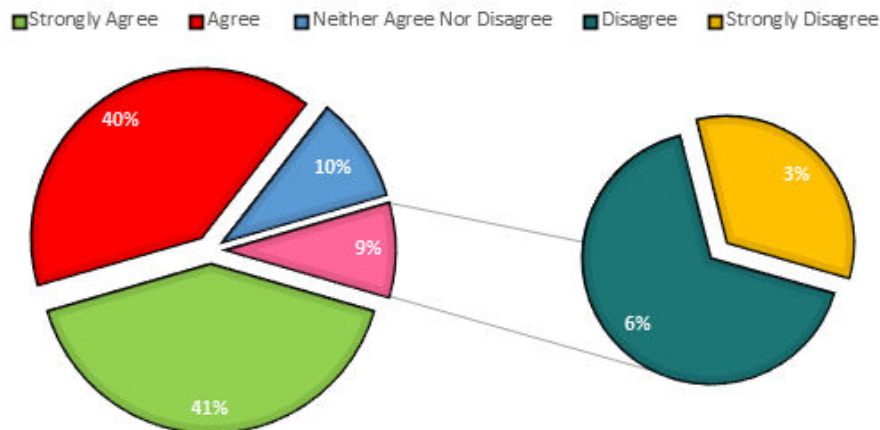
Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	28	28%
Agree	45	45%
Neither Agree Nor Disagree	18	18%
Disagree	5	5%
Strongly Disagree	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart No. 6****INTERPRETATION:**

28% of the respondent strongly agree that employees of HDFC Bank are consistently polite and courteous, whereas 45% of the respondent agree, 18% of the respondent neither agree nor disagree, 5% of the respondent disagree and 4% of the respondent strongly disagree.

**Q.7) HDFC Bank have modern looking and up-to-date equipment.****Table No: 7**

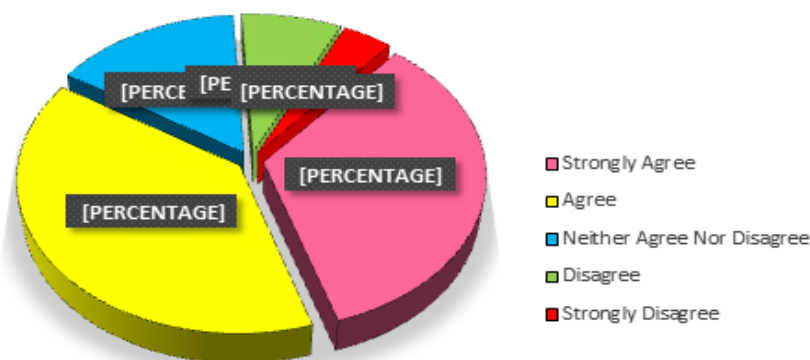
Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	41	41%
Agree	40	40%
Neither Agree Nor Disagree	10	10%
Disagree	6	6%
Strongly Disagree	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart No. 7****INTERPRETATION:**

41% of the respondent strongly agree that HDFC Bank have modern looking and up-to-date equipment, whereas 40% of the respondent agree, 10% of the respondent neither agree nor disagree, 6% of the respondent disagree and 3% of the respondent strongly disagree.

**Q.8) Physical facilities are visually appealing.****Table No: 8**

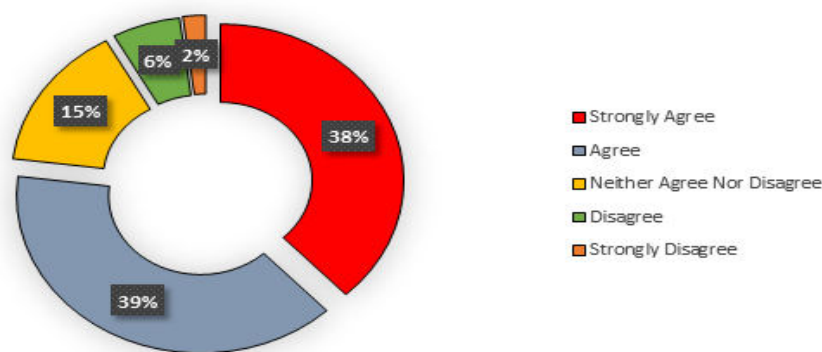
Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	34	34%
Agree	39	39%
Neither Agree Nor Disagree	15	15%
Disagree	8	8%
Strongly Disagree	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart No. 8****INTERPRETATION:**

34% of the respondent strongly agree that Physical facilities are visually appealing, whereas 39% of the respondent agree, 15% of the respondent neither agree nor disagree, 8% of the respondent disagree and 4% of the respondent strongly disagree.

**Q.9) Employees are well dressed/neat.****Table No: 9**

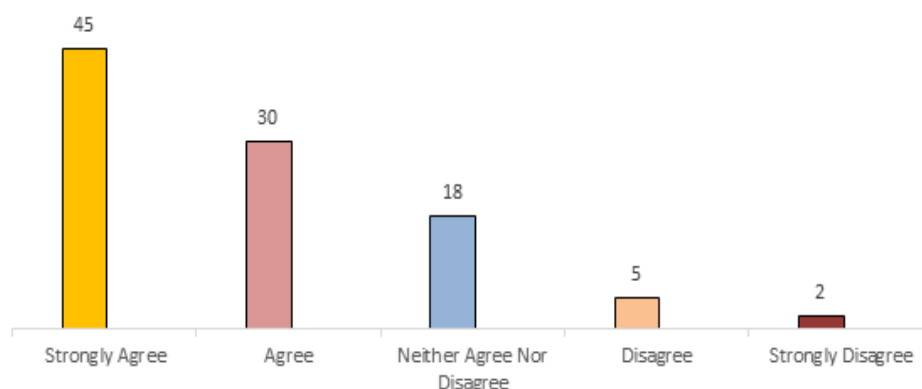
Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	38	38%
Agree	39	39%
Neither Agree Nor Disagree	15	15%
Disagree	6	6%
Strongly Disagree	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart No. 9****INTERPRETATION:**

38% of the respondent strongly agree that employees are well dressed/neat, whereas 39% of the respondent agree, 15% of the respondent neither agree nor disagree, 6% of the respondent disagree and 2% of the respondent strongly disagree.

**Q.10) HDFC Bank provide you personalized and individual attention.****Table No: 10**

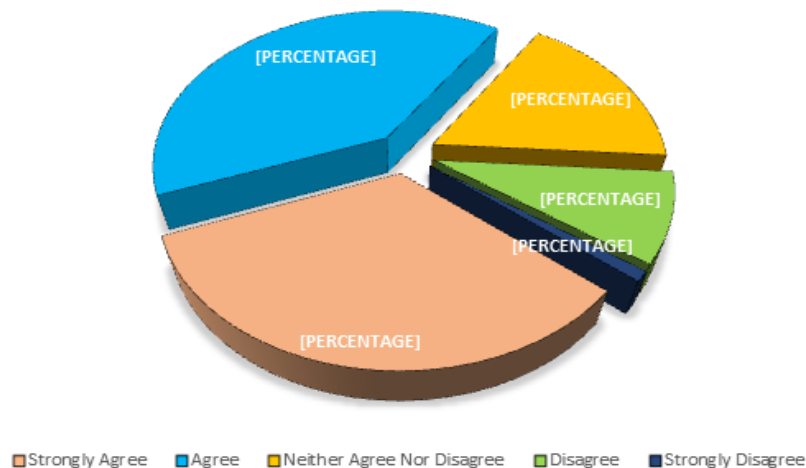
Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	45	45%
Agree	30	30%
Neither Agree Nor Disagree	18	18%
Disagree	5	5%
Strongly Disagree	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart No. 10****INTERPRETATION:**

45% of the respondent strongly agree that HDFC Bank provide you personalized and individual attention, whereas 30% of the respondent agree, 18% of the respondent neither agree nor disagree, 5% of the respondent disagree and 2% of the respondent strongly disagree.

**Q.11) Firm has convenient operating hours.****Table No: 11**

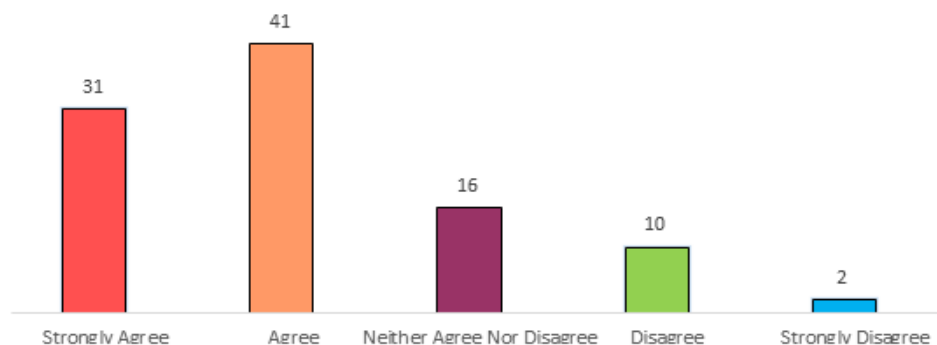
Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	33	33%
Agree	40	40%
Neither Agree Nor Disagree	17	17%
Disagree	9	9%
Strongly Disagree	1	1%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart No. 11****INTERPRETATION:**

33% of the respondent strongly agree that firm has convenient operating hours, whereas 40% of the respondent agree, 17% of the respondent neither agree nor disagree, 9% of the respondent disagree and 1% of the respondent strongly disagree.

**Q.12) Employees have the best interests of the customers at heart.****Table No: 12**

Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	31	31%
Agree	41	41%
Neither Agree Nor Disagree	16	16%
Disagree	10	10%
Strongly Disagree	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart No. 12****INTERPRETATION:**

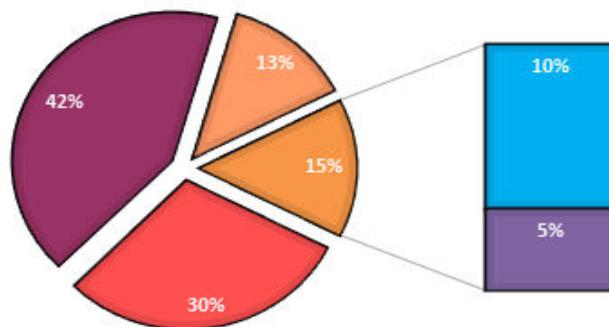
31% of the strongly agree that employees have the best interests of the customer at heart, whereas 41% of the respondent agree, 16% of the respondent neither agree nor disagree, 10% of the respondent disagree and 2% of the respondent strongly disagree.

**Q.13) Employees of HDFC Bank provides prompt services whenever you visit HDFC Bank Branch.****Table No: 13**

Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	30	30%
Agree	42	42%
Neither Agree Nor Disagree	13	13%
Disagree	10	10%
Strongly Disagree	5	5%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart No. 13**

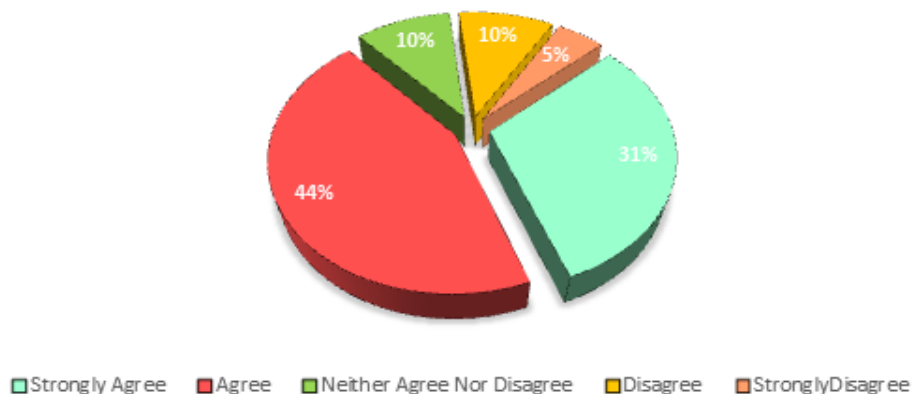
■ Strongly Agree 
 ■ Agree 
 ■ Neither Agree Nor Disagree 
 ■ Disagree 
 ■ Strongly Disagree

**INTERPRETATION:**

30% of the respondent strongly agree that employees of HDFC Bank provides prompt services whenever you visit HDFC Bank Branch, whereas 42% of the respondent agree, 13% of the respondent neither agree nor disagree, 10% of the respondent disagree and 5% of the respondent strongly disagree.

**Q.14) Employees are willing to respond positively on every transaction you make with HDFC Bank.****Table No: 14**

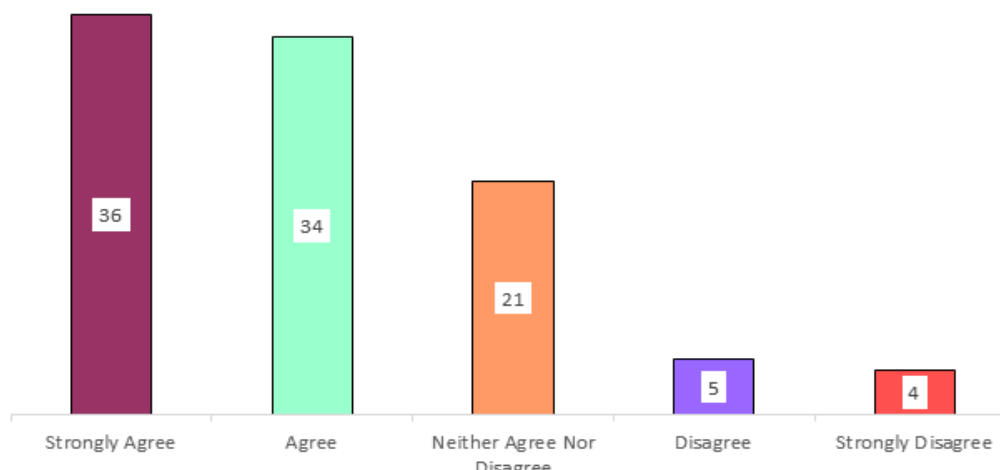
Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	31	31%
Agree	44	44%
Neither Agree Nor Disagree	10	10%
Disagree	10	10%
Strongly Disagree	5	5%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart No. 14****INTERPRETATION:**

31% of the respondent strongly agree that employees are willing to respond positively on every transaction you make with HDFC Bank, whereas 44% of the respondent agree, 10% of the respondent neither agree nor disagree, 10% of the respondent disagree and 5% of the respondent strongly disagree.

**Q.15) Employees are not too busy to respond to your queries.****Table No: 15**

Responses	Number of Respondent	Percentage of Respondent
Strongly Agree	36	36%
Agree	34	34%
Neither Agree Nor Disagree	21	21%
Disagree	5	5%
Strongly Disagree	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart No. 15****INTERPRETATION:**

36% of the respondent strongly agree that employees are not too busy to respond to your queries, whereas 34% of the respondent agree, 21% of the respondent neither agree nor disagree, 5% of the respondent disagree and 4% of the respondent strongly disagree.

**5. FINDINGS**

- 1) Half of the respondent i.e., 50% strongly agree that HDFC Bank perform the service right the first time, whereas only 2% of the respondent strongly disagree.
- 2) Almost 56% of the respondent agree that the firm is sympathetic and reassuring when the customer has problem, while only 2% of the respondent disagree.
- 3) It was found that 39% of the respondent agree that firm keep accurate and error free records and only 4% of the respondent disagree.
- 4) 44% of the respondent strongly agree that the employees of HDFC Bank show courtesy and respect towards you whenever you visit the HDFC Bank whereas only 1% of the respondent is strongly disagree.
- 5) It was understood that 45% of the respondent agree that employees of HDFC Bank have enough of knowledge of every essential aspect of the transaction and only 1% of the customer is disagree.
- 6) 45% of the respondent agree that employees of HDFC Bank are consistently polite and courteous and only 4% of the respondent strongly disagree.
- 7) 41% of the respondent strongly agree that HDFC Bank have modern looking and up-to-date equipment while 3% of the respondent strongly disagree.
- 8) Less than half i.e., 39% of the respondent agree that physical facilities of HDFC Bank are visually appealing and only 4% of the respondent strongly disagree.
- 9) 39% of the respondent agree that employees of HDFC Bank are well-dressed or neat and only 2% of the respondent strongly disagree.
- 10) To the extent of 45% of the respondent strongly agree that HDFC Bank provide you personalized and individual attention whereas only 2% of the respondent strongly disagree.

- 11) 40% of the respondent agree that firm has convenient operating hours and only 1% of the respondent is strongly disagree.
- 12) 41% of the respondent agree that employees of HDFC Bank have the best interests of the customer at heart and only 2% of the respondent strongly disagree.
- 13) It was known that 42% of the respondent agree that employees of HDFC Bank provides prompt services whenever you visit HDFC Bank Branch and only 5% of the respondent strongly disagree.
- 14) 44% of the respondent agree that employees of HDFC Bank are willing to respond positively on every transaction you make with HDFC Bank and only 5% of the respondent strongly disagree.
- 15) Less than half i.e., 36% of the respondent strongly agree that employees of HDFC Bank are not too busy to respond to your queries and only 4% of the customers strongly disagree.

## **6. CONCLUSION**

HDFC Bank service quality is as per the customer's expectation. HDFC Bank is delivering the quality as per its standard. The employees of the HDFC Bank are very well disciplined and also poses an overwhelming behavior to each and every customer visited the Bank. Even customer confidence and values was quite effectively assured by HDFC Bank throughout its practice. As services being intangible in nature makes the study of the customer services of banking sector with special reference to HDFC Bank more important. It's of prime importance to measure the services provided by HDFC Bank meet or exceeds customer's expectation. The Banking sector in India has a tremendous growth potential as the demand still remains untapped. Government initiatives are boosting the pace of the growth of banking industry.

HDFC Bank provide best of the service to its customers and make the whole transaction hassle free for them. The employees of HDFC Bank are well- dressed and are always very helpful to their customers. They cater to the individual needs of the customers and serve the best in the interest of the customers. The physical facilities of HDFC Bank are quite appealing and have up to date modern looking equipment. Customers get prompt assistance from the employees whenever they visit the Branch and the employees show keen interest in the customer whenever the problem arises. HDFC Bank perform the service right the first time. The employees are consistently polite and courteous while dealing with customers. The five-dimensional structure could possibly serve as a meaningful framework for tracking a bank's service quality performance over time. Items on some dimensions should be expanded if that is necessary. Based on the study conducted it can be concluded that Reliability, Assurance and Empathy are the critical elements of service quality of HDFC Bank and they are directly related to overall service quality. The factors that may delight customers more tend to be concerned more to be with the intangible nature of service, commitment, attentiveness, friendliness, care and courtesy.

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**A STUDY OF NPA IN BANKING SECTOR IN INDIA**

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**Dr. Anil Matkar**

Director, Swayam Siddhi College of Management &amp; Research, Bhiwandi

**ABSTRACT**

*Financial and commercial sectors play a pivotal role in the economic development in India. It is generally agreed that a strong and healthy banking system is a prerequisite for sustainable economic growth in all sectors. Banks in India have been undergoing major challenges in the dynamic environment over the past few years as it is evident from several parameters, CRAR and Net NPA ratio. In order to resist negative shocks and maintain financial stability, it is important to identify the financial and operating system of the banks. The issue of non-performing assets (NPA) is the root cause of the recent global financial crisis and it has been drawing the attention of the policy makers and academicians alike. The issue of NPAs was ignored till recently, but it has been given considerable attention after liberalization of the financial sector in India.*

*This research paper examines the trends of NPAs in India from various dimensions and explains how mere recognition of the problem and self-monitoring has been able to reduce it to a great extent. It also shows that public sector banks in India, which function to some extent with welfare motives, have as good a record in reducing NPAs as their counterparts in the private sector. In this background, this article is designed to give an outline of profile of bank group wise in Indian banking industry.*

*Keywords: Commercial banks; Public sector banks; Private sector banks and foreign banks; NPA*

**1. INTRODUCTION**

It has been around two decades since financial sector reforms were initiated in India. As banks are the major segment of the financial sector in India, reform measures are primarily aimed at improving the performance of the banking sector. An efficient banking system has significant positive externalities, which increases the efficiency of economic transaction in general. The first deals with the history part since the dawn of banking system in India. Government took major step in the 1969 to put the banking sector into systems and it nationalized 14 private banks in the mentioned year. This has been elaborated in Nationalization Banks in India

It is believed that private ownership helps to improve efficiency and performance of bank and accordingly, the Indian government started diluting its equity in Public Sector Banks from early 1990s in a phased manner. The privatization of Indian banks really helped to improve their efficiency and performance. Liberalization and Globalization concepts in by the government in the early 90s have thrown open many challenges to the Indian financial sector. Banks, amongst other things, were set on a path to align their accounting standards with the international standards and by global players. They had to have a fresh look into their balance sheet and analyze them critically.

It has been argued by a number of economists that a well-developed financial system enables smooth flow of savings and investments and hence, supports economic growth of the country. A healthy financial system can help achieve efficient allocation of resources across time and space by reducing inefficiencies arising out of market frictions and other socio-economic factors. Amongst the various desirable characteristics of a well-functioning financial system, the maintenance of a few non-performing assets (NPA) is an important one. NPAs beyond a certain level are indeed cause for concern for everyone involved because credit is essential for economic growth and NPAs affect the smooth flow of credit. Banks raise resources not just on fresh deposits, but also by recycling the funds received from the borrowers. Thus, when a loan becomes non-performing, it affects recycling of credit and credit creation. Apart from this, NPAs affect profitability as well, since higher NPAs require higher provisioning, which means a large part of the profits needs to be kept aside as provision against bad loans. Therefore, the problem of NPAs is not the concern of the lenders alone but is, indeed, a concern for policy makers as well who are involved in putting economic growth on the fast track. In India due to the social banking intention, the problem of bad loans did not receive priority from policy makers initially. However, with the reform of the financial sector and the adoption of international banking practices the issue of NPAs received due focus. Thus, in India, the concept of NPA came into the reckoning after reforms in the financial sector were introduced on the recommendations of the Report of the Committee on the Financial System and an appropriate accounting system was put in place.

Broadly speaking, NPA is defined as an advance where payment of interest or repayment of installment of principal (in case of term loans) or both remains unpaid for a certain period. In India, the definition of NPAs has changed over time. According to the Narasimham Committee Report (1991), those assets (advances, bills

discounted, overdrafts, cash credit etc.) for which the interest remains due for a period of four quarters (180 days) should be considered as NPAs. Subsequently, this period was reduced, and from March 1995 onwards the assets for which the interest has remained unpaid for 90 days were considered as NPAs.

## 2. NEED & OBJECTIVES FOR THE STUDY

The profile of the banks plays an important role in the performance of the banks and measuring the relative profile of bank group wise has gained academic attentions over the years. Various parameters have been used to determine the profile of the banks. Evaluating the profile of the commercial banks is important to depositors, owners, potential investors, managers and of course, regulators.

### OBJECTIVES OF THE STUDY

1. To explore the business profile of public sector banks in India.
2. To analyses the performance of different level of banks in India.
3. To provide appropriate measures to decrease the NPA.

## 3. RESEARCH METHODOLOGY

Data collection and sources of data The study is based on secondary data collected from the select bank records and other secondary sources like research papers, review papers, published papers of related Banks,. Banks' websites, periodicals, Bank's publications, newspapers etc. A list of the related articles from various journals is also used to develop the basic idea about the particular topic. This paper uses the Compound Annual Growth Rate (CAGR) Method and Ranking method to analysis the profile of banks. The study covers for the period of 5 years and Profiles of Indian Bank of last 5 years are:

Parameters	2022	2021	2020	2019	2018
Capital Adequacy Ratio (%)	16.53	15.71	14.12	13.21	12.55
Gross NPA (%)	8	10	7	7	7
Net NPA (%)	2.27	3.37	3.13	3.75	3.87
Net NPA to Advances (%)	2	3	3	4	4

## 4. NPAs AT THE GLOBAL LEVEL

In order to get a global scenario about NPA, it is essential to look at the NPAs in the different countries of the world. Since the concept of NPA developed in India only in the post-reform era, it would be useful to look at recent figures rather than adhere to a historical account.

The average for 2021 based on 108 countries was 6.49 percent. The highest value was in San Marino: 58.96 percent and the lowest value was in Micronesia: 0.27 percent. The indicator is available from 2000 to 2021. Below is a chart for few countries where data are available.

**Table No. 1:** Non-performing Assets as percent of all bank loans, 2021

Sr. No.	Country	NPA (%)	Rank
1.	Greece	9.16	18
2.	Pakistan	7.86	23
3.	India	6.54	32
4.	South Africa	4.45	46
5.	Italy	3.35	59
6.	France	2.42	74
7.	China	1.73	87
8.	UK	0.97	97
9.	USA	0.81	100
10.	Canada	0.38	107

Though a clear picture of the magnitude of NPA emerges from the absolute values, it does not reveal the complete picture mainly because the absolute level of NPA depends on total advances. A country with a large population or GDP may have large advances and, in turn, larger NPA as well. Thus, apart from the absolute value, it is also important to look at what proportion of the total loan has become non-performing. The status of India in comparison of NPA at globe is 6.54 and rank is 32.

## 5. NPA NORMS

Though the issue of NPA was given more importance after the Narasimham Committee Report (1991) highlighted its impact on the financial health of the Indian banks and, subsequently, various asset classification norms were introduced. the concept of classifying bank assets based on its quality began during 1985-86. As mentioned earlier, the grace period was reduced and from March 1995 onwards assets for which interest has unpaid for 90 days were considered as NPAs. Provisions need to be made for the NPAs and total NPA (gross) minus the provisions is defined as net NPA.

Besides providing a detailed definition of NPA, the Narasimham Committee (1991) also suggested that for the purpose of provisioning, banks and financial institutions should classify their assets by compressing the health codes into four broad groups; (i) Standard (ii) Sub-standard, (iii) Doubtful and (iv) Loss. Broadly, sub-standard assets would exhibit problems

## 6. RECOVERY MECHANISM OF NPA

The Government of India felt that the usual recovery measures like issue of notices for enforcement of securities and recovery of dues was a time consuming process. Thus, in order to speed up the recovery of NPAs, the government constituted a committee under the chairmanship of late Shri Tiwari in 1981. The committee examined the ways and means of recovering NPAs and recommended, inter alia, the setting up of 'Special Tribunals' to expedite the recovery process. Later the Narasimham Committee (1991) endorsed this recommendation, and, suggested setting up of the Asset Reconstruction Fund (ARF). It was suggested that the Government of India, if necessary, should establish this fund by special legislation to take over the NPAs from banks and financial institutions at a discount and recover the dues owed by the primary borrowers. Based on the recommendations of the Tiwari and the Narasimham Committees, Debt Recovery Tribunals were established in various parts of the country. An Asset Reconstruction Company was also established. The various measures taken to reduce NPAs include rescheduling and restructuring of banks, corporate debt restructuring and recovery through Lok Adalats, Civil Courts, Debt Recovery Tribunals and compromise settlement. In addition, some legal reforms were introduced to speed up recovery.

Using the new institutions and legal options, banks and financial institutions accelerated their recovery of NPAs. In terms of the amount involved, the DRTs recovered the highest amount of around Rs 32,745 crore and Lok Adalats the least, around Rs 2,965 crore. In terms of the recovery, 58 per cent of the amount involved was recovered through one-time settlement/compromise schemes. DRTs recovered around 29 per cent and Lok Adalats recovered around 16 per cent, while 22 per cent of the amount was recovered under the SARFA

## 7. NPA TRENDS

While efforts are on for NPA classifications, refinement of the accounting system and measures to reduce NPA in the decade of 1990s, proper implementation of these norms took time. Systematic data on NPAs started to become available in a usable form from 1998 only. Though the total GNPA increased significantly between 2015-16 to 2020-21 of all Indian banks. Public sector banks shows more NPA in comparison of other banks during the period 2015-16 to 2020-21.

A similar trend is observed in the case of Net NPA (NNPA). The decline in the NNPA is sharper than GNPA, mainly because of the increasing level of provisions, and other strict loan recovery measures conducted by Indian banks.

**Table 2:** Gross and Net NPAs of Indian Banks

Year	Gross NPA to Advances (%)	Net NPA to Advances (%)
<b>Scheduled Commercial Banks</b>		
2015-16	3.8	1.7
2016-17	4.3	2.1
2017-18	3.8	2.4
2018-19	7.5	4.4
2019-20	9.3	5.3
2020-21	9.7	6.2
<b>Public Sector Banks</b>		
2015-16	5.0	2.6
2016-17	9.3	2.9
2017-18	11.7	5.7
2018-19	13.6	6.9
2019-20	14.6	8.0

2020-21	13.5	8.3
<b>Private Sector Banks</b>		
2015-16	1.8	0.7
2016-17	2.1	0.9
2017-18	2.8	1.4
2018-19	3.0	2.2
2019-20	4.1	2.4
2020-21	4.3	2.7
<b>Foreign Banks</b>		
2015-16	3.9	0.5
2016-17	3.2	0.8
2017-18	3.8	0.5
2018-19	4.2	0.4
2019-20	4.0	0.6
2020-21	4.6	0.6

The above statistics shows the NPA problem at the aggregate level. In order to tackle the problem a disaggregated analysis is necessary to examine what type of loans lead to more NPAs.

## 8. CONCLUSION AND RECOMMENDATIONS

The NPA is the root cause of the financial crisis and political issues that we observed recently. The world is still trying to recover from the after-effects of the crisis. The problem of NPA has received considerable attention after the liberalization of the financial sector in India. Accounting norms have been modified substantially and mechanisms are in place for reduction of bad loans. Our discussions with banks, however, show that such decline is mainly due to the awareness of the problem of bad loans at the bank level. It remains true that NPA in the priority sector is still higher than that of the non-priority sector. Within the priority sector, the SSI's performance is the worst. However, even this sector has shown reduction in bad loans over time. In the process of reducing NPAs, will banks shun the poor borrowers?

## RECOMMENDATIONS

The following are few suggestions to the Indian banking Industry, which helps them to improve their performance and efficiency and make them fit to compete in this competitive global scenario.

1. As the ROA i.e. Return on assets is the parameter that indicates the efficiency of banks management in utilization of its assets, it is advised that the public sector banks should take care regarding this parameter in general, and in particular it is in the case of nationalized banks where there is a need for improvement.
2. In case of cost of funds there is a need for both public sector banks and private sector banks to work upon this parameter because it shows on the higher side when it is compared to the foreign banks.
3. Having high ratio 32<sup>nd</sup> of Non Performing Asset i.e., NPA is a sign of poor asset quality and in this study it is noticed that there is a high NPA in public sector banks as compared to private sector banks and foreign banks, and this high NPA's in public sector banks is due to high NPAs in nationalized bank, so there is a need for nationalized banks to focus on this parameter in particular and public sector banks in general, as the simple reason is that the asset quality effects the performance of the banks
4. In case of business per employee the private sector banks are at the back end when it is compared with the other bank groups in the study, this point out that there is a need for private sector banks to look into this matter.
5. When we take profit per employee into consideration, the foreign banks are at front position so it is an indication to both the bank groups i.e. public sector and private sector to try to with stand with the foreign banks in the global scenario.

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**TECHNOLOGIES' EFFECTS ON HUMAN RESOURCE MANAGEMENT IN IT SECTORS**

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**Mr. Sharique Mushtaque Ahmed Momin**

Assistant Professor, Swayam Siddhi College of Management and Research

**ABSTRACT**

*The face of the modern workplace has altered as a result of the information technology revolution, and systems have been made more efficient by the introduction of new methodologies. The majority of enterprises today recognise the value of information retrieval and storage. In this essay, I specifically discuss how contemporary technology helps to ensure the efficacy of HR services. The Human Resource Information System (HRIS) offers firms the chance to include the HR department strategically and administratively in running the business. The major goal is to comprehend how much HRIS is being used to expand the administrative and strategic responsibilities of the HR department. The findings demonstrate that HRIS is effectively applied as a technique to increase administrative effectiveness by enhancing the department. However, it is challenging to measure all of its advantages. HRIS's potential as a strategic instrument is still not fully appreciated, which keeps it from being properly utilised. There are suggestions and advice given.*

*Keywords: HR strategy, performance management, appraisals, and human resource information system (HRIS).*

**INTRODUCTION**

The modern workplace has undergone a revolution thanks to the introduction of information technology to the human resources sector. In addition to being better able to obtain information, HR professionals can also store it and access it quickly and efficiently. This has improved both the organization's overall efficiency and the efficiency of managerial tasks. Because of its importance to overall operations and organisational effectiveness/efficiency, senior management has long regarded human resource management as the most important factor. To improve the overall performance of the businesses, it is crucial to recognise, comprehend, and evaluate the main components and their interactions. Discovering the most recent interests and methods in human resources may also be crucial because understandings and behaviours are evolving as a result of economic and technological advancements. Particularly when it comes to information technology, technology is developing at an unstoppable rate. New software innovations obviously offer advantages to HR professionals, but there is a real risk that greater automation will raise questions about the "human" component of their work.

The HR department's administrative tasks can be streamlined with the help of the efficient HRIS system. This can be done by building a comprehensive and pertinent database. An efficient HRIS would feature information on each employee, such as training completed, honours received, projects done successfully, degree of education acquired, years of service, talents, and competences, among other things. The HR department can contribute to the development of organisational strategy by utilising this data. Establishing an effective HRIS makes it easier to establish HR systems (Dessler, Griffiths, and Walker, 2004).

**Human Resource Administration (HRM)**

According to legend, the history of HRM began in England in the early 1800s, during the artisans and apprenticeship age, and it continued to grow with the introduction of the Industrial Revolution in the late 1800s. Frederick W. Taylor proposed that industrial psychology of workers be combined with scientific management in the 19th century. In this situation, it was suggested that managers should consider the psychology and overall well-being of the employees in addition to the job's efficiency.

Additionally, the establishment of personnel departments began in the 1920s as a result of the rapid advancements in technology, the expansion of organisations, the formation of unions, and government concern and interference. Personnel managers were now known as welfare secretaries (Ivancevich, 2007).

**Human Resource Information System (HRIS)**

HRIS began in a fairly unassuming manner. Although there were a few exceptions, prior to World War II, human resources specialists—then known as "personnel" staff—performed basic employee record keeping as a support role with little involvement in key business objectives. Initial attempts to handle personnel data were typically restricted to employee names and addresses, and sometimes some job history, which was frequently jotted on 3x5 note cards. Between 1945 and 1960, businesses started to adopt formal procedures for hiring and employee development as they grew more conscious of challenges relating to human resources. Organizations started to understand how crucial employee morale is to a company's overall efficiency about the same period. Although this time of professional transformation did not significantly alter HRIS (although personnel files did get slightly more complex), some people think that it prepared the ground for a wave of changes that started in the 1960s and 1970s.

Government and regulatory reporting obligations for employees also greatly grew throughout the following 20 years (1960 to 1980), during which HR was incorporated into the main company goal. Mainframe computers' introduction and broad use in corporate America coincided with this rise in regulation and offered a technological response to the increased analytical and record-keeping requirements imposed by expanding employment legislation and a variety of new reporting requirements.

The expensive computing systems of the day saw the Human Resource Department as one of the most significant users, frequently outpacing other functional departments in terms of computer access. HRIS systems were (for the most part) straightforward record-keeping systems during this period, despite being computerised and expanding significantly in size and scope. Kovach and colleagues claim that HRIS is a systematic process for gathering, storing, maintaining, and retrieving data that an organisation needs regarding its human resources, personnel activities, and organisational features.

### **Benefits of Technology on Human Resource**

Technology will eventually replace the majority of current HR positions. Another justification for HR Management becoming more strategic is this. There will be less HR professionals employed by firms as a result of technology's self-service and anytime, anywhere communications capabilities, coupled with the lack of sourcing. Technology will continue to advance and will continue to have a significant impact on us both personally and professionally. While the majority of its effects on our personal and professional life have been progressive and good, there are some drawbacks. The barriers between work life and family life have become more hazy thanks to smartphones, email, texting, and BlackBerry-style gadgets.

Nowadays, it seems like we're always on call and reachable—in our cars, the air, at home—nearly anywhere. Computers, PDAs, cell phones, and other devices have evolved into appendages for today's young professionals and serve to keep them constantly linked. Companies cannot afford to ignore the popularity of weblogs or blogs among this demographic. Technorati, a website for tracking websites, claims to have tracked over 7.8 million blogs and 937 million links as of March 2005. The amount of weblogs tracked in October of last year has more than doubled. In actuality, the blogosphere is expanding by a factor of two about every five months. Employers must adopt a blogging strategy. Negative blogs have the potential to ruin a company's reputation.

The century of the employee is arrived, and technology must adapt. Employee relationship management, often known as ERM, is replacing CRM, or customer relationship management. Self-service for employees is becoming just as crucial as for customers. Content that is tailored and uniquely you will reign supreme. Employees can self-manage tasks that formerly required assistance from human resource specialists. This benefits businesses by saving money and time while allowing HR professionals to concentrate on more strategic challenges. But more significantly, it is a basic expectation of Generations X and Y. Technology that safeguards the security and privacy of HR data is more crucial than ever, but we'll get to that later.

It's crucial that we continue to use technology and keep an eye out for advancements that could lead to even better tools for cooperation and communication. Regardless of time or location, technology enables connections between people in the workplace. It encourages the likelihood of greater productivity and creativity. Communication technology has made virtual employment and flexible working hours possible nowadays.

Thanks to technology, organisations can exist locally but virtually on a worldwide scale. Organizations are searching for global and cross-border HR signals that offer a single HR database that offers them access to real-time data about their workforce and supports their strategic decision-making. They are searching for solutions that offer localised capabilities for global compliance. They are seeking a framework for HR solutions that will make it possible to manage personnel from the time of employment to retirement.

### **The Core Values of HP Guide HR Strategy**

Although co-founders Bill Hewlett and Dave Packard were committed to fostering an environment where workers could fulfil their inherent motivations to produce high-quality, innovative work, they delayed establishing a personnel department until 1957—18 years after they founded the electronics manufacturer in Palo Alto, California, thereby also founding Silicon Valley. After a 24-year career in human resources, 17 of them at HP, F.E (Pete) Peterson was appointed vice president of personnel in 1989, becoming the first personnel professional to hold that position. According to Peterson, "my getting this post was rare since the corporation had a pattern of filling the top personnel role with a general manager on their way to something bigger and better."

H-route P's didn't always lead to the best locations, like many other roads laid with good intentions. Because both Hewlett and Packard believed that line managers should be concerned about their employees and handle

their own personnel concerns, the corporation started its personnel department later than it should have. The late-blooming people function, like the rest of the business, was dispersed as much as feasible because large bureaucracies can stifle creativity. Ironically, the company had 1,800 extra people on its payroll by 1990, for a total of 90,000 workers around the world, which was double the industry average. Additionally, H-line P's managers were depending less and less on these staff members of the workforce.

According to Peterson, "I didn't observe morale rising [and] I didn't feel that managers were getting any better at people management." That period has over. The management of human resources at the electronics company, with revenues of \$16.4 billion, has undergone significant adjustments as a result of H-fundamental P's values. The personnel-to-employee ratio has decreased from 1:53 to 1:75 in only three years, and while Peterson hasn't set any new department-wide goals, he is keeping an eye on rival businesses that boast ratios as low as 1:200.

## **CONCLUSION**

The outcome confirms the hypothesis that technology in HR is primarily used as an administrative rather than a strategic tool. There was a gap in the comprehensive understanding of the function that technology in HR may play in enhancing productivity and integrating the HR department into a more strategic role. The respondents were unable to draw a direct connection between the impact of technology on HR and how it affected their daily tasks. The precise benefit that the Technology system would bring to the firm wasn't entirely clear.

This connects to the preceding research, which found that the advantages of technology for HR were hard to measure and could not be expressed in monetary terms. IT in HR was not directly related to cost savings, better communication, or good hiring choices. So even while technology in HR seems to have a lot of potential, it hasn't been used to its fullest extent. To determine whether these findings hold true across industries, more study in other fields is necessary.

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**INDIA AND CHINA RELATIONS: LOOKING BACK AND LOOKING AHEAD**

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**Dr. Sudhakar R. Iyer**

Professor, Swayam Siddhi College of Management and Research, Bhiwandi

**ABSTRACT**

*This paper primarily brings out the comparison and contrast between the economic development of China and India in recent times. The statistical comparison will help draw interpretations and inferences about their relative importance in the competitive global market. Both China and India have large populations covering substantial and diverse geographical areas, large economies with even larger potential size. So an analysis of what makes both countries different in their pursuit of economic supremacy is rather interesting. This paper takes an objective overview to see whether China has a clear edge over India in the global scenario.*

**INTRODUCTION**

Both, India and China account for almost one third of the total population of the world. For the past two decades, China has been growing at an impressive 9.5% a year, and India by 6%. Given their young population and high savings both countries possess the fundamentals to keep growing in the 7%-to-8% range for the next decade. By mid-century, China should have overtaken the U.S. as No. 1 and India should surpass Germany as the world's third-biggest economy. The technical and managerial skills, in both China and India are becoming more important than cheap assembly labour. China will stay dominant in mass manufacturing, and is already building multibillion-dollar electronics and heavy industrial plants. India is a rising power in software, design, services, and precision industry. The global economy is still recovering after the recent economic shock but China and India have managed a decent growth rate. Demographic contrasts between China and India will become more pronounced in the coming decades, and these differences hold implications for the countries' relative economic prospects. China's population is larger than India's, but India's population is expected to surpass China's by 2025. China's population is slightly older than India's giving India an important demographic advantage. How much these demographic changes affect economic growth will depend on several other factors, including the infrastructure, education system and health care systems in each country and how well each country integrates women into its workforce.

**REVIEW OF LITERATURE****International Journal of Computing and Business Research ISSN (Online): 2229-6166**

India-China economic comparison: China's economy has been growing at an outstanding pace for years which has not escaped the attention of global investors. Needless to say, the country's stock market has gained 109 per cent since 2009. India, on the other hand, has not yet forayed into the top ten countries of the world in this context. The size of Chinese economy is 4.5 times more than that of Indian economy. Further, India's per-capita GDP is 1/7th of that of China at this juncture.

**Why Has China's Economy Taken off Faster than India's?****June 2006 -David E. Bloom, David Canning, Linlin Hu, Yuanli Liu, Ajay Mahal, and Winnie Yip**

This paper analyzes and compares the acceleration of economic growth in India and China. There are three possible approaches to this task. The first is a simple shift share analysis, which can be used to decompose the growth of income per worker into a portion attributable to the reallocation of labor from low to high productivity sectors and a portion attributable to the growth in labor productivity within sectors. The second approach is to calibrate a production function, along the lines of Young (1994, 1995), and to apply the growth rate of factor inputs in each country to estimates of the marginal productivity of each factor (based on microeconomic data) to find their contribution to overall economic growth.

**OBJECTIVES OF THE RESEARCH:**

1. To assess the present status of India and China in the global economy.
2. To know whether China is having an edge over the other on various fundamentals of the economy.

**HYPOTHESIS**

'Openness of the economy coupled with manpower development and health care facilities are important factors that have created great differences between the two economies giving China the edge.'

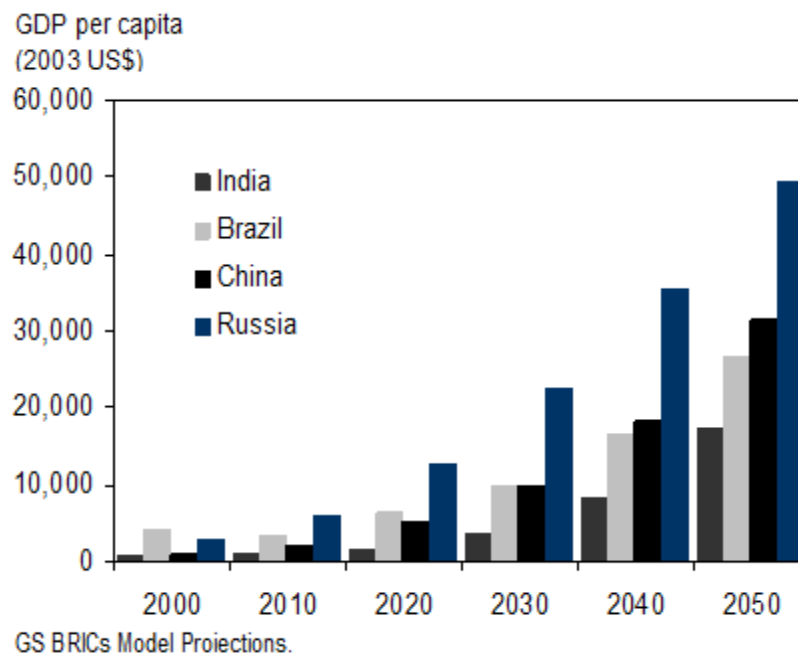
**RESEARCH METHODOLOGY**

The Researcher has espoused the Doctrinal Method of carrying out the Research. He has tried to include rules or provisions or statistics available and applicable in the present scenario. The Researcher has used various sources of which Articles, websites, database are a major role to play.

**Comparison between India and China**

Facts	India	China
GDP	around \$1.3123bn	around \$4909.28bn
GDP Growth	8.90%	9.60%
Per Capita GDP	\$1124	\$7,518
Inflation	7.48 %	5.1%
Labor Force	467 million	813.5 million
Unemployment	9.4 %	4.20 %
Fiscal Deficit	5.5%	21.5%
Foreign Direct Investment	\$12.40	\$9.7 billion
Gold Reserves	15%	11%
Foreign Exchange	\$2.41 billion	\$2.65 trillion
World Prosperity Index	88th Position	58th Position
Mobile users	842 million	687.71 million
Internet users	123.16 million	81 million

- China has done very well to reduce its poverty to 8 % from about 30% a couple of decades ago. The country is optimistic to bring the same to zero in near future. India, on the other hand, inspite of many poverty alleviation schemes has failed to curtail its poverty rate and the same stands at 37 per cent at this point of time. The difference perhaps lies in the attitude and policies of the two countries.
- One of the major indicators of poverty is rate of unemployment. On this front too, India has failed to match its counterpart. An unemployment rate of 9.4 per cent in comparison to 4.6 per cent of China proves India's apathy on this front as well. The implementation of MNREGA may prove fruitful in reducing unemployment but to make it more result oriented the country will have to adopt a more proactive approach.
- China has outshined India on Foreign Direct Investment (FDI) front as well. Estimated annual FDI inflow in China is \$108 a year against \$34.6 billion a year of India. China has been getting FDI in labour intensive industries while India, on account of its poor policies has to content with capital intensive FDI. FDI in China has generated huge employment and has surged its exports as well. India, on the other hand has been made to wonder as to why inspite of attracting FDI, unemployment and poverty rate are not coming down.
- Although foreign exchange reserves of India looks healthy at \$2.41 billion, the same are negligible in front of China's \$2.65 Trillion.
- Food inflation is of great concern to India as it is persisting at 15 % plus level for over 3 years now. The Government may give reason of enhanced prosperity to justify such a hefty price increase of food items but in reality, however, ignorance of agricultural sector, cuts in subsidies and price hikes of inputs like diesel and fertilisers, hoarding and growing penetration of big corporates in the food economy are some of the reasons behind it. The comparative position of China is much better in this regard as well.
- All this has culminated into rather sorry ranking of India on the various socio-economic health indicators. India's ranking in global exports is 20th. This is inspite of the fact that India is the seventh largest country of the world and is endowed with substantial natural resources. On overall world prosperity index, India's 88th ranking leaves a lot to be desired for the future.
- India, however is not far behind China when it comes to the growth rate- a projected growth rate of 9 percent (second fastest) and that too on sustained basis for some years is likely to place India near developed nations. All these countries are likely to witness negative or very low economic growth rates in the coming years. India's recovery over recession was faster and effective in comparison to most of the other economies of the world.
- If we make comparative analysis of the Indian vs. Chinese economy, we can see that there are a number of factors that has made China a better economy than India. The Goldman Sachs Report on projected Income per capita for BRIC countries, given below, show India much below China.

**Projected Income Per Capita for the “BRICS” (Goldman Sachs Report)**

- **Difference in infrastructure and other aspects of economic growth:**

Compared to India, China has a much well developed infrastructure. Some of the important factors that have created great differences between the economies of the two countries are manpower and labour development, water management, health care facilities and services,

communication, civic amenities and so on. All these aspects are well developed in China and India is still plagued by problems such as poverty, unemployment, lack of civic amenities and so on. In fact unlike India, China is still investing in huge amounts towards manpower development and strengthening of infrastructure.

**CONCLUSION**

China and India will be huge proving grounds for the next-generation multimedia gizmos, networking equipment, and wireless Web services, and will play a greater role in setting global standards. The FDI of China is \$ 65 billion in comparison to \$3.5 billion that of India. This shows that in spite of all the foreign investment policies of the Indian Government, they are unable to make attractive for the FDI inflows.

Even now Indian markets seem to be under the threat of being swamped by Chinese imports as more and more Chinese products flood the consumer goods market.

The above research proves my hypothesis right that ‘Openness of the economy coupled with manpower development and health care facilities are important factors that have created great differences between the two economies. It may well be said “China has a clear edge over India as far as prospects of future economic development is concerned.”’

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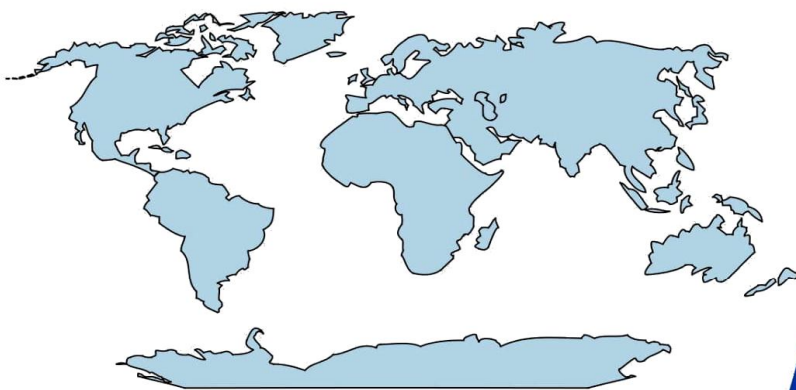
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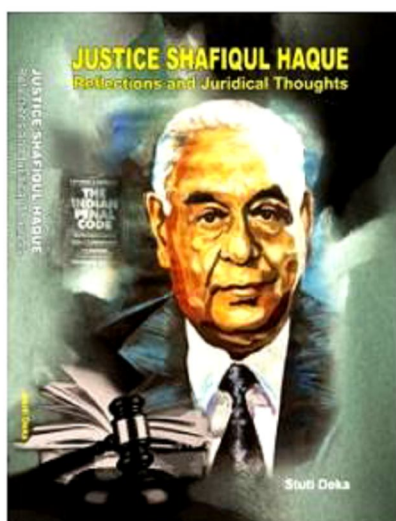


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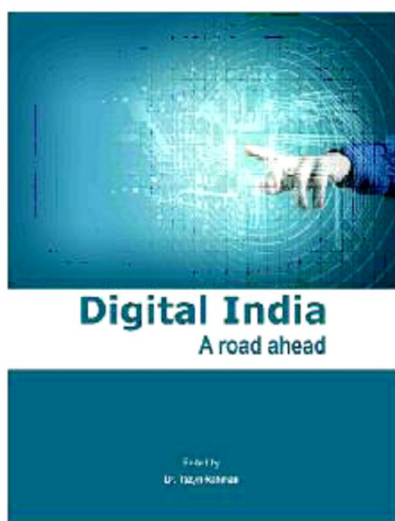
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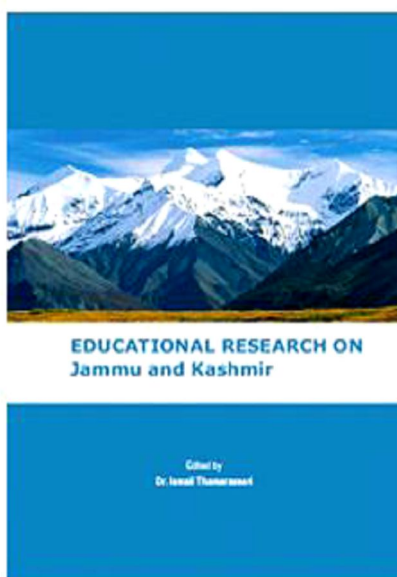
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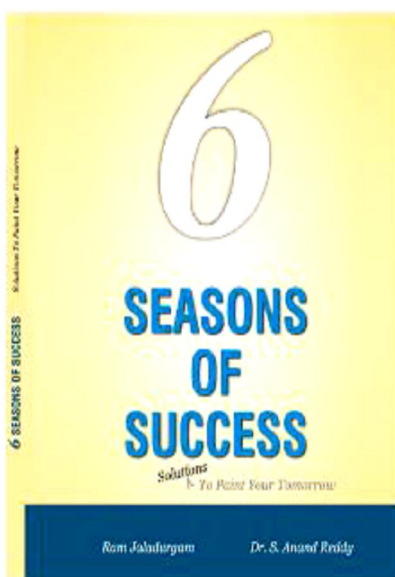
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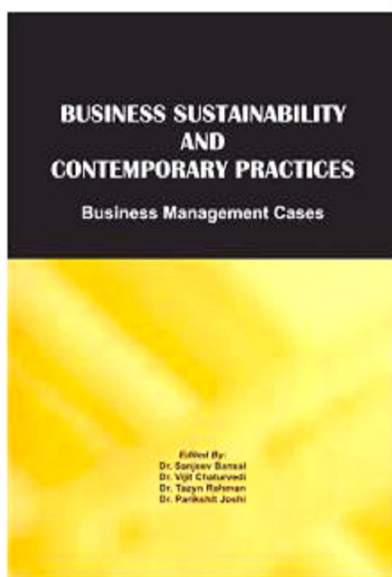
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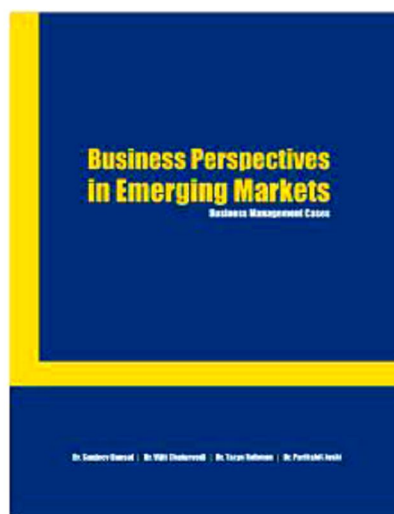
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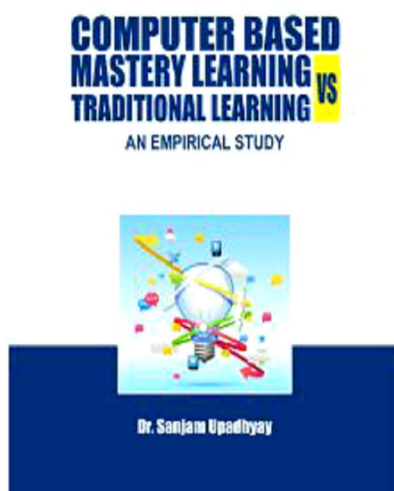
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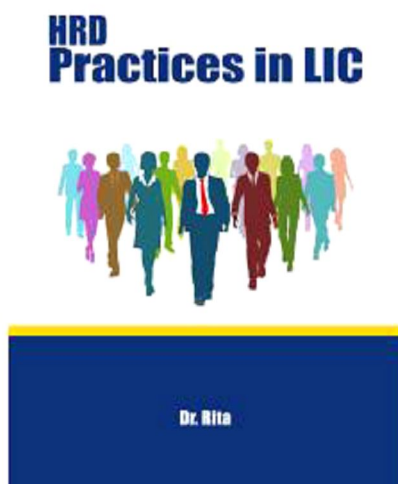
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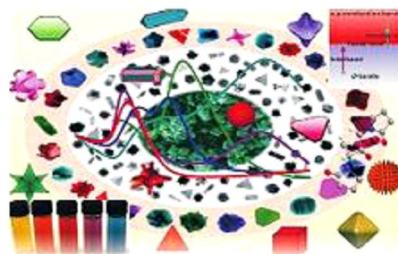
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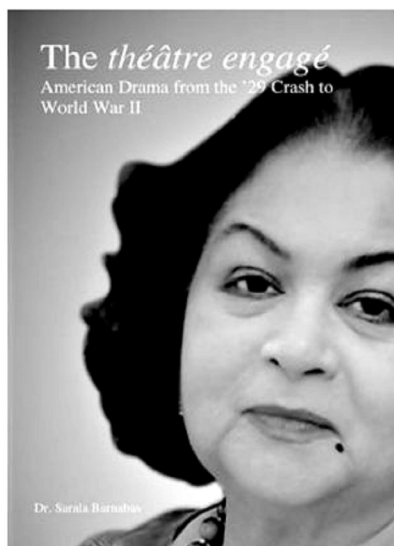
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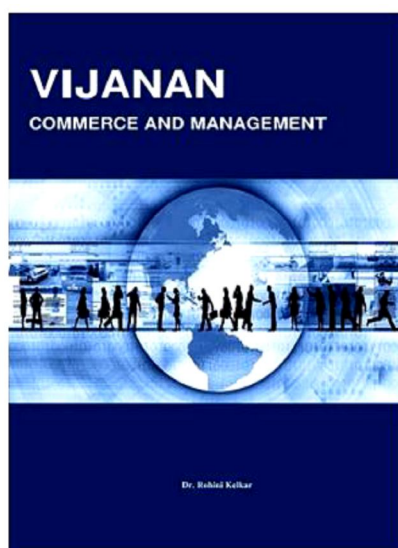


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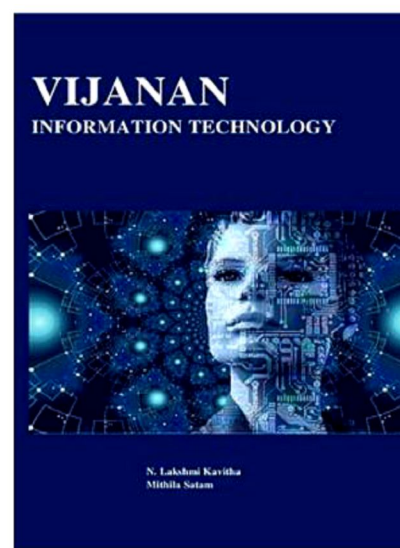
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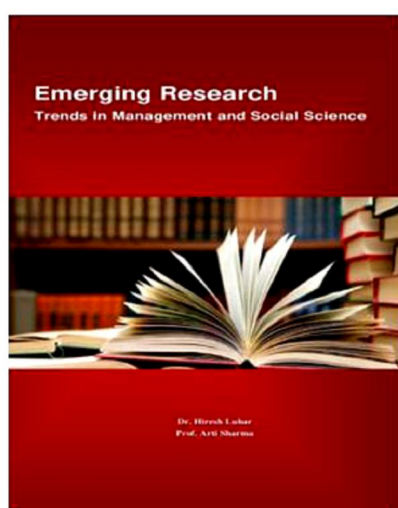
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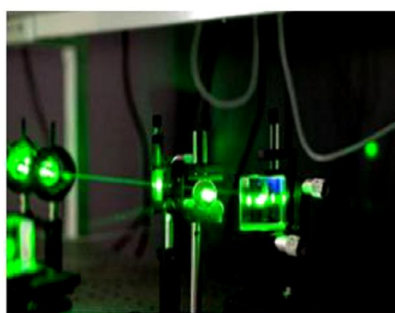


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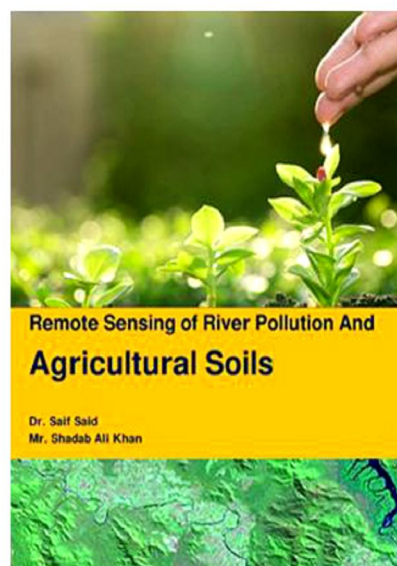
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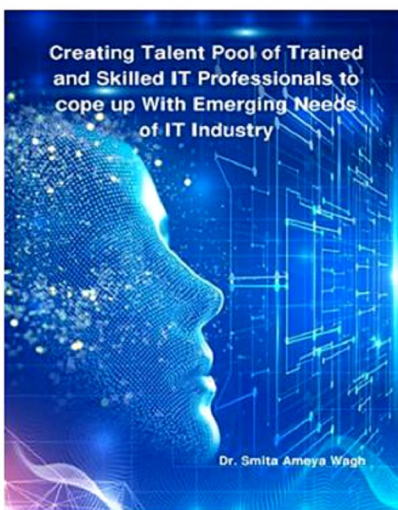
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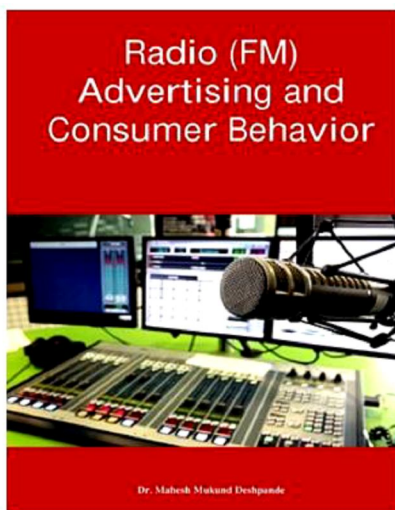
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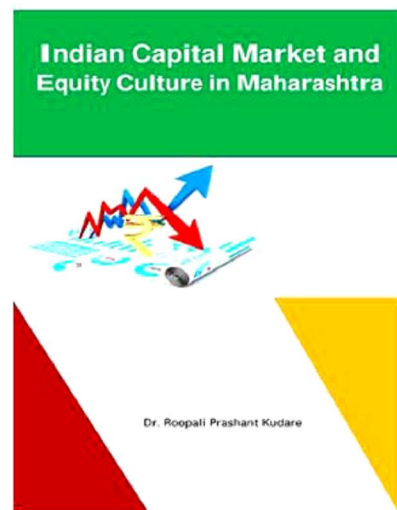
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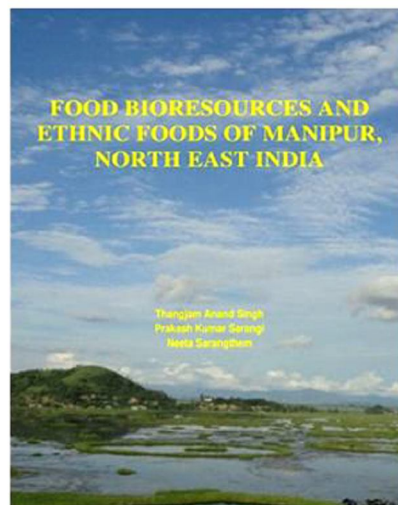
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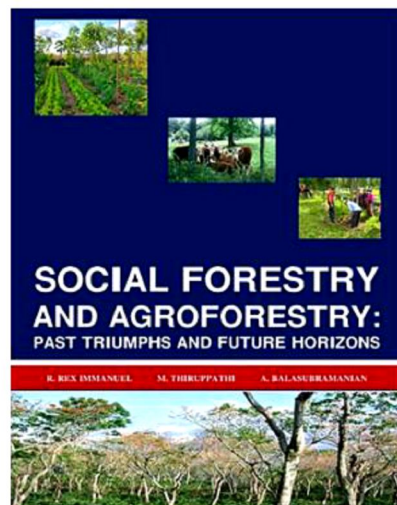
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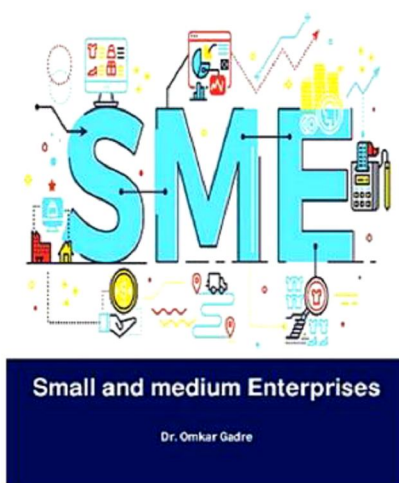
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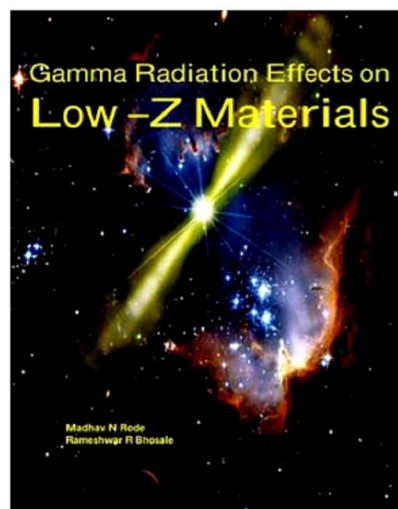
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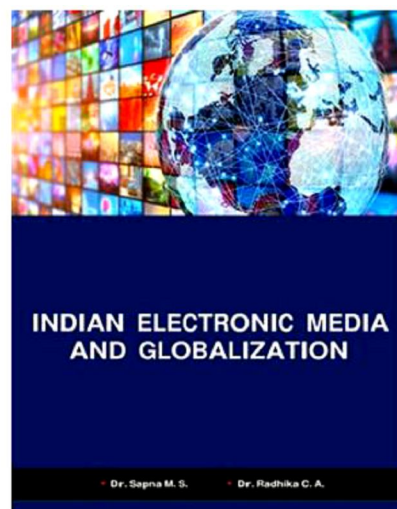
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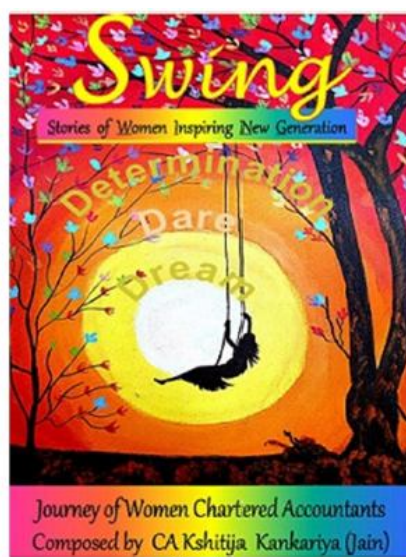
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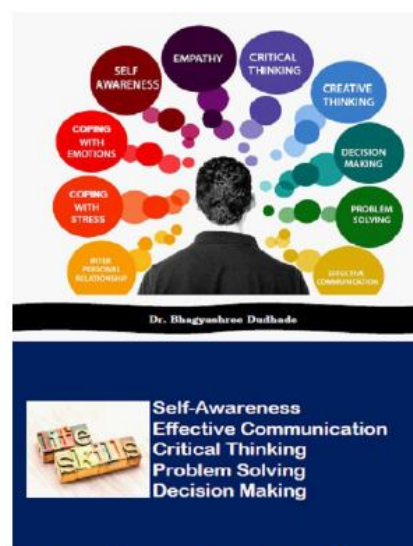


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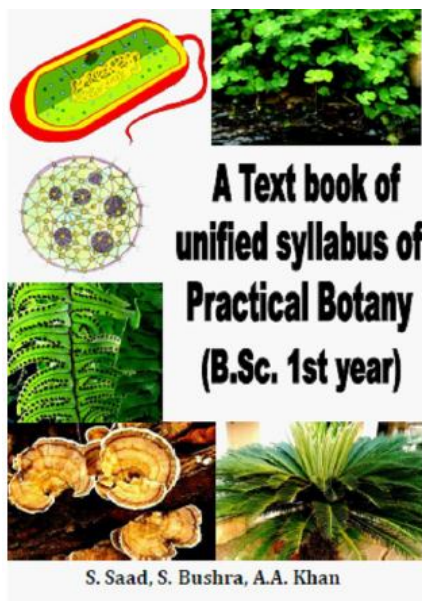
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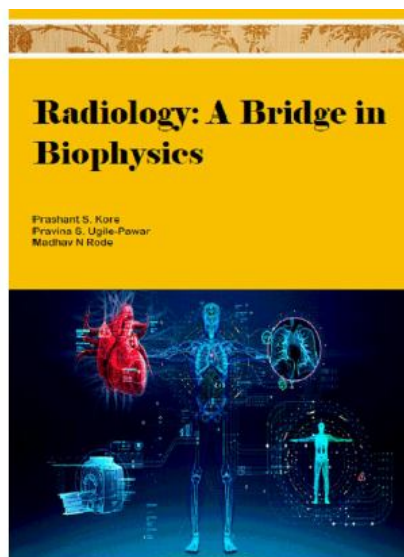
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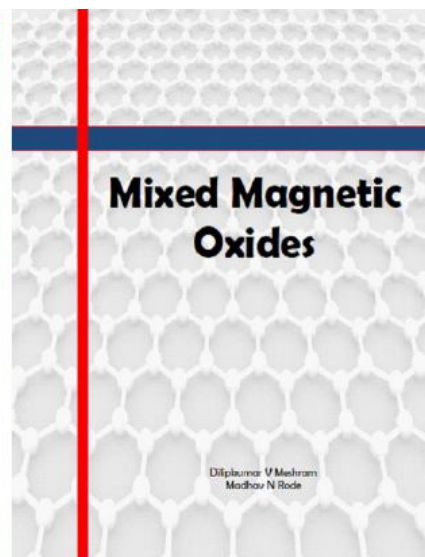


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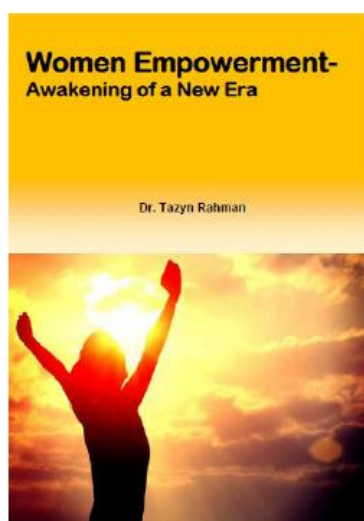


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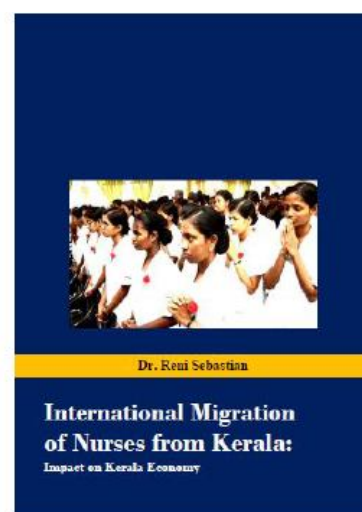
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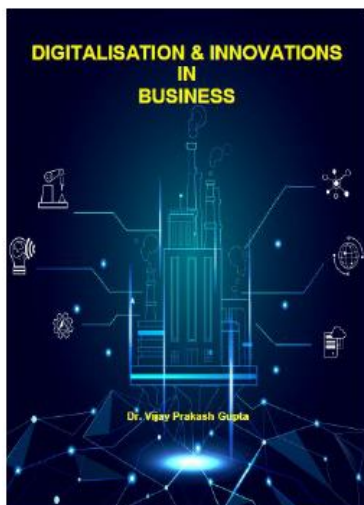


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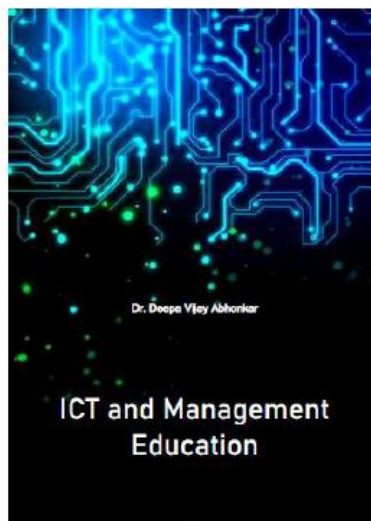
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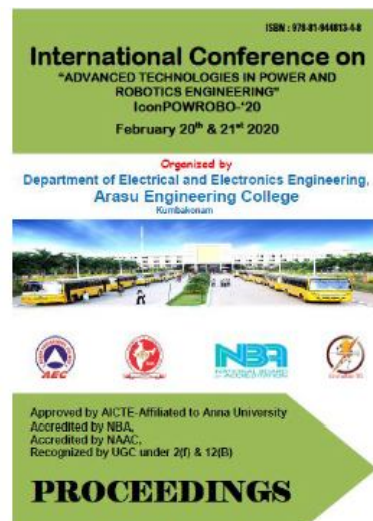
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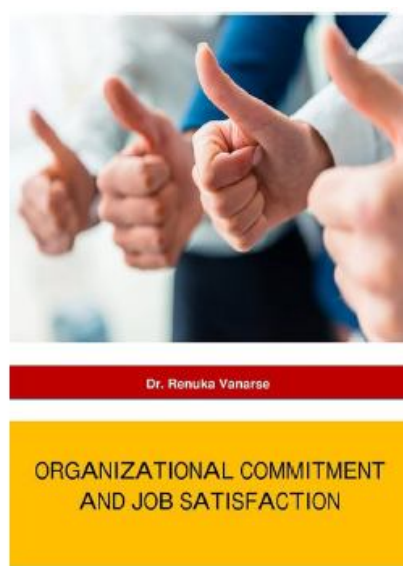
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