



SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University u/s 3 of UGC Act, 1956)



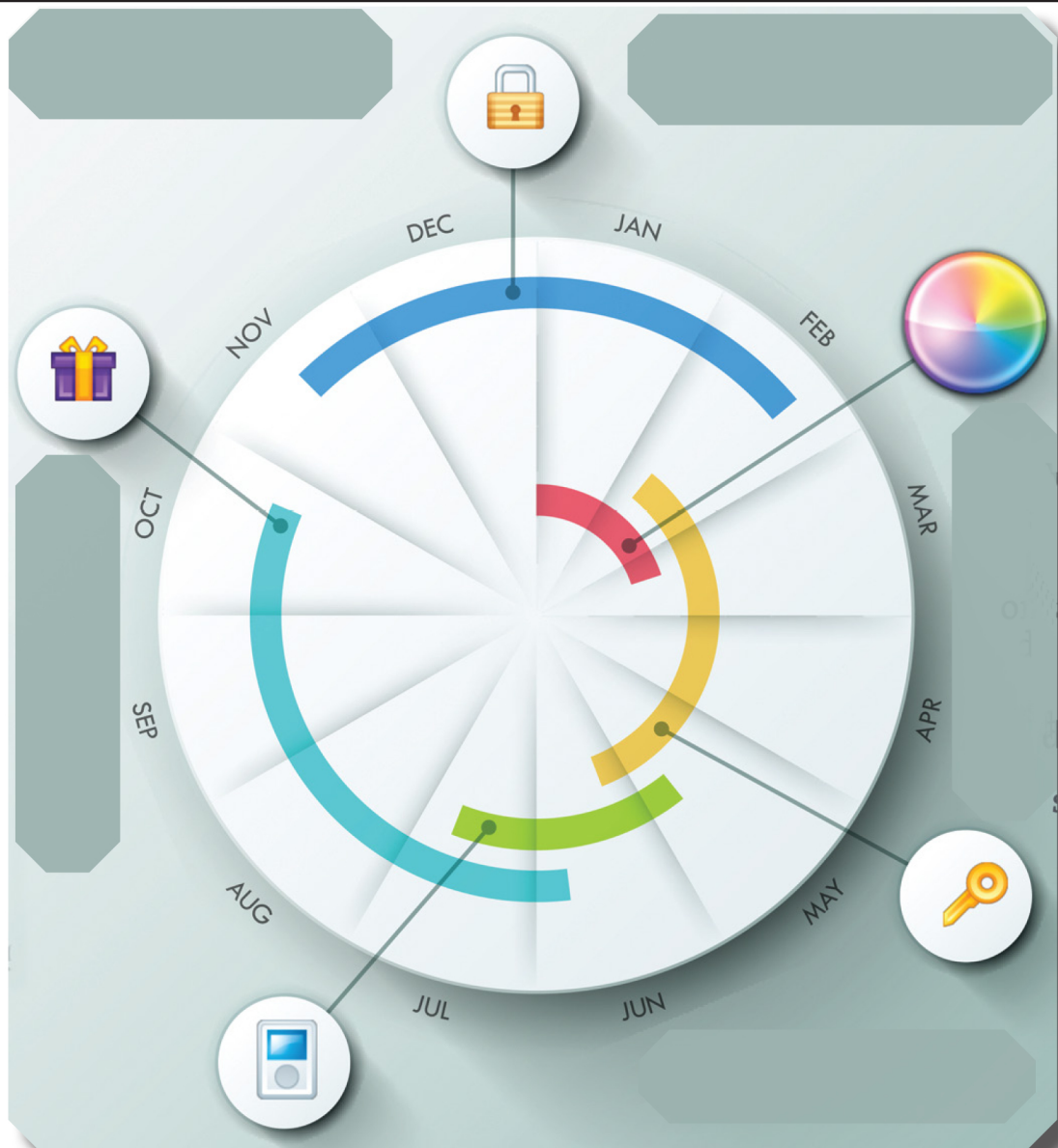
SRM JOURNAL OF BUSINESS HORIZON

December 2019

Volume 6

Issue : 1

ISSN :2395-2504



**An Annual Publication of
Department of Commerce**

**Faculty of Science and Humanities
SRM Institute of Science and Technology
Kattankulathur - 603-203, Tamilnadu, India**



SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University u/s 3 of UGC Act, 1956)

**SRM JOURNAL
OF**



BUSINESS HORIZON

December 2019

Volume : 6

Issue : 1

ISSN : 2395-2504

**AN ANNUAL PUBLICATION
OF
DEPARTMENT OF COMMERCE**

**Faculty of Science and Humanities
SRM Institute of Science and Technology
Kattankulathur Chennai -603203,
Tamilnadu, India**

MESSAGE FROM FROM THE EDITOR'S DESK

"Be Passionate and Bold. Always keep Learning, You stop doing useful things If you don't Learn"

-Sathya Nadella (CEO- Microsoft),

"Sometimes when you innovate, you make mistakes. It is best to admit them quickly and get on with improving your other innovations".

-Steve Jobs (Founder of Apple)

It gives us great pleasure in introducing the 6th volume of SRM Journal of Business Horizon. This volume has contribution from the faculty members, research scholars and PG students. The research interest and culture has been steadily improving in Commerce Department. Twenty three research scholars have been registered Ph.D in Department of Commerce. We gratefully acknowledge the paper contributed by the Professors, Research Scholar s from different Colleges and Universities. The response to our request to authors for contribution has been overwhelming. Our sincere thanks to all the contributors for their support and interest. This volume contains ten different papers from different domains such as Cashless economy, Crisis management, and Advanced techniques in management accounting and Social media in business. We really appreciate the paper based on original work done by the students and faculty members. We strongly believe that this issue of SRM Journal of Business Horizon will uphold the research environment of this institution.

Content

1.	A STUDY OF CRISIS MANAGEMENT IN TATA CONSULTANCY SERVICES, CHENNAI, TAMILNADU STATE Dr. S. Saravanan, Dr. S.Velayutham,	1
2.	UNDERSTANDING MILLENNIALS AND ENABLING THEIR SHOPPING PROCESS P.Sudha, Dr. S. Sowmiya	7
3.	A FIELD STUDY ON TIME DRIVEN ACTIVITY BASED COSTING (TDABC) APPLICABILITY IN THE PRIVATE UNIVERSITIES LOCATED IN CHENNAI Wael HAG BAKRY	11
4.	CREATING A CASHLESS ECONOMY IN INDIA (A COMPARATIVE STUDY BETWEEN INDIA AND SWEDEN) Advaith Krishnakumar	17
5.	A STUDY ON GENDER EQUALITY AND EMPLOYEE WELFARE WITH SPECIAL REFERENCE TO SELECTED HOTELS IN CHENNAI E.T. Sathish Kumar, B. Uma	23
6.	A RESEARCH ON GST IN GENERAL AND ITS IMPACTS ON SMEs Jeevan Kishore. B Sree Prasad	27
7.	A STUDY ON THE POSITIVE APPROACH OF INDIANS TOWARDS E-BANKING IN THE ERA OF DIGITALIZATION R.Sindhu	35
8.	A STUDY ON REVIEW OF MOTIVATIONAL AND MANAGEMENT THEORIES Srinidhi kesavan, Famila Fathima and Mohamed Jamseer	39
9.	A STUDY ON SOCIAL MEDIA IN BUSINESS S.Sundar Rajan, Vignesh Ravi	43
10.	A STUDY ON THE PERFORMANCE OF SELECT GOLD EXCHANGE TRADED FUNDS Vaishali.M, Dr.M.Hemanathan	47

A STUDY OF CRISIS MANAGEMENT IN TATA CONSULTANCY SERVICES, CHENNAI, TAMILNADU STATE

¹Dr. S. Saravanan, ²Dr. S.Velayutham,

¹Assistant professor & Research Supervisor, PG & Research Department of Commerce,
Dr.Ambedkar Government Arts College, Vyasarpadi, Chennai

²Assistant professor, Department of Business Administration,
Mohamed Sathak College of Arts and Science, Sholinganallur, Chennai

¹prof.s.saravanan@gmail.com, ²prof.dr.velayutham1963@gmail.com

Abstract

Crisis management has become a very important and fundamental tool for the survival and growth of a firm or corporation. Crisis management is the process by which an organization deals with a major event that threatens to harm the organization, its stakeholders, or the general public. Crisis management is the art of making decisions to head off or mitigate the effects of a crisis. This refers to making appropriate decisions about the institutions' future when there is a stress and we are missing key information to take a decision. To handle a crisis the planning has to be done well in advance and the organization should be in a best position to handle such a crisis. Crisis Management is an integral part of every organization and the organization should be in a position to handle crisis by all means. The aim of this project is to investigate the importance of Crisis Management and to prevent the crisis in the organization. The study comprises of an extensive literature study and followed by a methodological approach. The literature review showed the various crisis management researches for the organization. The descriptive study is carried out to collect the required data for the study. The data required for the study are collected with the help of questionnaire and analysis is made based on this data. A consolidation of these measurements is presented in this thesis which is intended to provide the conclusion of the project that the prevention of crisis in an efficient way.

Keywords: Crisis, types and Tata Consultancy Service

INTRODUCTION

The purpose of this paper is a study of crisis management in TCS. A crisis is any natural, accidental or intentional event that severely impacts people,

property, and/or the environment. The crisis might effects the significant destruction or contamination, or the organization's reputation or products, threatening a company's reputation or its continued existence. The consequences are independent of company size, quality of management, industry or location. Experience and knowledge modules and process flow is required to avoid and manage the crisis in the organization..

A crisis could be:

- Product contamination
- Destruction from natural disasters such as Tsunami in kumbagonam.
- An intentional act of terrorism from outside or inside the organization, or
- Explosion and fire

Companies must be prepared to budget for and secure the necessary resources to make this happen, provide an appropriate administrative structure to effectively manage the crisis (mitigate the consequences), and practice, practice, practice. Training and maintenance of the plan is critical to ensure that all concerned understand who makes decisions, how the decisions are implemented, and the roles and responsibilities of participants. Personnel involved in managing a crisis must be assigned their roles and be able to respond immediately and effectively.

Types of Crisis:

Natural crises typically natural disasters considered as 'acts of God,' are such environmental phenomena as earthquakes, volcanic eruptions, tornadoes and hurricanes, floods, landslides, tidal waves, storms, and droughts that threaten life, property, and the environment itself. Example: 2004 Indian Ocean earthquake (Tsunami)

Technological crises are caused by human application of science and technology. Technological accidents inevitably occur when technology becomes complex and coupled and something goes wrong in the system as a whole (Technological breakdowns). Some technological crises occur when human error causes disruptions (Human breakdowns). People tend to assign blame for a technological disaster because technology is subject to human manipulation whereas they do not hold anyone responsible for natural disaster. Samples include software failures, industrial accidents, and oil spills. Examples: Chernobyl disaster, Exxon Valdez oil spill

Confrontation crises occur when discontented individuals and/or groups fight businesses, government, and various interest groups to win acceptance of their demands and expectations. The common type of confrontation crises is boycotts, and other types are picketing, sit-ins, ultimatums to those in authority, blockade or occupation of buildings, and resisting or disobeying police. Example: Rainbow/PUSH's (People United to Serve Humanity) boycott of Nike

Crises of malevolence An organization faces a crisis of malevolence when opponents or miscreant individuals use criminal means or other extreme tactics for the purpose of expressing hostility or anger toward, or seeking gain from, a company, country, or economic system, perhaps with the aim of destabilizing or destroying it. Sample crises include product tampering, kidnapping, malicious rumours, terrorism. Example: 1982 Chicago Tylenol murders

Crises of organizational misdeeds Crises occur when management takes actions it knows will harm or place stakeholders at risk for harm without adequate precautions. Lerbinger specified three different types

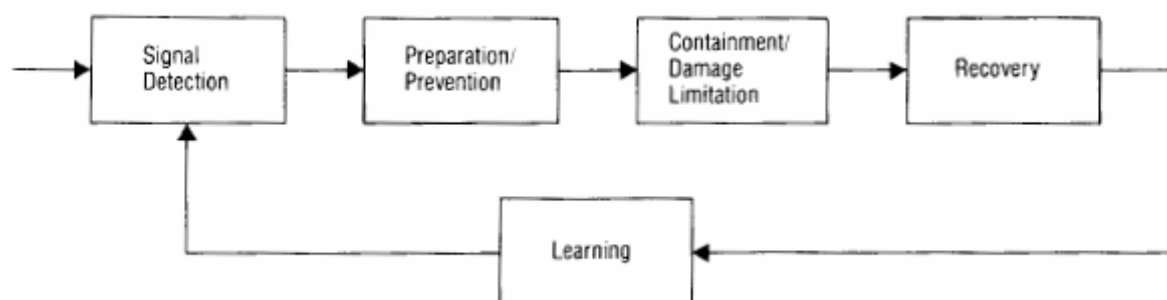
of crises of organizational misdeeds: crises of skewed management values, crises of deception, and crises of management misconduct.

Crises of skewed management values are caused when managers favour short-term economic gain and neglect broader social values and stakeholders other than investors. This state of lopsided values is rooted in the classical business creed that focuses on the interests of stockholders and tends to view the interests of its other stakeholders such as customers, employees, and the community. Example: Sears sacrifices customer trust
Crises of deception occur when management conceals or misrepresents information about itself and its products in its dealing with consumers and others. Example: Dow Corning's silicone-gel breast implant.

Crises of management misconduct Some crises are caused not only by skewed values and deception but deliberate amorality and illegality. Example: Martha Stewart fraud case

Organisational Crisis Management:

The purpose of crisis management (CM) is to gain insight into the dynamics of crises, the handling of crises in the different phases, and identification of potential generic crises. Within organisational CM, several different frameworks have been created for supporting crisis handling effort, and understanding crises in organisations (Mitroff, 1988, Schrivastava, 1993, Loosemore and Teo, 2000, Pearson and Clair, 1998). Two of the most used models are the five phase model by Mitroff, (1988) and the diagnostic model by Loosemore and Teo (2000). The five phase model divides a crisis lifecycle into five phases: Signal detection, Preparation/prevention, Containment/Damage limitation, Recovery and Learning. Each phase is treated differently within the literature in order increase the chances of success.



Structure and Operation

Based on the experiences of organizations, a Crisis management should be comprised of four levels of responsibility

- **Crisis Management Team (CMT)** - This is the organization's senior executive team which has ultimate responsibility for corporate decisions relating to: crisis management, its role, structure, method of operation and in-crisis decision making.
- **Crisis Response Team (CRT)** – A team of senior personnel from key 'utility groups' within the organization who have the skills and professional discipline to effectively respond to and manage a crisis situation. In its pre-event mode, the CRT is responsible for evaluating policy options and in conjunction with the Decision Making Authority, formulating corporate crisis management policies. Should an incident occur, the Crisis Response Team assumes responsibility for operational response and control of the crisis, continuous assessment of the threat and within the parameters of its charter, for directing all crisis management activities.
- **Emergency, Contingency and Recovery Teams** - These are the various emergency, contingency and recovery teams within an organization that have an assigned mandate to respond to manage specific threats or events that could impact the organization. Examples of Operational Contingency and Recovery Teams are: Salvage Operations, Business Continuity, Technology Recovery, Call Center Recovery, Staff Relocation and External Notification.
- **Local Management Teams** - Depending on the nature of the incident, other smaller company locations may be directly or indirectly affected. Local Management Teams are responsible for carrying out corporate policy and operational recovery

as it affects them and as directed by the Crisis Response Team or possibly the organization's Crisis Management Team.

Essential Features of Crisis Management:

- Crisis Management includes activities and processes which help the managers as well as employees to analyze and understand events which might lead to crisis and uncertainty in the organization.
- Crisis Management enables the managers and employees to respond effectively to changes in the organization culture.
- It consists of effective coordination amongst the departments to overcome emergency situations.
- Employees at the time of crisis must communicate effectively with each other and try their level best to overcome tough times. Points to keep in mind during crisis
- Don't panic or spread rumours around. Be patient.
- At the time of crisis the management should be in regular touch with the employees, external clients, stake holders as well as media.
- Avoid being too rigid. One should adapt well to changes and new situations.

RESEARCH METHODOLOGY :

The research design is a framework for research. As a consequence, research design is the basic plan that indicates an overview of the activities that are necessary to execute the research project. Research design provides an operational frame within which the facts are placed, processed through analyzing procedures and the valuable research output is produced. The essential Sources and type of information are specified in research design to answer research questions. Furthermore the provided framework guides the data collection and the data analysis process.

DATA ANALYSIS

Table .1: Purpose of crisis management varies with different organization

Attributes	No of respondent	Percentage
Yes	21	70
No	7	23.333
Can't Say	2	6.667
Total	30	100

Table .2: Is the team is been educated about the importance of crisis management

Attributes	No of respondent	Percentage
Yes	26	86.6
No	4	13.3
Total	30	100

Table .3: Measure taken to educate the team

Attributes	No of Respondent	Percentage
Separate training given	30	54.5
During crisis meetings	15	27.7
Advised in person	8	14.5
Can't Say	2	3.6
Total	55	100

Table 4.: Role of experience in Crisis management

Attributes	No of Respondent	Percentage
Yes	19	63.333
No	8	26.666
Can't Say	3	10
Total	30	100

Table .5: Category to handle the crisis efficiently

Attributes	No of respondent	Percentage
Fresher with < 1 year	3	10
Experienced with > years	9	30
Senior Experienced with > 5 years	18	60
Total	30	100

Table .6: Estimating the crisis plans in future organization

Attributes	No of respondent	Percentage
0-10%	12	40
10-30%	16	53.333
More than 50%	2	6.667
Total	30	100

Table .7: Decision about the future organization plans using crisis management

Attributes	No of respondent	Percentage
Strongly Agree	22	73.333
Agree	6	20
Neither Agree nor Disagree	2	6.667
Disagree	0	0
Strongly Disagree	0	0
Total	30	100

Table .8: Handling risk in organization using crisis management

Attributes	No of Respondent	Percentage
Strongly Agree	15	50
Agree	9	30
Neither Agree nor Disagree	2	6.667
Disagree	3	10
Strongly Disagree	0	0
Total	30	100

Table .9: Crisis management helps to keep track of the lessons learnt

Attributes	No of Respondent	Percentage
Strongly Agree	7	23.333
Agree	16	53.333
Neither Agree nor Disagree	5	16.667
Disagree	0	0
Strongly Disagree	0	0
Total	30	100

FINDINGS

- The purpose of crisis management varies with different organization.
- Experience plays a major role in crisis management to handle the crisis effectively.
- The separate training should be providing to educate the team members about the importance of Crisis Management.
- Crisis Management will help to handle the risk in the organization.
- Crisis management plays a major role in prevention and recovery the crisis.

- The crisis team should have prepared alternate plans, with added specification for each category of crisis.

CONCLUSIONS

- Crisis management is the strategies framework that helps senior leaders prepare for, manage, and recover from issues and adverse events that threaten their people, operations, valuation, business objectives, finances, reputation and future.
- An effective response is the result of a comprehensive crisis management program that clearly establishes the road map to

managing the incident or event. The critical task for companies is to ensure they have the plans, resources, and trained personnel in place to mitigate any potential impact the crisis may have on the organization and to return to normal operations as quickly as possible.

REFERENCES

- [1] Andersen, P.A. & Spitzberg, B.H. Myth and Maxims of Risk and Crisis Communication. In: Heath, R.L. & O'Hair, D. (Eds.): Handbook of Crisis Communication. Routledge, New York, N.Y, 2009
- [2] Augustine, N. R. (1995). "Managing the crisis you tried to prevent", Harvard Business Review, November/December, 128- 140.
- [3] Addison, T. and Vallabh, S. (2002). "Controlling Software Project Risks – an Empirical Study of Methods used by Experienced Project Managers", Proceedings of SAICSIT, 128- 140.
- [4] Boehm, B. W. (1991). "Risk Management: Principles and Practices", IEEE Software, vol. 8, no.1, 32- 41.
- [5] <http://www.cgsensmp.fr/old/publications/communications/Understandingorganizationnalcrisis.pdf>
- [6] http://tadjconsulting.com/Crises_Management.aspx

UNDERSTANDING MILLENNIALS AND ENABLING THEIR SHOPPING PROCESS

P.Sudha¹, Dr. S. Sowmiya²

¹Research Scholar, Department of Business Administration, Annamalai university, Chidambaram.

²Associate Professor, Department of Business Administration, Annamalai university, Chidambaram

Abstract

Dynamic is the word that comes to our mind when we think of the world we live in. It is not the same while we wake up and go to bed. The changes are drastic that one cannot lead a normal life without these changes. The ever growing information technology accompanied by globalization leading the changes that we see often in day-to-day life. These changes are not difficult but challenging to adopt by nature in living environment. With the same conditions prevailing in business environment, one can think of the challenges that the management face in these environment. Globalization has led to dramatic changes in the competitive dynamics of every industry. Physical boundaries no longer defines the market. Information technology has reduced the response times. The consumer and the customer are better informed than before. These sweeping changes resulting in global level of competitiveness are the core of several challenges facing Management of Businesses and the people associated with the business. The most important factor in any business is understanding the questions of what we do? How we do? And to whom we do?. The management of the business may follow many strategies of overcoming the challenges, but the real strategy lies with the basic principle of understanding the existing consumers and their behaviours. Apart from this, the management must also be flexible enough to adapt to technological environment that the time demands. This paper insights the understanding of existing millennial consumers, their behaviour towards retail shopping and the technological changes that the retail management can adopt for reviving their existing market. The solutions are not restricted to the one discussed in this paper but will be an insight to the retail management seeking the change.

Key words: Millennial, globalization, challenges, information technology, e-commerce

INTRODUCTION:

The millennial are a generation of young people. Characterized by the use and adaptation of technology in their daily lives, as well as values, life experiences, motivations, and common buying behaviours. millennial born during 1980 and 2000 and their age between 17 to 37. which according to the geographical area or different theoretical positions this generational range can vary. They are currently developing as a social group who have been influenced by the this generation has been developing with social medias from their childhood.



millennials are techi, the above picture shows how the technology has been changing in the forms of television, cell phones, internet, computer, laptop, messages, video chat, video games and social medias. Since the millennials are not much interested for communication in person they like the social media as a digital platform to interact as a loyal people.

MILLENNIAL CONSUMER BEHAVIOUR:

THEY'RE BORN OMNICHANNEL CONSUMERS:

Omni channel consumers are otherwise called as E-Business consumers. they will go shopping only on online. They prefer to store pickup, return policy

of store, brand factory, or display. Omniconsumer are like to go shopping where they can get all in one place. if something is not their in the market, they immediately order and at least they plan for delivery of their stock in right there or will reach their home door.

B) MILLENNIALS ARE NO PATIENCE WITH TECHNOLOGY:

maximum of millennials are hate the slow internet connection with spotty web service. they want their internet service to be flawless connection from the start. they would like to go with loyal brands with upgradation. Millennials wants their technology to be fast and user friendly.

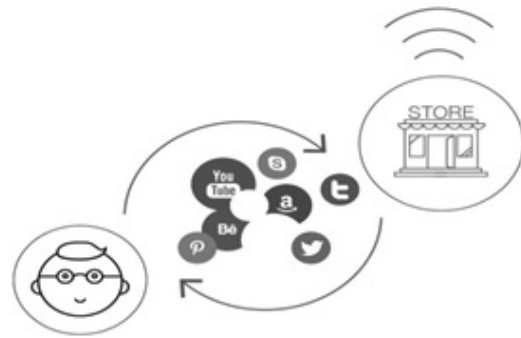
MILLENNIALS EXPECTATION.:



Millennials expects 100% customer service. This service depends on smooth delivery of product and fast transaction. Millennials wants the retailers to give suggestion about the product they crave. Millennials also wants services replicated various channels. millennials are happy with technology than in person communication. They don't want to express their experiences through face to face services. Millennials are like to experienced with social media for customer feedback through website, mobile phones or live chat. They voluntarily quit the flawless services and 25% of the millennials are boycott the company even they get a single experience. They'd boycott a company after onebad experience.

D) MILLENNIALS WANT SPEED AND CONVENIENCE:

Millennials wants speed and convenience in the technology world. they don't like to wait queue for purchase or shopping. if the product is out of stock they might be going for order the same or will get the product to their home door. Millennials



they also get their product as soon as possible from the place which they preferred. They wont go for shopping in outdoor in order to face the troubleshoot.

E) MILLENNIALS INFLUENCED BY REVIEWS:



Millennials decisions is based on the reviews available in social medias. nearly 50% of millennials influenced by social medias. They also prefer the product which is not good in reviews for testing or decision they might go for the product which checks for result even it gives harmful effect.

F) MILLENNIALS ARE TIED WITH PHONE:

86% of millennials are having mobile phone in daily lives, not on retail floors. 50% of the millennials are like to download the application using mobile web browser or play store .millennials are not only using their mobiles for social media they also prefer for payment transaction purpose, they can expedited using android smart phones.

G) MILLENNIALS LIKE BRICK AND MORTAR STORE:

still too many technology as option the millennials prefer to go for brick and mortar store like to find the location as retailer and thought to buy their product as they prefer location. Millennials decision making will happens through mobile maximum .they also compare the prize tag with various online retailers for purchasing .Example trivago for hotel room booking. Whole purchasing of mobile phones millennials will check prices in various stores for making purchase.

ENABLING THE SHOPPING PROCESS OF MILLENNIAL:



Retailers must continually evolve and leverage the latest technologies to reach both millennial and the consumers they lead. While E commerce currently using 10% of millennials for profit, and the retail store consumers are not happy with the ecommerce sector. more than 25% of millennials are having growth with retail stores, compared with 6% from retail sales. Millennials can rising prominence of shopping using

technology and omni channel operations. Many industries are evaluated with transportation of lifestyle technologywith market trends. all the while mobile phones catalogue with their mail order and web based commerce at the primary avenue of non brick and mortar commerce.

A) DISTRACTED:

millennials they have to go with the technology because this generation have to adopt the tech effectively in order to gain. Marketing efforts should reach the millennials through mobile phones and various sources of social medias.

I) DIGITAL SIGNATURE:

II) BEACONS:

III) APPS:

B) INTERACT:

millennials are changing the nature of retailers, they fail to communicate because of technology. The don't want their family relationship instead of mobile. They use to give more preference to mobile phones compare with humans. We are living in the place where tradition suiciding day by day. This may makes the technology so faster as more personalised with customer service. they always prefer to work with technology in order to fast result and short delivery , they also interested for digital signature for transaction or privacy transaction. This technology basically in to faster delivery of messages as target. this may helpful for information about the product as product profile displaying in website or their blogs.

I) ANROID AND SMART DEVICES FOR EMPLOYEEES:

II) DIGITAL SIGNAGE AND KIOSKS:

III) BEACONS:

IV) WEARABLE:

V) NETWORK:

VI) APPS:

C) MILLENNIALS TRANSACT:

When for transaction millennials demand the speed and user friendly network for convenience. They

mostly demand on technology and service to make the work easier. Millennials they never depends on long transaction process in website instead instead of app is used separately for transaction example google pay. Retailers should leverage technology increases the automation and innovation on their product with smart phones as experience.

I) PHONE POS FOR STAFF

II) MOBILE PAYMENT ENABLEMENT

III) SELF-SERVICE KIOSKS

D) INFLUENCE (THE BACK OFFICE)

Omni channel is heavily engaged with more benefits. this channel consumers are not ok with sharing the information. this shopping or any searching details are been added on their web searching login and this may be used without the knowledge of millennials. they should buy the product with millennials market or legal market which has linked with available database robust analytics program. Reward programs and customer accounts using with POS systems and kiosks with mobile technology can give valuable information in order to increase customer goodwill. Integrated systems like POS systems , sales floor, scanners and other devices integrated on order to provide universal information over all communication channels. Retailers have been informed to deliver a real time offers that are localized and transact by the communication channel. Present and past preferences are important and displayed in communication channels. This may leads to better solution for customer growth.

I) TABLETS AND WEARABLE

II) NETWORKS

CONCLUSION

Retail technology for millennial isn't about being calm it is all about the retail equation and this may leads to application as a high sales to the staff and the technology too. and deepens upon their life everything has been changed. Only the generations will rule the world and they will contribute their advanced technology for betterment of our country.

BIBLIOGRAPHY

1. Kotler, P., & Armstrong, G. (2013). *Fundamentals of Marketing*.
2. Lee, N., & Kotler, P. (2016). *Social Marketing: Changing Behaviours for Good*.
3. Howe, N., & Strauss, W. (2000). *Millennials Raising*.
4. "Who are the Millennial shoppers? And what do they really want?" Accenture.
5. Taylor, Glenn, "Can Retailers Keep Pace with Millennial Consumers?" Retail Touch points, Feb. 2, 2016.
6. "The Retail CMO's Guide to the Omni shopper," MasterCard, 2015.
7. Mackenzie, Ian, Chris Meyer, and Steve Noble, "How retailers can keep up with consumers".
8. Karr, A. (2014). Millennials Eager to Shop, Reluctant to Buy.
9. Omar, F. I. (2016). Gen Y: A study on social media use and outcomes. *Journal of Management & Muamalah*

A FIELD STUDY ON TIME DRIVEN ACTIVITY BASED COSTING (TDABC) APPLICABILITY IN THE PRIVATE UNIVERSITIES LOCATED IN CHENNAI

Wael HAG BAKRY

Post graduate student, M. COM (1st year)- SRM IST, KTR, Chennai, Tamil Nadu.

Abstract

The aim of this study is to recognize throughout the possibility of applying the Time Driven Activity Based Costing (TDABC) in the private universities in Chennai city. This method contributes as appropriate basis for determining tuition fees collected from the students through providing information about the components of the cost of university services, which can help the management to conduct its functions in planning, controlling and decision-making thus creating a competitive value.

This study is organized as follows: First, it presents a general theoretical framework of the study, followed by the research method. Second, according to the strategic positioning of the TDABC's applications in various domains, including manufacturing as well as service industries. This study discusses the possibility of applying the TDABC in the private universities in Chennai city. Third, the major obstacles and difficulties that prevent applying the TDABC in that study population are disclosed too.

According to the above and combining with the characteristics of private universities in Chennai; the study asked the following essential question: "How possible is it to apply (TDABC) in The private universities located in Chennai?"

The study was based on a survey research. Questionnaires were distributed to the population of study which composed of all the private universities in Chennai which were (13).

Key Words:- TDABC, Cost Management, Cost Accounting.

INTRODUCTION AND BACKGROUND OF THE STUDY:

All around the world, the pace of change in higher education is accelerating. In the face of continued increases in demographic change and profound fiscal crises. Governments of many countries have taken steps aiming at the introduction of management accounting methods, in particular, cost accounting, in higher education institutions, to strengthen the competitiveness of universities and to ensure a more effective allocation of funding from diverse sources (Sobanska & Kalinowski: p. 84).

In the case of developing countries like India, Higher Education is one of the primary thrust area where the Governments have focused for providing quality education at reasonable cost to the youth of the country. Universities managed by the Govt. as well as the private sector, all consume resources. Conventionally, accountants identify four categories of resources: human resources, infrastructure, equipment and facilities, books, supplies, consumables and other expenses. Although the expenditure under these heads are available in the normal financial accounting system, they have to be channeled into a cost and management accounting system to arrive the cost of various types of courses and services. The fee structure of each course will be decided by the cost of providing such course after factoring a reasonable return on investment¹.

Therefore, this study aimed to recognize the possibility of applying the Time Driven Activity Based Costing (TDABC) in the universities which contributes

1 Source: The Institute of Cost Accountants of India; (2015), Guidance Note On Cost Management In Higher Education, Second Edition.

as appropriate basis for determining tuition fees through providing information about the components of the cost of university services. This cost system information is used in management decision making, specifically for the purposes of effective management of resources, the creation of shareholder value in case of private universities. In addition to create a competition advantage for the university. By using cost management, the university can control over the cost drivers and activities which can reduce the cost of university services and hence help the management of university to reduce the college fees which will have a very important effect on the marketing mix of the university.

This study comes to shed a light on TDABC which is an advanced method of ABC approach, emerged lately as one of the modern cost accounting methods. Its application range is extending continually whether in the industrial or the service sector. it uses time as a measure of resource consumption by activities that have been triggered by cost objects to produce outputs. These activities may vary based on the service or product request, the type of customer, location of delivery and several other factors. The time to complete any activity and its variations is treated as an additive factor, therefore representing them as additive linear equation is sufficient (Adeoti & Valverde; p:22).

The base activity is the regarded as the activity to produce the standard service or product and time variations are added to this based on the variations introduced by custom orders and delivery types. Kaplan and Anderson (2003) stated time equation in the a generalized formula as below;

$$T\beta = \beta_0 + \beta_1 X_1 + \dots + \beta_n$$

Where;

$T\beta$: the time needed to perform activity, β_0 : standard time for performing the basic activity, e.g. 15 minutes, β_i : the estimated time for the incremental activity i , ($i = 1, \dots, n$), e.g. $\beta_1 = 3$ minutes, X_i : the quantity of incremental activity i , ($i = 1, \dots, n$), e.g. number of line items.

STATEMENT OF THE PROBLEM:

Chennai, the capital of Tamil Nadu of India. This capital is the biggest educational center of south India with 26 universities, 13 of them are deemed universities which offer various kinds of services for their student. These universities need to a good cost management method for accurate calculation and controlling over cost of services which can be classified into activities. Cost controlling is a vital matter for the management of the universities to do planning and create more competitive features.

So, this study explores the possibility to apply a modern cost accounting and management method is called TDABC in the private universities located in Chennai. TDABC is a costing technique where employee activities are linked to resource consumed and then to cost objects like services (or products) and customers so that the cost of delivery can be identified or attributed per customer or service. TDABC is a business performance measurement framework that is used in conjunction with other processes to determine cost of services or products.

OBJECTIVES OF THE STUDY:

This paper focuses on eliciting the perceptions of management accountants of the thirteen private universities located in Chennai, on the issue of applicability of TDABC in the universities where they work. Specifically, the research objectives of the study are: 1) To examine the perceptions of financial officers of private universities in Chennai on the strategic benefits of using TDABC and how it is important to help reduce and control over the operating costs of university services 2) To identify the obstacles which have negative effects on applicability of TDABC in the private universities in Chennai.

RESEARCH METHODOLOGY:

Research Design

The research is analytical and descriptive in nature. The researcher for the purpose here had made

use of primary data and secondary data. The researcher has made use of close ended questionnaire consists of 8 questions where the sample of 13 private universities was used. The data was collected and was analyzed by using SPSS V.21. Secondary sources were also used with respect to Review of Literature, Journals and articles.

Population and sample of Study:

The study has been conducted by using the entire population of study which consists of 13 private universities located in Chennai² as shown below (in alphabetical order).

A c a d e m y of Maritime Education and training.	Bharath Institute of Higher Education and Research.
BS Abdur Rahman Crescent IST.	Dr. MGR Educational and Research Institute.
Hindustan Institute of Technology and Science.	Meenakshi Academy of Higher Education and Research.
S a t h y a b a m a Institute of Science and Technology.	Saveetha Institute of Medical and Technical Sciences.
Sri Ramachandra Institute of Higher Education and Research.	SRM IST- KTR.
St. Peter's Institute of Higher Education and Research.	Vel Tech Rangarajan Dr. Sagunthala R&D IST.
VELS Institute of Science, Technology and Advanced Studies.	

HYPOTHESIS OF STUDY:

The Hypothesis of this study is namely as follows:-

1. There is no significant difference between the high cost of the application and the implement TDABC in the private universities located in

2 Source:-<https://targetstudy.com/university/universities-in-chennai.html>

Chennai

2. There is no significant difference between the lack of the necessary accounting information system and the implement TDABC in the private universities located in Chennai.
3. There is no significant difference between the lack of conviction of the administration of the universities and the implement TDABC in the private universities located in Chennai.
4. There is no significant difference between the lack of internal and external expertise and the implement TDABC in the private universities located in Chennai.
5. There is no significant difference between the existence of a competent section in cost accounting and the implement TDABC in the private universities located in Chennai.

ANALYSIS AND DECISIONS:

The one-sample T- test was used in the hypothesis testing. Generally, This kind of statistical test is used when the sample size is less than 30 by this test we compare the average (or mean) of one group against the set average (or mean). This set average can be any theoretical value (or it can be the population mean). The values of t-test (critical value of test statistic), which were used by the researcher to verify the research hypotheses, are calculated at a significant level of 0.05 by the following formula³:

Where;

t = t-statistic, m = mean of the group, μ = theoretical value or population mean.

s = standard deviation of the group, n = group size or sample size.

The following is a detailed description of analysis of the questionnaire and verifying the hypotheses of study:-

RELIABILITY:

3 Statistics for Data Science: Introduction to t-test and its Different Types (with Implementation in R) website: <https://www.analyticsvidhya.com/blog/2019/05/statistics-t-test-introduction-r-implementation/>

Reliability Statistics	
Cronbach's Alpha	N of Items
.666	8

The reliability statistics table shows the degree of the questionnaire's reliability. The value of alpha is $0.666 > 0.60$. This shows that the data is reliable for further analysis.

Hypothesis-1/ Null Hypothesis: There is no significant difference between the high cost of the application and implement TDABC in the private universities located in Chennai.

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
H1	13	3.8462	.62532	.17343

The test shows that there is a significant relationship between the high cost of the application and implement TDABC in these private universities. So, we reject the null hypothesis. That means the high cost of the application is one of the obstacles to implement TDABC in these private universities.

Hypothesis-2/ Null Hypothesis: There is no significant difference between the lack of the necessary accounting information system and implement TDABC in the private universities located in Chennai.

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
H2	13	2.2308	.83205	.23077

One-Sample Test						
Test Value = 3						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H2	-3.333	12	.006	-.76923	-1.2720	-.2664

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
H4	13	2.1795	.61787	.17137

One-Sample Test						
Test Value = 3						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H4	-4.788	12	.000	-.82051	-1.1939	-.4471

The test shows that there is a significant relationship between the lack of the necessary accounting information system and implement TDABC in the private universities located in Chennai. So, we reject the null hypothesis. That means the lack of the necessary accounting information system is one of the obstacles to implement TDABC in these private universities.

Hypothesis-3/ Null Hypothesis: There is no significant difference between the lack of conviction of the administration of the universities and implement TDABC in the private universities located in Chennai.

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
H3	13	3.6923	.85485	.23709

One-Sample Test						
Test Value = 3						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H3	2.920	12	.013	.69231	.1757	1.2089

The test shows that there is a significant relationship between the lack of conviction of the administration

of the universities and implement TDABC in the private universities located in Chennai. So, we reject the null hypothesis. That means the lack of conviction of the administration of the universities is one of the obstacles to implement TDABC in the private universities located in Chennai.

Hypothesis-4/ Null Hypothesis: There is no significant difference between the lack of internal and external expertise and implement TDABC in the private universities located in Chennai.

The test shows that there is a significant relationship between the lack of internal and external expertise and implement TDABC in the private universities located in Chennai.

So, we reject the null hypothesis. That means the private universities don't have enough internal and

external experts who can depend on them if these universities decided to apply TDABC.

Hypothesis-5/ Null Hypothesis: There is no significant difference between the existence of a competent section in cost accounting and implement TDABC in the private universities located in Chennai.

					One-Sample Test						
One-Sample Statistics					Test Value = 3						
	N	Mean	Std. Deviation	Std. Error Mean		T	Df	Sig. (2-tailed)	Mean Difference	95%Confidence Interval of the Difference	
										Lower	Upper
H5	13	2.3077	.94733	.26274						H5	-2.635

The test shows that there is a significant relationship between the existence of a competent section in cost accounting and implement TDABC in the private universities located in Chennai. So, we reject the null hypothesis. That means the private universities don't have competent sections in cost accounting which can depend on them if these universities decided to apply TDABC.

Findings of the Study:

Applying TDABC in the private universities located in Chennai encounters several obstacles, namely:-

High cost of the application because of needed to special records and accounting software in addition to need to experts to explain the implementation of this new method.

Lack of the necessary accounting information system.

Lack of conviction of the administration of the universities.

There is a chance to apply a modern cost accounting and management method like TDABC in private universities located in Chennai, and that's based on:-

Availability of internal and external experts in cost accounting who can depend on them.

Availability of the competent sections in cost accounting which can depend on them if these universities decided to apply TDABC.

KEY SUGGESTIONS:

Improving the special records of cost accounting.

Using new accounting software which suitable with the modern methods of cost management.

Working to convince the management of universities of the importance of this modern method due to its many useful application features.

CONCLUSION:

There are many obstacles to apply TDABC in the private universities located in Chennai although the importance of its implement for these universities.

REFERENCES:

- [1] Adenle A. Adeoti; & Raul Valverde; (2014), Time-Driven Activity Based Costing for the Improvement of IT Service Operations, International Journal of Business and Management; Vol. 9, No. 1.
- [2] Irena sobanska; & Jacek kalinowski; (2013), Cost Management in European Universities- a

- Time of Change, Social Sciences, Nr.4(82).
- [3] Kaplan, R.;& Anderson, S; (2003), Time-driven activity-based costing, Retrieved from: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=485443
- [4] Namazi, Mohammad; (2016), Time-driven activity-based costing: Theory, applications and limitations, Iranian Journal of Management Studies, V.9, No3
- [5] The Institute of Cost Accountants of India; (2015), Guidance Note On Cost Management In Higher Education, Second Edition.

CREATING A CASHLESS ECONOMY IN INDIA

(A COMPARATIVE STUDY BETWEEN INDIA AND SWEDEN)

Advaith Krishnakumar
1st Year B. Com Honours (PA)
SRM Institute of Science and Technology

Abstract

Creating a cashless economy is a desirable objective for most countries because of all the advantages it brings in favour of the Government. India is one of the countries that has brought upon a policy change in order to make its economy cashless. But India's sprint towards a cashless economy has not been the smoothest and there are various obstacles that stand in its way. The purpose of this study is to understand the various factors which have affected the successful implementation of a cashless economy in India through a comparative study with Sweden, the country speculated to become the first cashless economy in the world. In this study, various demographic factors are taken into consideration like the basic division of population, literacy rates, income levels, etc. A couple of non-demographic factors were also considered like retail cooperation in the country and the presence of data security laws. Also, meaningful relationships were established between the various factors. It was concluded that with the current state of India's demographic conditions, India's data security laws and people's awareness about online payment methods, it is not possible for India to become a cashless economy. But through improvements in the mentioned factors, India can surely go completely cashless in the course of time.

Keywords: Cashless, Obstacles, Factors, India, Sweden, Comparative Study

INTRODUCTION:

An economy where physical notes and coins are no longer in circulation for completion of transactions is called a cashless economy. Its digital alternatives are used as a medium of exchange, that is, debit and credit cards, electronic bank transfers and e-wallets. For an

economy to become fully cashless, certain factors or conditions have to be met such as awareness about online payment systems, ability to use it, cooperation among consumers and vendors, access to the internet, safety laws, etc. A country that is very close to meeting all of these conditions is Sweden which is on its way to becoming the world's first cashless economy.

On 8th November 2016, 500-rupee notes and 1000-rupee notes of the Indian currency were demonetized. This was a kickstart to a vision with the goal of making India a cashless economy.

But it hadn't gone as smoothly as expected and India has various obstacles to conquer before becoming successful in its journey to becoming a cashless economy. Therefore, it is important to properly analyze and understand the problems India is facing and where it is lacking in comparison to a country like Sweden, which is the closest country to becoming completely cashless.

REVIEW OF LITERATURE:

Dalebrant (2016) conducted an econometric analysis of the monetary policy effects due to Sweden's transition towards a cashless society. It was concluded that there wouldn't be a negative effect on Riksbank's ability to conduct monetary policy. In a way, this proves that Sweden is ahead of all other countries in this respect and it acts as an example for other countries to follow. This study aims to understand the places in which India is lacking in comparison to a relatively more successful economy, therefore, various factors, mainly demographic, that stop India from being a successful economy is compared to that of Sweden. Garg and Panchal (2017) conducted a study on the implementation of a cashless economy in India. They inferred from their study that a large majority of the people are in support of its implementation but are still

insecure about cybercrime and illegal access to private data. The above theory almost completely ignores demographic factors such as literacy rates, population with access to electricity and internet, poverty rates, etc. which this study is trying to investigate in a comparative form.

RESEARCH GAP:

There have been literatures talking about the possible change in the monetary control exercised by the central banks of a country and literatures that investigate the public's thoughts on the lack of data security laws in India. But important demographic factors that could possibly stunt the transition towards a cashless economy have not been analysed comprehensively which this study is trying to achieve. Also, this study takes a comparative form for analysis where India is compared to a country like Sweden that has been relatively much more successful in its venture to achieve a cashless economy.

OBJECTIVES:

1. To determine whether India has been making progress in achieving its goal of creating a cashless economy.
2. To understand the cause and effect relationships behind why India was unable to achieve its goal.
3. To compare and analyze India's implementation of a cashless economy with Sweden's implementation to find similarities and discrepancies.
4. To understand the relationships between factors to pinpoint the root cause.

METHODOLOGY:

Aim:

To comprehensively evaluate the various factors affecting the implementation of a cashless economy and compare between India and Sweden.

RESEARCH DESIGN:

The design of the proposed study is comparative. It uses empirical data of two cases, namely, the implementation of a cashless economy in Sweden and implementation of a cashless economy in India. The aspects that are taken into consideration are the factors that affect the successful implementation of a cashless

economy, predominantly demographic factors such as income level, literacy rate, population with bank accounts and population with access to the internet.

OPERATIONAL DEFINITIONS:

Cashless economy - A cashless society describes an economic state whereby financial transactions are not conducted with money in the form of physical banknotes or coins, but rather through the transfer of digital information.

Factors – The aspects determining the success or failure of an end goal.

Demographic - The statistical characteristics of human populations (such as age or income) used especially to identify markets.

DATA COLLECTION AND PROCEDURE:

Secondary data has been procured from published reports, research materials, and available statistical data. It has a mixture of qualitative and quantitative data. In some places, qualitative information is expressed in numerical terms to make the comparison more meaningful. The various factors affecting the successful implementation of a cashless economy were determined with intensive study of economic and statistical reports and study material available on cashless economies.

RESULTS:

Data was collected from various sources on some basic demographic factors and some more specific factors. The raw data procured is as listed under:

1) Cash in the Indian economy before and after demonetization:

According to reports released by RBI (Reserve bank of India), cash in the economy 14 days before demonetization was introduced amounted up to 17.01 lakh crore Rupees. Exactly 2 years after, in the year 2018, cash in the economy amounted up to 18.76 lakh crore.

2) The general population details:

Sweden – According to reports released by Eurostat and World Bank, 2017, the total population of Sweden accounted for 10.01 million people. Its total population is equivalent to 0.13% of the total world population. Sweden ranks number 91 in the list of countries by population. It claims a sex ratio of 99.93 males per 100 females. Sweden has a rural population of 14.04% of the total population and an urban population of 85.96% of the total population.

India – According to reports from the World Bank and United States Census Bureau, 2017, the total population of India accounts for almost 1.34 billion people. India is home to 17.5% of the world's total population and it is the second-most populous country after the People's Republic of China. It claims a sex ratio of 107.48 males per 100 females. India has a rural population of 66.4% of the total population and an urban population of 33.6% of the total population.

3) Poverty details:

Sweden – (According to Statistics Sweden 2016) EAPN (European anti-poverty network)

a) People who live in “severe material poverty” accounts to less than 1% of Sweden's total population.

This is defined as a certain standard of living, specified to not being able to afford at least 4 of the following 6 items; can pay unforeseen expenses, can afford a week's holiday a year, can afford a meal with meat, chicken or fish every other day, have sufficient heating of the dwelling, have capital goods like washing machine, colour TV, phone or car, can pay debts (mortgage or rent, bills, instalments or repayment of loans).

b) People who live in “absolute poverty”, that is, they earn less than two dollars a day amounted to 6% of the total population which equates to 570,000 people. These people's disposable income is not sufficient to pay the necessary living costs. This state is also called a low-income standard. In relative terms, people whose income is 60% less than the median income, also called low economic standard amounted up to 16.2% of the total population. These people are also be said to be in the “risk of poverty” within the EU.

c) About 33,250 people were homeless in the year 2017. This is equivalent to 0.003% of the total population.

INDIA –

People living in extreme poverty in 2019, that is, earning less than 1.25\$ a day amounts to 2.7% of the total population according to “World Poverty Clock”.

According to NSSO 2011, people living below the poverty line, that is, earning less than 1.90\$ a day amounted to 21.9% of the total population that is equivalent to 269.3 million people. The rural poor in India amounted to 25.7% of the total population that is equivalent to 216.5 million people. The urban poor in India amounted to 13.7% of the total population that is equivalent to 52.8 million people.

Proportionate change from 2011-12: $[21.9 * (0.41/5) * 4] = 7.23\%$

Estimated poverty rate in 2016 India = 14.7% of the total population.

There are 1.77 million homeless people in India or 0.15% of the country's total population.

4) Adult literacy rates:

The literacy rate is defined as the population of a country that can read and write at least one language.

Sweden – In relation to reports released by the world bank in 2018, Sweden has an adult literacy rate of 99%. The literacy rate has not changed in Sweden since 1990 and has remained a constant figure of 99%. With an increase in its population, there has also been a proportionate increase in the literacy rates. The male and female literacy rates are distributed as:

Table 1

Age group	Total %	Male %	Female %
15 years and older	99%	99%	99%

We can notice that there is an equal distribution among men and women on the basis of literacy.

India – From the reports released from UNESCO (United Nation Educational, Scientific and Cultural Organization), 2018, India has an adult literacy rate of 74.37%. According to the census in 1991, India's literacy rate was at 52.21% and has increased by 22.16% by 2018. There is a growth noticed in the literacy rate with passing time and an increase in the population.

The male and female literacy rates are distributed as:

Table 2

Age group	Total %	Male %	Female %
15 - 24	91.66	92.99	90.17
15 years and older	74.37	82.37	65.79
65 years and older	45.38	61.67	30.29

We can notice that there is a difference between the literacy rate of men and women. Women have a lower literacy rate than men in all age groups. The difference between them is a lot lower among younger people. The literacy rate among the younger people, namely people between the ages of 15 and 24, is a lot higher in comparison to the older population of India.

5) Number of Internet users / Population with access to the internet:

Sweden – 9,169,705 people in Sweden have access to internet facilities and use the internet on a regular basis. This equates to a little over 93% of the total population of Sweden. In absolute figures, Sweden ranks 51st in the “most number of internet users” ranking. In terms of the ratio of population with internet access, Sweden places

12th in the country rankings.

India – 462,124,989 people in India have access to internet facilities and use it on a regular basis. This figure equates to 34.8% of the total population of India. In absolute figures, India ranks 2nd in the “most number of internet users” ranking. In terms of the ratio of population with internet access, India places 145th in the country rankings.

Source: *Internet Live Stats*. Elaboration of data by *International Telecommunication Union (ITU), United Nations Population Division, Internet & Mobile Association of India (IAMAI), World Bank. 2016.*

6) Population with bank accounts:

According to Findex database 2017, World bank:

Sweden – The population of Sweden with bank accounts adds up to 99.74% of the total population of Sweden.

India – The population of India with bank accounts adds up to 79.87% of the total population of India.

7) Debit / Credit card and electronic payment methods usage:

Sweden – According to reports released by e-wallet app “Swish” and Riksbank, the central bank of Sweden, more than 85% of the population use debit cards and 80% of all transactions happen electronically.

India – According to RBI (Reserve Bank of India) (Jan 2017 – Jan 2018), the total share of debit card and credit card payments in total payment accounts to 29.9%. It was also reported that only 10% of all transaction in India happens electronically.

8) Acceptance of online payments in shops:

Sweden – According to news reports and surveys conducted in Sweden, 2018, it was established that over 99% of merchants in Sweden accept debit/credit cards and electronic payment methods.

India – According to the Reserve Bank of India, 2018, it was reported that only 48% of urban merchants and less than 5% of rural merchants accept digital payment methods.

9) Data Security and Privacy Law:

Sweden – The “Data Act”, world’s first data protection law, was enacted in Sweden on 11th May 1973. Along with this, “The Swedish Data Protection Authority” as a result of public concern about personal data and abuse of Government power related to mass surveillance. This ensures data security and remedial measures for its breach.

Source: <https://en.wikipedia.org/>

India – There is no express legislation in India dealing with data protection. The personal data

protection bill was introduced in Parliament in 2006, but due to the paucity of information, the bill is still pending. Therefore, there is no direct legislation meaning that data security is still not ensured and remedial measures for its breach cannot be properly accessed.

Source: <http://www.legalserviceindia.com/>

DISCUSSION:

1) There is more cash in circulation after the implementation of demonetization.

From the reports released by RBI, there has been an increase in the level of cash in circulation in the Indian economy. 14 days before the demonetization program was implemented, 17.01 lakh crore Rupees was in circulation and exactly 2 years after that, 18.76 lakh crore Rupees was in circulation. This is a clear indication that there has been an adverse effect observed from the implementation of a cashless economy in India.

2) Analysis of the factors affecting the successful implementation of a cashless economy.

a) Demographic factors:

Table 3: India vs Sweden

Particulars	India	Sweden
Total population	1.34 billion	10.01 million
Extreme Poverty/ Severe Material Poverty	2.7%	< 1%
Absolute Poverty	14.7%	5.69%
Total Literacy Rate (15 years and older)	74.37%	99%
Internet users	34.8%	93.2%
Total population with bank accounts (Age 15+)	79.87%	99.74%

In reference to Table 3, we can see that there is a great difference between the total population of India and Sweden. This means that India has the responsibility of catering to a much larger group than Sweden. This implies that policy changes and growth will happen at a slower rate in India than in Sweden since a much larger group needs to adapt to the change.

The poverty levels in India is much higher than Sweden. People who are in extreme poverty or even in absolute poverty have a very low propensity to save. They do not have enough money to afford electronic devices that could be used for online transfer of money and cannot store any money in banks as they do not

have reserve money. Therefore, this implies that it is not feasible for this section of the population to make the transition towards a cashless society.

We can observe from Table 3 that there is a large difference in the adult population that is literate in India and Sweden. Being illiterate implies that the web services for online payments could possibly be too complex for that section of the society to use. Also, there is not enough awareness about how cashless transactions function. Therefore, even if the propensity to save is higher, unless people learn and become comfortable with web services, they cannot make the transition towards a cashless society.

From the above table, we can observe that the population with internet access is very low in India in comparison to Sweden. The internet is the platform through which online transactions are conducted. When over 65% of the population is unable to access the internet, online transactions also become impossible for this part of the population. In comparison, only almost 7% of the population does not have access to internet facilities making online transactions much more plausible.

There is also a large proportion of India's population that don't have bank accounts. It can be attributed to the fact that the poor people of the society have a very low propensity to save, and hence, cannot store their money in banks. Also, people who are illiterate do not have a complete idea about the banking systems and avoid it.

b) Non-demographic factors:

Table 4: India vs Sweden

Particulars	India	Sweden
Retail cooperation	52%	99%
Existence of Data security laws	No such law	Data Act, 1973

In reference to table 4, we can observe that the retail cooperation in India is a lot lower. This is because there is a large number of small retailers who are not completely aware about the functioning of online transaction and do not want to invest of electronic devices for online payment. This implies that the consumers cannot make online payments either, even if they wish to.

We can also observe that there is no existing Data Security law in India in comparison to Sweden's Data Act passed in the year 1973. This means that there is

no guarantee of safety of online information and there is no protection against online fraud. According to a study conducted by Preeti Garg and Manvi Panchal, 59.8% of people believe that they will be exposed to a large amount of internet fraud, proving that a large majority of people are insecure about being victims of internet fraud.

3) Relationship between Poverty and Literacy Rates:

Poverty can be improved through the improvement in education and literacy rates (Tilak, 2010). Therefore, a relationship can be established between both the factors where literacy is an independent factor and poverty is dependent on it.

Let us take the data from census of three different years, 1991, 2001 and 2011.

Table 5

Year	Literacy rates (%)	Absolute Poverty rate (%)
1991	52.2	36.0
2001	64.8	26.1
2011	74.0	21.9

Using the least squares method of analysis, we get,

$$y = a + b(x)$$

$$b = \frac{n\sum xy - \sum x \sum y}{n\sum x^2 - (\sum x)^2}$$

where x - Literacy rate, y - Poverty rate, a - intercept, b - gradient.

In this case, 'b' would be (-0.66) and 'a' would be 70.02. Therefore, the relationship between literacy rate and poverty rate can be expressed as:

$$y = 70.02 + x (-0.66)$$

When literacy rate of India becomes 100%, the absolute poverty rate would become around 4% of the total population which would be less than Sweden's 5.69% of its total population.

4) Relationship between Poverty Rate and Population with Bank Accounts.

We have already established in a previous section that people under the poverty line have a very low propensity to save and cannot store their money in banks. This also implies that they would not have bank accounts since they are not going to store any money in them. Therefore, relationship can be observed between both the factors where population with bank accounts is dependent on the poverty rate.

Table 6

Year	Absolute Poverty rate (%)	Population with bank accounts (%)
2011	21.9	35.0
2017	14.7	79.8

Source: World Bank

Using the same formulas as mentioned previously, the relationship can be expressed as:

$$y = 919.06 + x (-47.08)$$

Bringing the poverty rate down to zero would lead to the entire population of India having bank accounts.

Therefore, we can infer that an improvement in literacy rates would lead to a reduction in poverty levels. A reduction in the poverty levels will lead to an increase in the number of bank account holders. This implies that, indirectly, an improvement in the literacy rates would lead to an improvement in the population with bank accounts in India.

CONCLUSION:

The following conclusions were made:

- There has been a clear increase in the level of cash in circulation in the Indian economy after the implementation of the demonetization program. Therefore, India has not made progress in its objective to create a cashless economy, in fact, there has been an adverse effect.
- It was inferred through a comparison with Sweden that India is lacking in demographic factors such as literacy rates, poverty rates, population with bank accounts and population with access to the internet. Through regression analysis, relationships were established between multiple factors which yielded the inference that the primary cause is the low literacy rates in India. Also, majority of Indians do not have access to internet facilities which is a major factor determining the success of a cashless society.
- It was observed that there is low retail cooperation towards the change as most small retailers are not fully aware about the functioning of electronic transactions and are reluctant to invest on devices that make online transfer of money possible. Also, there is no data security law in India which makes the people insecure about uploading their information online and want to avoid being victims of internet fraud. Therefore, awareness among retailers need to be improved and there

should be data security laws introduced to protect private information of users.

Therefore, it can be said that India still has a lot of hurdles it needs to overcome before making another attempt at becoming a cashless economy. In India, with its current demographic conditions and state of cyberlaw and data security law, it is impossible for India to become a cashless economy. But over the course of time and improvements in the suggested areas, India can surely strive to become cashless. It is a long process that requires diligent work from the Government, cooperation from the people of India and patience.

ACKNOWLEDGEMENT:

A good amount of work went into this paper and I had adequate support. I'd like to thank Mr. M Hemanathan and Shreyas Krishnakumar for their guidance and supervision.

REFERENCES:

- [1] Dalebrant, T. (2016). *The Monetary Policy Effects of Sweden's Transition Towards a Cashless Society: An Econometric Analysis*. 39.
- [2] Garg, P., & Panchal, M. (2017). Study on Introduction of Cashless Economy in India 2016: Benefits & Challenge's. *IOSR Journal of Business and Management*, 19(04), 116–120. <https://doi.org/10.9790/487X-190402116120>
- [3] Costa Storti, C., & De Grauwe, P. (2001). *Monetary Policy in a Cashless Society* (CEPR Discussion Paper No. 2696). Retrieved from C.E.P.R. Discussion Papers website: <https://econpapers.repec.org/paper/cprceprdp/2696.htm>
- [4] Widdowson, M. (2011). *Case Study Research Methodology*. 2(1), 11.
- [5] Goel, R., Sahai, S., Vinaik, A., & Garg, V. (2019). Moving From Cash to Cashless Economy: - A Study of Consumer Perception Towards Digital Transactions. 8(1), 7.
- [6] Arvidsson, N., Hedman, J., & Segendorf, B. (2017). Cashless Society: When Will Merchants Stop Accepting Cash in Sweden - A Research Model. In S. Feuerriegel & D. Neumann (Eds.), *Enterprise Applications, Markets and Services in the Finance Industry* (pp. 105–113).
- [7] https://doi.org/10.1007/978-3-319-52764-2_8
- [8] Pollnow, M., & Tkatchov, O. (2017). *Success for Every Student: A Guide to Teaching and Learning*. Rowman & Littlefield.
- [9] Tilak, J. B. G. (2010). Education and Poverty. *Journal of Human Development*. <https://doi.org/10.1080/14649880220147301>

A STUDY ON GENDER EQUALITY AND EMPLOYEE WELFARE WITH SPECIAL REFERENCE TO SELECTED HOTELS IN CHENNAI

E.T. Sathish Kumar

PhD (Research scholar), Assistant Professor, Department of hotel Management,
SRM Institute of Hotel Management, Kattankulanthur, Chennai

B. Uma

B.Sc (HHA), 2nd year Student, SRM institute of hotel management, Chennai
sathisht@srmist.edu.in / violet.sathish@gmail.com, umabijoy2001@gmail.com

Abstract

In this study we would like to know about how women perceive gender equality and if they face any inequalities in the workspace. All the earlier studies show that there are evident inequalities toward women in the industry; we want to know if it still prevails. We also want to know the employee welfare measures in the hotel and how useful it is for the employees. The overall purpose of this study is find out if the employees are happy and comfortable in the workplace, the bottom line is that if “if your employee is happy then your business is more productive”

Key terms: Hotel industry, women gender equality, welfare, equal pay, EPF, grievance cell

SYNOPSIS

- Introduction
- Review of literature
- Objective
- Research problems
- Research methodology
- Data analysis
- Statement
- Hypothesis
- Conclusion
- Reference
- Questionnaire

INTRODUCTION

Attaining **gender equality** is very important in the workplace not because it's fair but because it's the **right thing** to do. The country's **overall growth and performance are indirectly associated** with gender equality in the **workplace**.

Despite the growing presence of women in workspace in the country, it still reflects the working standards and ethics for male.

Workspace and gender equality is connected with various factors such as:

- Improved national productivity
- Enhanced organizational productivity
- Increased organizational productivity
- Enhance the ability of companies to attract talent and retain employees

Only 25% of the hospitality industry's leadership positions are occupied by women in the industry (women in hospitality, trail and leaver 2020 report). This industry was set up like any other industry dominated mostly by men.

Gone are those days and age where only men are on the top of the pyramid.

Some hotel chains and brands around the world are initiating many preferential programs to include female executives and leaders within their organization. It's high time that gender equality in the industry is not a near statement but become an important feature of this industry.

The gender inequality is not only seen in the hospitality industry, but also in all other industries.

“When women win everybody wins”

REVIEW OF LITERATURE

Culture and belief systems vary from place to place and group to group. In the hotel and tourism industry, women are still an insignificant minority (Magablih, 2000).

In hotel industry especially in developed countries women are the most underutilized and undervalued resource (Maxwell, 1997: 234);

The women even now take back seat in the industry and not using their full potential due to cultural and social issues (Baum, Amoah & Spivack, 1997; Li & Leung, 2001; Wong & Chung, 2003). Female employees cannot be avoided by the industry because there are some positions can only be occupied by women. But there are many studies that show discrimination against women.

There are many skills that are required by the women in the industry like, it's a notion that women are good communicators than men because they can understand and have deeper insights in a conversation and in any given situation (e.g. Smith & Smits, 1994; Shirley, 1995, both cited in Maxwell, 1997)., women are expected to have an eye for detail. Women are always open-minded and always look for visibility. They are naturally sensitive and pay attention to how the staff would feel which naturally makes her flexible, their inclination towards teamwork is very high (Maxwell, 1997: 233)

In Arab countries, in Egypt (a typical Arab country) only 153 (13.2 percent) of hotel managers were female out of a total of 1,161, and only three females in 71 hotels were able to break the 'glass ceiling' and climb the hierarchical structure up to management administrative positions: general manager, executive assistant general manager and resident manager (Kattara, 2005)

The instability of the job in this industry especially for women is very high (Hennessy, 1994; Purcell, 1997). Many of the studies highlight that women are not given as much importance as they should be given. Studies also suggest that if women are given more freedom and comfort in the work environment the

automatically they can perform better and indirectly the business will scale up rapidly.

OBJECTIVE

- To find out the employee welfare measures
- Problems of women in the hotel industry
- Measures to prevent the problems faced by women in the hotel industry
- “Equality is not just the right thing to do. It's smart economics. How can an economy achieve full potential if it ignores, sidelines, or fails to invest in half its population?” – Robert Zoellick (American public official and lawyer who was the eleventh president of the World Bank)

RESEARCH PROBLEMS

This study is done to understand the problems faced by women in the hotel industry and to address it. This study also looks **to bridge the gap between what the hotel industry caters to its women employees and what the industry needs to provide the women employees, in order to give them a comfortable, composed and calm work environment.**

A working woman in her life has a lot of responsibilities as she also to take care of her house and also needs to play the role of a breadwinner.

“A gender-equal society would be one where the word ‘gender’ does not exist: where everyone can be themselves”

We are also trying to find out if there are employee welfare measures employed in hotels and, we also want to see if these employee welfare measures are utilized in the right way.

RESEARCH METHODOLOGY

This research is conducted to find out the gender equality and employee welfare measures in the hotel industry; it is confined to the hotels in Chennai belonging to the Five-star category. The study is done using a survey questionnaire given to the hr managers and the female employees in the hotels during the period of October and November of 2019.

We also have referred the internet and the book for the research purpose. The results of this study may not be the same for another researcher doing the research on the same topic, as the situation and the factors governing the industry may not be the same as it is in the present day.

“Achieving gender equality requires the engagement of women and men, girls and boys. It is everyone’s responsibility by Ban ki-moon- South Korean politician, eighth Secretary-General of the United Nations

DATA ANALYSIS

Respondent’s profile: the respondents of this study are HR managers and female staff of hotels belonging to the three-star to five-star cader hotels. Female staffs from all divisions and levels have answered this questionnaire.

78% of the female respondents were unmarried women and only 12% of the respondents are married

We come to know that 100% of respondents prefer women being placed in the front office department,

57% of them feel women also fit in the housekeeping department,

28% of them say women fit in well in food and beverage department and the HR department.

Interestingly none of the respondents think that women would fit in the food production department.

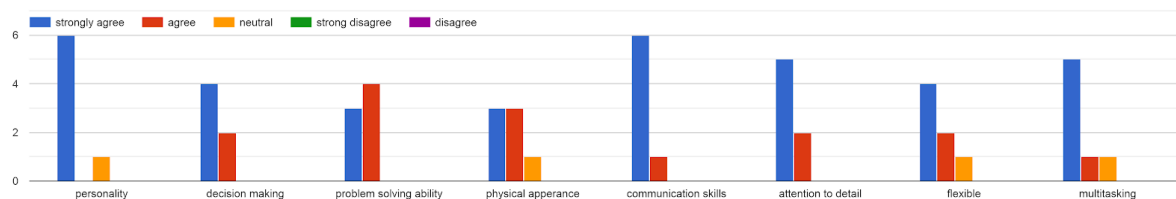
The ratio of women in entry-level and supervisory level is higher as compared to men,

but the ratio of men in the executive and managerial level is high as compared to women.

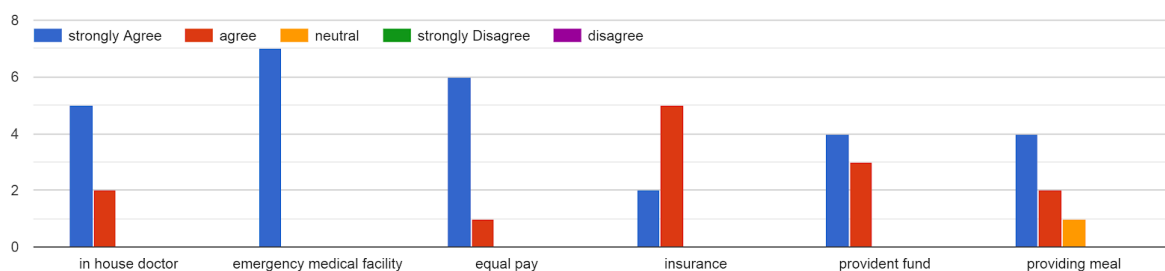
As per the data, all the hotels have a grievance cell and they do conduct meetings.

All the hotels have career development programs in their hotels.

How do you rate traits for women in this industry?



welfare facilities in the hotel



STATEMENTS:

- A women’s career growth is lower than a man’s career growth
- Fear of unmarried women getting married and recruiters doubting the capabilities of married women.

- 42% of the respondents disagree with the above statement, 28% of the respondents are neutral, the other 28% respondents agree to this statement
- The data also projects that there has not been a single women general manager in the hotel in the past five years.
- As we interacted with the respondents we found out that most of them are graduate and only some of them are postgraduates, thus it is fair to conclude that masters of higher studies are not very trendy in the hotel industry

HYPOTHESIS

In this study we interpret that,

81% women prefer housekeeping department because 83% of women give importance for eye for detail.

53% of women also prefer front office because they give importance to **physical appearance**.

CONCLUSION

In all the previous reference studies we saw that there have always been inequalities, but in our study we found out that inequalities are almost nil. **Times have evolved and changed**, so is the industry in our study **92% respondents were females**, it was surprising to find out that almost **all of them feel that there is no inequality**.

Here comes a question, even though women are happy and satisfied why are they not placed in the higher positions. We also come to know that the number of women in the industry as is extremely less.

One of the four star hotels we surveyed, only has about 13% of women. This maybe a contributing factor that not many women are not on top of the industry or it may be because women do not want to take up higher responsibility jobs as they need to focus on their home and family life equally. We still are not able to conclude as to why women are still not predominantly in the top positions. (This arena still has a scope for research and analysis).

We also come to know that all the basic welfare facilities are been provided to the employees and that they are satisfied in this aspect of the work.

A gender-equal society would be one where the word 'gender' does not exist: where everyone can be themselves. If women are expected to do the same work as men, we must teach them the same things.

Gender equality is human fight not a Female fight !!!

Maybe as time passes by, all the capable people will be in the higher positions irrespective of their gender

REFERENCES:

- [1] https://www.researchgate.net/profile/Maria_Tugores/publication/233672930_Reconciling_work_and_family_from_a_gender_perspective_An_application_to_the_Balearic_hotel_industry/links/0deec5331c8dfa31ef000000/Reconciling-work-and-family-from-a-gender-perspective-An-application-to-the-Balearic-hotel-industry.pdf
- [2] [Http://www.publishingindia.com/ijhts/24/gender-equality-in-indian-hotel-industry-a-study-of-perception-of-male-and-female-employees/87/568/](http://www.publishingindia.com/ijhts/24/gender-equality-in-indian-hotel-industry-a-study-of-perception-of-male-and-female-employees/87/568/)
- [3] [Https://pdfs.semanticscholar.org/b821/097ee60c5e580828ec87c3ccb24b723fbd69.pdf](https://pdfs.semanticscholar.org/b821/097ee60c5e580828ec87c3ccb24b723fbd69.pdf)
- [4] [Https://core.ac.uk/download/pdf/145017005.pdf](https://core.ac.uk/download/pdf/145017005.pdf)
- [5] [Http://www.hospitalitybizindia.com/detailnews.aspx?Aid=28660&sid=20](http://www.hospitalitybizindia.com/detailnews.aspx?Aid=28660&sid=20)
- [6] [Https://www.hospitalitynet.org/news/4093364.html](https://www.hospitalitynet.org/news/4093364.html)
- [7] Ng, C. W., & Pine, R. (2003). Women and men in hotel management in Hong Kong: perceptions of gender and career development issues. *International Journal of Hospitality Management*, V2 (1), 85- 102
- [8] Interaction with hotel staff and people from the industry

QUESTIONNAIRE

https://docs.google.com/forms/d/e/1FAIpQLSdbPu3atFM_iTq4SBtQYjflhedGw04QcCsola2HqW54JJeVLA/viewform?vc=0&c=0&w

A RESEARCH ON GST IN GENRAL AND IT'S IMPACTS ON SMEs

¹ Jeevan Kishore. B Sree Prasad ²

Students, 1st year B.com-ISM, Faculty Of Science and Humanities,
SRM Institute of Science and Technology, Kattankulathur-603203

Abstract

GST stands for 'goods and service tax' and Is proposed to be a comprehensive indirect tax levy on manufacture. Sale and consumption of goods as well as services at national level.it will replace all indirect taxes on goods and services by the central government and state government. GST is the only indirect tax which Is online. India was struggled to implement this GST because of some political and state issues and was postponed.

In India GST was implemented on July 1st 2017.for this constitution (one hundred and twenty second) bill, 2014 was introduced in Lok Sabha. It was passed by the Lok Sabha on 6th may 2015.india is a federal democratic country and therefore the GST will be implemented parallel by central and state government as CGST and SGST respectively. Now we are witnessing, how the tax reform reshapes our economy and business dynamics for micro, small and medium enterprises.

GST is also defined as the giant indirect tax structure designed to support and enhance the economic growth of the country. More than 150 countries have implemented GST so far. France was the first country to introduce the system of GST in 1954. However, there was a huge cry to implement that. But later it was implemented successfully. The rates of GST are 0%, 5%, 12%, 18%, and 28%. The GST has been given approval by all government assemblies and consented by all. The government has also made provision to keep 40% tax rate in extreme cases.

The present paper is focused on explaining about the GST in general and its impact in the SMEs (small and medium scale enterprises) and it also highlights about its history and its components of GST.

Keywords: GST(goods and service tax), CGST, SGST, VAT, indirect tax

INTRODUCTION

Goods and service (GST) is indirect tax which was introduced in India on 1 July 2017 and was applicable throughout India which replaced all types of indirect taxes which was adopted by central and state government before the implementation of GST in India. The indirect taxes followed was VAT, service charges, sales tax, excise duty and etc.. has now been replaced. After the independence, the largest indirect tax reform in India has begun with goods and service tax(GST). After much deliberation, the GST bill was passed at lok sabha at 6 may 2015.

The GST was then implemented on 1 July 2017. GST(goods and service tax) is a significant step intended towards simplifying the giant tax structure to support stakeholders benefits .The impact of GST has direct weight on two segments. One, to the business and the other to the end customers those bearing the tax costs on the goods purchased and service availed. The primary objective of GST is to subsume all sorts of indirect taxes in India like central excise tax, vat/sales tax, service tax,etc. and implement one tax system in India. The GST based taxation system brings more transparency and increases the GDP rate from 1% to 2% and reduces tax theft and corruption in the country.

The Goods and Services Tax (GST) is a vast concept that simplifies the giant tax structure by supporting and enhancing the economic growth of a country. GST is a comprehensive tax levy on manufacturing, sale and consumption of goods and services at a national level .On bringing GST into practice, there would be amalgamation of Central and State taxes into a single tax payment. It would also enhance the position of India in both, domestic as well as international market. At the consumer level, GST would reduce the overall tax burden, which is currently estimated at 25-30%.

In order to avoid the payment of multiple taxes such as excise duty and service tax at Central level and VAT at the State level, GST would unify these taxes and create a uniform market throughout the country. Integration of various taxes into a GST system will bring about an effective cross-utilization of **credits**. The current system taxes production, whereas the GST will aim to tax consumption.

Experts have enlisted the benefits of GST as under:

- It would introduce two-tiered One-Country-One-Tax regime.
- It would subsume all indirect taxes at the Center and the state level.
- It would not only widen the tax regime by covering goods and services but also make it transparent.

- It would free the manufacturing sector from cascading effect of taxes, thus by improve the cost-competitiveness of goods and services.
- It would bring down the prices of goods and services and thus by, increase consumption.
- It would create business-friendly environment, thus by increase tax-GDP ratio.
- It would enhance the ease of doing business in India.

WORLDWIDE GST

France was the first country to introduce GST in the year 1954. Worldwide, almost 150 countries have introduced GST system. The GST of some countries are given below:

Country	Australia	France	Canada	Germany	Japan	Singapore	New Zealand
Rates	10%	19.6%	5%	19%	5%	7%	15%

RESEARCH METHODOLOGY

A. TOPIC OF RESEARCH

A research on GST in general and its impact in SMEs (small and medium sized enterprise).

B. OBJECTIVE OF STUDY

- a) To study about GST in general
- b) To study about GST's history and its components
- c) To study about GST's impact on SMEs

C. HYPOTHESES OF RESEARCH

H₁: The impact of GST on SMEs will be beneficial lead to economic growth of our country

H₂: The impact of GST on SMEs will not be beneficial and will not lead to economic growth of our country

D) SCOPE OF RESEARCH

A research on GST in general and of impact of GST on SMEs (small and medium sized enterprises) will give a clear knowledge about the GST in general and its impact in the field of SMEs and it let us know about whether it leads to economic growth.

E) RESEARCH DESIGN

a) Types of data

Secondary data has been collected and used for present research study.

b) Source of data

Secondary data is collected from internet, reference books, journals, articles, publications and various other printed materials

c) Tools for data analysis and presentation:

Tables, percentages, images are used for data analysis and interpretation.

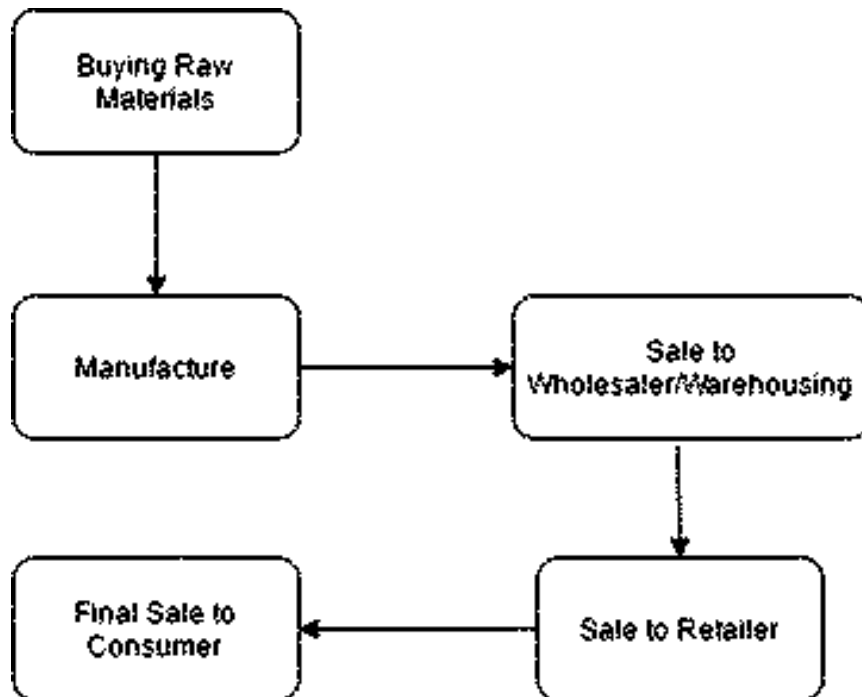
A RESEARCH ON GST IN GENERAL

GST is an Indirect Tax which has replaced many Indirect Taxes in India. The Goods and Service Tax Act was passed in the Parliament on 3 August 2016. The Act came into effect on 1st July 2017; Goods & Services Tax Law in India is a **comprehensive, multi-stage, destination-based tax** that is levied on every **value addition**.

In simple words, Goods and Service Tax (GST) is an indirect tax levied on the supply of goods and services. This law has replaced many indirect tax laws that previously existed in India.

GST is **one indirect tax** for the **entire country**.

So, before Goods and Service Tax, the pattern of tax levy was as follows:



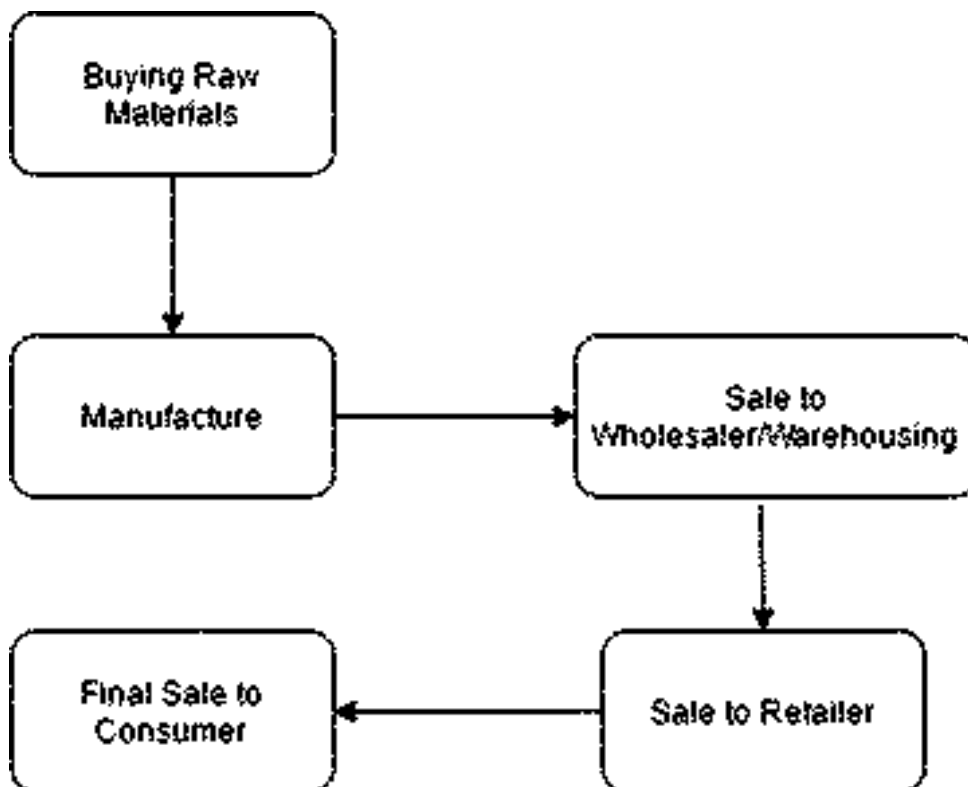
MULTI-STAGE

There are multiple change-of-hands an item goes through along its supply chain: from manufacture to final sale to the consumer.

Let us consider the following case:

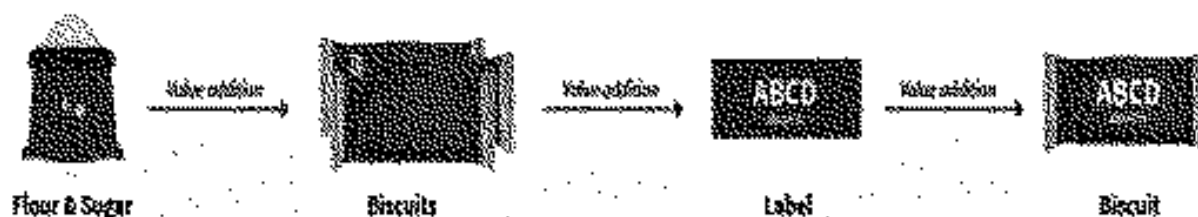
- Purchase of raw materials

- Production or manufacture
- Warehousing of finished goods
- Sale to wholesaler
- Sale of the product to the retailer
- Sale to the end consumer



Goods and Services Tax is levied on each of these stages which makes it a multi-stage tax.

VALUE ADDITION



The manufacturer who makes biscuits buys flour, sugar and other material. The value of the inputs increases when the sugar and flour are mixed and baked into biscuits.

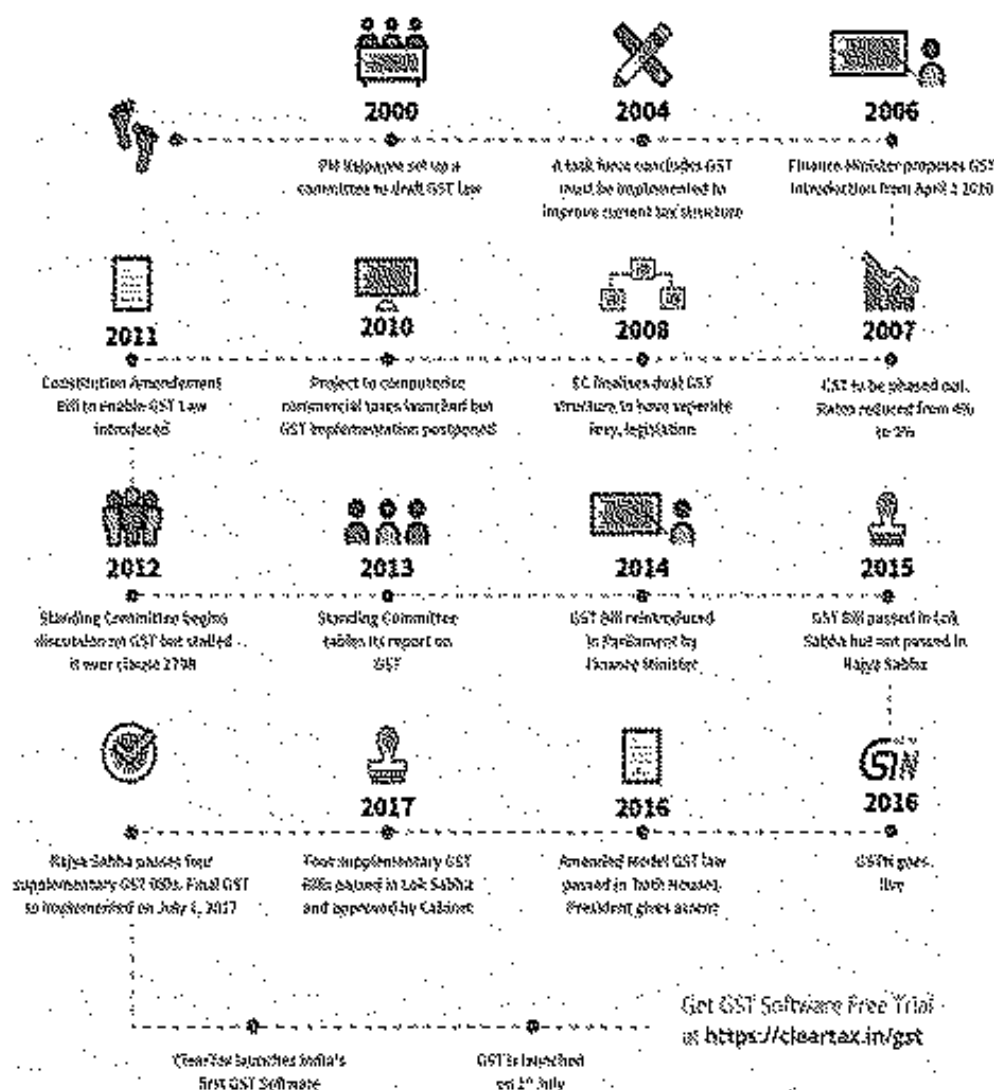
The manufacturer then sells the biscuits to the warehousing agent who packs large quantities of biscuits and labels it. That is another addition of value after which the warehouse sells it to the retailer.

The retailer packages the biscuits in smaller quantities and invests in the marketing of the biscuits thus increasing its value.

GST is levied on these value additions i.e. the monetary value added at each stage to achieve the final sale to the end customer.

2 Journey of GST in India:

The GST journey began in the year 2000 when a committee was set up to draft law. It took 17 years from then for the Law to evolve. In 2017 the GST Bill was passed in the Lok Sabha and Rajya Sabha. On 1st July 2017 the GST Law came into force.



Components of GST

There are 3 taxes applicable under this system: CGST, SGST & IGST.

- **CGST:** Collected by the Central Government on an intra-state sale (Eg: transaction happening within Maharashtra)
- **SGST:** Collected by the State Government on an intra-state sale (Eg: transaction happening within Maharashtra)
- **IGST:** Collected by the Central Government for inter-state sale (Eg: Maharashtra to Tamil Nadu)

In most cases, the tax structure under the new regime will be as follows:

Transaction	New Regime	Old Regime	
Sale within the State	CGST + SGST	VAT + Central Excise/Service tax	Revenue will be shared equally between the Centre and the State
Sale to another State	IGST	Central Sales Tax + Excise/Service Tax	There will only be one type of tax (central) in case of inter-state sales. The Centre will then share the IGST revenue based on the destination of goods.

IMPACT OF GST ON SMES

At present, the total tax collection in India is around 14.5 Lakh Crore, of which 34% is indirect tax. Indirect taxes include service tax, stump duty, customs duty, VAT, etc. It refers to the collection of tax indirectly by the Government of India. In most of the developing countries, the share of indirect tax is higher than the direct tax. However, in the developed countries the share of indirect tax is much lower. Therefore, the new GST implementation will allow the government to have a better grip on the taxpayers. This should be capable of evolving the entire tax system.

How will GST help small to medium enterprises?

GST is meant to bring every indirect form of tax under one roof. For small and medium sized businesses, owners or manufacturers have to take care of different taxes and have to run to various departments to fulfil all the tax-related documentations. Some file different taxes biannually, annually, half-yearly, etc. The more the departments, the more is the harassment.

previously, the total tax levied by the central and the state governments add up to 32%, but with the

implementation of GST, the business owners have to pay a much lower tax of around 18-22 percent. Moreover, they do not have to pay different taxes to various departments. It makes the job very much easier for every business owner.

Direct impact of GST on small and medium enterprises:

- GST will help and ease the process of starting a business in India. Earlier, every business in India was required to obtain VAT registration, which differs in every state, and the rules and regulations are different. Thus it was a very confusing procedure. However, under GST, the businesses have to only register for GST which will have a centralized process, similar to service tax.
- Currently, for any business, it is mandatory to make a VAT payment if the annual turnover is more than 5 lakh in few states and 10 lakhs in few other states. This difference in various states creates confusion. Under GST a business does not have to register or collect GST if the annual turnover is 10 lakh. This is applicable to every state. This will allow many small businesses which have a turnover between 5 lakh – 10 lakh to avoid applying for the GST return.

- GST allows small and medium business to do business with ease in India, due to the less complexity. The distinction between the services and goods will be gone, and this will make compliance easier.

Pros and cons of GST

1. Launching a new business becomes easier

Under the previous tax regime, if your business had operations across multiple states, you would need to register for VAT with each state's sales tax department in order to carry out business activities there. The fact that every state had different tax rules complicated the entire process, and business owners had to pay multiple procedural fees for VAT registration. Under GST, the registration is centralized and the rules are uniform for all the states across the country. All you have to do is complete and submit an online form to obtain a GSTIN (**GST Identification Number**). Launching a new business, and subsequently expanding it, will be comparatively easier under the **GST regime**.

2. The entire process of taxation becomes simpler

The prime reason GST is implemented is to remove cascading taxation. It reduces the complications caused by the overlap between Central taxes (Excise duty, customs duty, service tax, etc.) and State taxes (VAT, purchase tax, luxury tax, etc.), because it levies a uniform tax on goods and services all over India. The taxes on goods and services levied under VAT, purchase tax, and luxury tax will now be merged into one single tax with one common return. If you've spent a large portion of your time on managing multiple taxes, you can relax under the new regime because filing and paying taxes is easier with the GSTN portal.

A combined tax also means dealing with fewer tax authorities. Previously, business owners had to deal with many different tax authorities depending on the nature of their business and transactions. Under GST, you can be sure that the relevant authority is always either the Centre or the State government.

3. Reduced cost of logistics

The previous tax regime has created a lot of hassles for the transportation sector. The long queues at checkpoints and inter-state entry points have caused vehicles to stand idle for long periods of time, adding to labour and fuel costs. Businesses transporting goods to other states have had a hard time filing paperwork and paying entry taxes at the inter-state borders, further delaying the delivery of goods.

Under GST, the Central Sales Tax (CST) on interstate sales was replaced with a combined tax called IGST, which is composed of CGST and SGST and collected by the Central Government. As the removal of border and check-post taxes makes state boundaries less significant under the GST regime, both the delay and the transportation cost will be reduced. This will increase inter-state business, facilitate faster movement of goods, and reduce maintenance costs.

4. The distinction between goods and services will be eliminated

Previously, businesses providing both goods and services had to calculate the VAT and service taxes individually. GST eases the process by removing the distinction between goods and services; tax will be calculated for the final total, not individual products or services. This will help SMEs take advantage of the tax incentives for payment on the procurement of input goods and services (like import, interstate and local purchases, and telephone services).

Previously, every invoice contains a long and confusing list of taxes levied on the goods and services involved in the transaction. GST will make invoicing simpler, as only one tax rate will need to be mentioned.

5. Increased threshold limits for new businesses

Under the previous regime, businesses with a moderate annual turnover (Rs.5 lakh in some states and Rs.10 lakh in other states) are supposed to register and make payments for VAT. Under GST, this burden is eliminated for many businesses, since a business does not have to register or pay if its annual turnover is less than Rs.20 lakh (Rs.10 lakh in North Eastern states).

Also, under the composition scheme, businesses with turnover between Rs.20-Rs.50 lakh will pay GST at a lower rate. This should have a positive effect on start-ups and other small businesses by relieving them from tax burdens.

Limitations of GST:

Though there are a lot of advantages to GST, SMEs may have reservations about transitioning to GST and getting used to the new tax regime within a short period of time. Their concerns might include increased compliance costs and numerous returns. Here are a few negative effects of GST that are likely to affect SMEs.

Negative impact of GST on SMEs

1. Multiple registrations for Pan-India businesses

Under the new regime, a business will have to register online for GST in every state involved in its sales process. If your business delivers goods across 5 states, then you'll have to register for GST in those 5 states to carry out your business activities. Since the entire registration process takes place online, small business owners who are not used to working online might not find the transition easy.

2. Returns must be filed on a monthly basis

Under GST, there will be around 36 returns in a fiscal year. GST returns will also require you to close your books on a monthly basis, which, realistically, will take a lot of time. The time that business owners spend filing these returns could instead be spent on other productive activities, like developing their business and acquiring clients.

To top it off, until you've filed the relevant returns, you cannot claim refunds and your customers cannot claim tax credit for the goods they bought from you. Should you miss a single return, you'll be penalized Rs.100/- a day and your compliance rating on the GSTN portal will be reduced.

3. Cost of tax compliance is likely to increase

As mentioned above, consistently filing 3 returns a month, periodically reconciling your transactions,

and uploading invoices regularly will give rise to the need for an accountant with technical expertise. Hiring an accountant and paying them, adds to the burden on small businesses. It's tedious to maintain separate books of accounts for every state involved in the supply of goods/services and assess the records of various entities involved in every single transaction. To cope with the system, small businesses might use the services of licensed third parties that help firms comply with the GST regime. For this convenience, small businesses will have to dish out a sum ranging from Rs.1000-Rs.5000, depending on the kind of service that is rendered to them.

4. Registration will be mandatory for e-commerce suppliers and operators

Businesses carrying out activities related to e-commerce should register under GST irrespective of their annual turnover rate. Unlike other types of businesses, e-commerce firms will not be eligible for threshold exemptions or for the Composition Scheme (which allows firms to file their tax returns on a quarterly basis instead of 3 times a year and pay taxes at a much lower rate). Also, e-commerce firms should register for GST in every single state where they supply goods.

Overall, GST simplifies the entire process of filing and paying taxes. It will also increase the competition between SMEs by unifying the Indian market. If you're proactive and take care of your GST compliance measures beforehand, you can minimize the potential negative effects of the new regime on your business. In the long term, GST is expected to have a positive impact on SMEs and the Indian economy as a whole.

CONCLUSION

The GST being the big step of government of India to simplify the previous tax system has both positive and negative impacts on business of small and medium enterprises. The fundamental of 'one nation, one tax' was created with an intension to easy tax filling, ease of doing business in other states.

SME is a major growing sector where enterprises enter and exit the market frequently, so the implementation of GST has great effect on survival in the market. Some enterprises found it difficult in accepting it but in majority of enterprises they found it lots easier than the previous VAT form of taxation. It is found that it is lot beneficial to the small and medium enterprises and also for the start-ups. It has a potential to go a long way in improving the business conditions

of the state in small and medium enterprises sector. The study found that GST is beneficial for SMEs.

Result for hypotheses:

On the study I made on the GST in general and its impact in SMEs (small and medium enterprises), I find the impact of GST on SMEs is found to be beneficial and will improve the economic growth of our country.

A STUDY ON THE POSITIVE APPROACH OF INDIANS TOWARDS E-BANKING IN THE ERA OF DIGITALIZATION

R.Sindhu

I M.Com, Department of Commerce, Faculty of Science & Humanities,
SRM Institute of Science & Technology, Kattankulathur

Abstract

In today's scenario, people are so advanced towards using the technology in a right way. Either be it a part of education, knowing facts, registering their passion ports. After introduction of 4G people even started trading, started exporting goods to foreign countries, induced hidden young entrepreneurs. Even e-banking system started by 1996 but educated, technical people only used at that time. It was even seen as a privilege point. But after demonetization and era of technology, changed the mindset of people. Now we can't even use the term illiterate because all are technologically improved with the emergence of demonetization. Here, the present study is going to discuss about the positive approach which Indians showed towards e-banking and even to study the future of e-banking.

Keywords: e-banking, Digitalization, India, Demonetization, Inflation

INTRODUCTION

E-banking was first brought in late 1990s by ICICI bank in 1996. Though after the introduction there was no massive change. A way ahead ATMs, Debit Cards became more popular in further years as time passed. Lifestyles of Indians began to change immensely to westernization, later by 2015 our honorable Prime Minister of India, shri. Narendra Modi introduced Digital India, where dream of making smart cities came into force.

On 8th November 2016, government announced a sudden note ban on Rs 500 and Rs 1000 to curtail black money. People were limited with use of notes by time and crushing crowd at banks which induced death rates and accidents. As a part of this complication our Prime Minister bought up BHIM mobile application (Bharat Interface for Money) was introduced on 30th

December 2016. He induced youths to play a vital role in educating digital illiterates.

There was immediate and sharp jump in the digital payments November- December 2016 owing to shortage of cash. The debit card POS(point of sale) twice the size. The value of credit card was increased but in terms it didn't show any sharp turn. By April 2018, the digital payments doubled, cryptocurrency, bitcoins came into the use.

Some other terms which came into life are:

RTGS (Real Time Gross Settlement), NEFT (National Electronic Funds Transfer), UPI (Unified Payment Interface), KYC (Know Your Customer), IMPS(Immediate Payment Service), *99# USSD interface for offline banking, PoS (Point of Sale)

To say it provided an ease way for customers as:-

- 24x7 open for all payments and deposit
- Ease of Currency exchange
- One to one interface transaction
- Whenever wherever needed easily available
- Variant choice available in a port.
- Simple to use without much complication

A way it creates a simple platform for creating a virtual banking experience without any of the hindrance.

Soon in India, the development towards cashless and virtual banking would be massive as other countries are also in the urge of fastest transaction and modernization. Thus, India is also ready with the plan of 2019-2020, creating a VPN (Virtual Private Network) with CLOUD facility which can save your data, transaction and keep your digital money safe.

Even all our database will be managed under one port like

- Updating your personal details like aadhar, visa, passport
- Loans borrowed like for education, personal, agriculture etc.
- Incomes like salary, business, other incomes
- Payments details like purchase, sale details, taxes etc
- Deductions like under income tax act: Deduction under 80c and others

In near future, India will turn cashless and digitally powered. This can bring down

- Corruption
- Black marketing
- Inflation
- Delay of payments
- Audit procedures
- Huge budget on making currency notes

Thus, here we are going to analyze how people mould up themselves to literate in e-banking.

OBJECTIVES OF THE STUDY

1. To study the emerging era of digitalization in banking sector.
2. To study the behavior of people towards e-banking with the help of secondary data.
3. To analyze the positivity in using e-banking.

STATEMENT OF THE PROBLEM

Abandoning the old method of banking and to aware and analyze the near future changes in banking sector digitally.

REVIEW AND LITERATURE

Ryan north⁽¹⁾ 'The role of digital bank in India- importance of digital banking in India' agreed that ICICI was the first bank to introduce e-banking in India new terminology and technology were also mentioned CORE banking (Centralized Online Real Time Exchange); ATM's (Automated Teller Machine); RTGS (Real Time Gross Settlement). NDTV TV report

on 26th November 2017, our honorable PM Tweeted that "Time has come for everyone, particularly my young friends, to embrace e-banking, mobile banking and more such technology". Later he addressed the gathering and spread his ideas over monthly radio programme 'Mann Ki Baat' which sprouted a way for e-banking.

Komal Gupta⁽²⁾ 'banking sector in four years of modi's government: note ban sets off surge in digital transaction' agreed that demonetization caused the growth of e-banking in India. specified that when invaliding Rs 500 and Rs 1000 notes circulation and the ban, the number of digital transaction zoomed to 957.5 million according to RBI survey. In that same article it specified the keynote words of our Prime Minister on 25th December 2016 "Be it villages/ the towns, the educated/ illiterate, there is an atmosphere as to what is cashless, how cashless business can take place everybody wants to understand and learn from each other".

RBI (Reserve Bank of India) press report⁽³⁾ May 17, 2019 on 'Report of the committee on deepening of digital payments' stating deepening of digital payments across the nation under the chairmanship of shri. Nandan Nilekani, former chairman of UIDAI (Unique Identification Authority of India).

RBI press report May 2019⁽⁴⁾ on "Payment and settlement systems in India: vision 2019-2020" stated that in near future envisages to achieve a 'highly digital' and 'cash lite' society through goal posts of (competition, cost effectiveness, convenience and confidence) 4C's essential for digital transaction.

RESEARCH METHODOLOGY

- All the data used in the field of research are wholly depend on secondary data from trusted sites
- All are thoroughly checked with compliance.
- Statistics or the graph presented are also taken from secondary source
- All the data are related to the topic and are taken from recently published survey regarding the changes in the behavior of Indians towards digital banking

DATA ANALYSIS AND INTERPRETATION

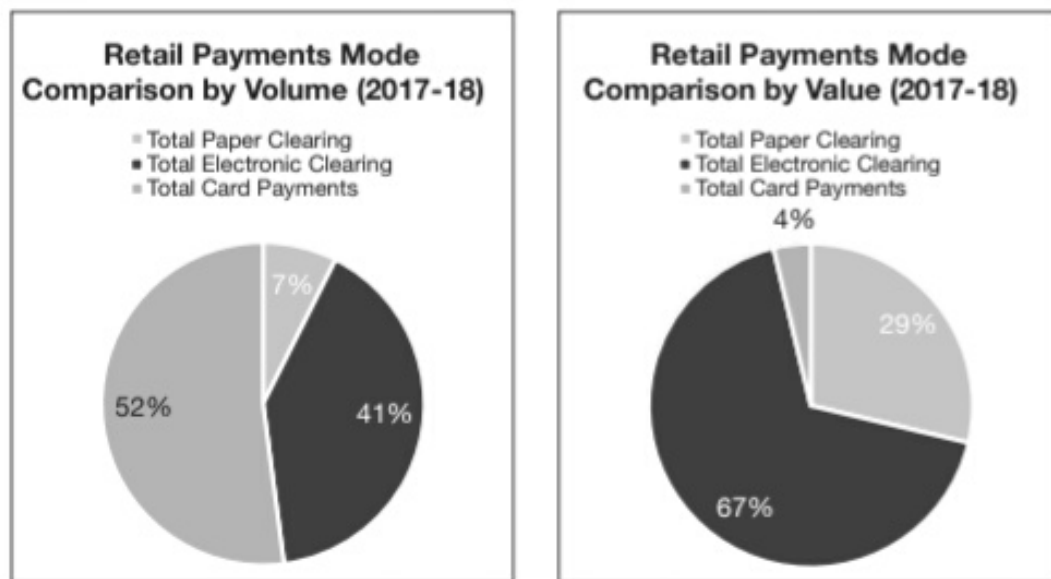


Figure 1: Digital payments trends and issues, July 2018, NITI Aayog, pie chart analysis on retail payment mode of Indians from 2017-2018

From the above information you can see that in the year 2017-18, the total of digital payments and electronic payment grabs the major/large portion compared to paper clearing

As per volume, Total e-clearance specified are of 41%, card payments are 52% pretty higher, but paper clearance holds only one digit of percentage of all i.e..7%

As by value of 2017-18,

E-clearance lead with 67% followed by card payments with 29%

Hence, it is clear evident that people started to learn and grow with technology and started marching towards the changes which are adapted

As per the survey of “the Avaya Banking Survey 2017 covered 5004 penelists in the UAE, Australia, UK, and India”

- Specified 51% of the Indians prefer online banking
- 26% of Indian customers prefer using bank websites

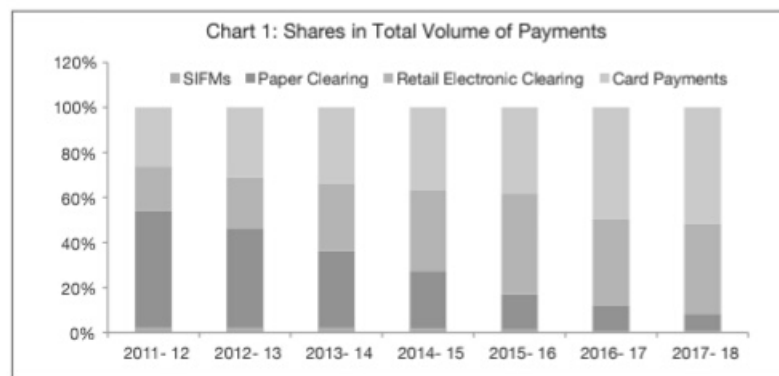


Figure 2: Digital payments trends and issues, July 2018, NITI Aayog, graph of trend showing the gradual changes in payment style of Indians from 2011-2018

From the above, the graph clearly depicts that the percentage change from 2011 till 2018 about the payments through different sources available to the customers. As we can see the trend change, in 2011 the percentage use of paper clearance was much wider it zoomed till 40% automatically by passage of time 2012 it slightly drops out and at last it ends with 10% in 2018

From the above interpretation of data, we can come to one notion the people are positive towards the changing trends and policies

FINDINGS

From all the above analysis and observation, it can be said that people in India are coping up with the government rules and policies being implemented for e-banking. Simply, the study reveals the positive approach of people towards e-banking. Thus, this can bring a positive growth in India.

CONCLUSION

Youths in India are the mediator factor for digitalization. Moving ahead with the vision 2021, creating India cashless and digitally empowered. And technology and networks may also develop. These ports can even demolish the dark world as access to everyone provides equal rights and each penny would be accountable. Long quos and time consuming process

will be curtailed. By the starting of the cashless system may be difficult for some to cope up but with passage of time it would be ease to do. Like how barter system was changed to currency. Now, this is the right time to show positive sign to move India to digitalize money and to march towards virtual banking system.

REFERENCES

- [1] <https://www.google.com/amp/s/www.enterpriseedges.com/role-of-digital-banking-india/amp>
- [2] <https://www.google.com/amp/s/www.ndtv.com/india-news/embrace-e-banking-mobile-banking-pm-narendar-modi-1630731%3famp=1&akamai-rum=off>
- [3] Furthering digital payments, RBI Press Release: 2019-2020/1142
- [4] Payment and settlement systems in India: vision 2019-2020, RBI Press Release
- [5] Digital payments- trends, issues and opportunities, NITI Aayog July 2018 edition booklet on digital payments.
- [6] <https://m.economictimes.com/wealth/personal-finance-news/what-percentage-of-indians-use-online-banking-channels-estimate/amp/articleshow/60231902.cms>

A STUDY ON REVIEW OF MOTIVATIONAL AND MANAGEMENT THEORIES

Srinidhi kesavan, Famila Fathima and Mohamed Jamseer

Department of commerce, faculty of science and humanities

II Bcom Honours IAF

Abstract

Management theories have evolved throughout the years. However, the base ideology of these theories is still being applied in organisations. These theories are a form of guidelines used by organisations to understand employees and factors affecting the performance of the organisations. Understanding these theories would improve quality of work and work environment. The present study analyses popular theories and their relevance to modern businesses. It includes theories of Maslow, Herzberg, Mayo and Taylor. Through this review the effects and criticisms of theories can be understood.

INTRODUCTION

Management and motivation theories have always been researched with the ideology to improve the working format in an organisation. These theories have been tested reasonably and have been concluded based on factors that are appropriate for productivity to be enhanced. It is essential to understand and incorporate these theories as guidelines into work environment as it identifies the key issues faced by employees and methods to tackle them. Businesses these days are in deep need of these theories due to their complex hierarchical structure. Although, certain aspects of theories may not be applicable to present day scenario, it is still used as a base to formulate working structure.

OBJECTIVES

- Identify key theories that are applicable for modern day organisations.
- To understand the difference between motivational and management theories.

- Reviewing the various factors in relation to productivity and their level of importance.

Keywords: Productivity, Efficiency, Modern businesses, Job satisfaction, Monetary benefits

I MOTIVATIONAL THEORIES

Motivation is considered to be an impulse that drives individuals to act in a certain way. In relation to management, motivation is a factor that determines the productivity and performance of employees in organisations. There are copious theories in relation to improving motivation in work environments. However, limited number of these theories are applied practically. The need for displaying importance on motivation in organisations have considerably increased as productivity is highly related to motivation. This can be justified through theories being Maslow's hierarchy of needs, Herzberg's two factor theory and McClelland's theory of needs.

MASLOW'S HIERARCHY OF NEEDS (1908-1970)

Maslow's hierarchy of needs theory was formulated by Abraham Maslow. His theory was not only in regard to work environment but also extended towards the fields of psychology and sociology. His research was concerned with identifying the main needs humans have and incorporating them to organisations. His identification of factors that promote motivation within the working group are modified and being used till date. Although there are numerous criticisms to this theory, hierarchy of needs has been used as a base for further research in motivational theories, psychology and sociology.

INTERPRETATION OF MASLOW'S HIERARCHY OF NEEDS THEORY

- Individuals' need begin from the bottom level.
- Employees will strive to achieve the next level when one level is completed.
- Once a need has been satisfied, it would no longer motivate individuals to perform the actions.
- Once material needs have been satisfied, money would no longer motivate employees. They would strive for non-monetary motivating factors.
- Occurrence of reversion of level is possible.
- Self-actualisation cannot be achieved by many individuals.



CRITICISMS OF MASLOW'S HIERARCHY OF NEEDS

- It is possible that not everyone has the same needs as assumed in hierarchy.
- It is not practically possible to determine level at which employees stand.
- Self-actualisation is never permanently achieved as jobs constantly need to offer challenges for fulfilment or else chances for regression to occur are high.
- Monetary benefits are required to satisfy physical needs yet it may so motivate other levels too.

EVALUATION OF MASLOW'S HIERARCHY OF NEEDS THEORY

The overview of theory states that each individual in an organisation always strives to reach the next level in hierarchy of needs. However, it is possible that individuals may be satisfied with a certain level and may

not seek to attain the next level. In such a case Maslow's observation may not be completely applicable. The concept of individuals being satisfied with monetary benefits after materialistic factors are achieved may not be completely appropriate as employees may seek higher monetary benefits throughout the hierarchy of needs. The theory forgoes the ideology of individual preference. Nevertheless, the theory does give a clear understanding of the needs of employees. This allows organisations to focus on employees' requirements and thus increasing productivity.

HERZBERG TWO-FACTOR THEORY (1923-2000)

Fredrick Herzberg formulated the two-factor theory based on 200 employees to find the causes that affect an employee's motivation in and around work environment. He commenced his research with the usage of questionnaire and interviews with employees. The theory's intention was to identify factors that led to employees feeling good about their jobs and factors that made them feel less comfortable with their jobs.

CONCLUSIONS

- Job satisfaction resulted from five key factors: achievement, responsibility, recognition of achievement, advancement and the work itself. These factors were considered as ‘motivators’.
- The occurrence of job dissatisfaction resulted from five factors: company policy, supervision, salary, administration and relationship with other employees. These factors were considered as ‘hygiene’.

EVALUATION OF THE TWO-FACTOR THEORY

The two-factor theory can be used in businesses in modern times too. The factors stated by Herzberg are applicable to employees as they are generalised ideologies. This theory is widely adopted as it allows organisations to understand those factors that reduce productivity as well as those that improve productivity. Through this theory pay and working conditions can be improved which could in turn increase the productivity of employees. However, there is a common criticism that pay although could increase the work, would not mean that it has increased quality. Herzberg stated that pay would be a driving factor for increased productivity. This was addressed as ‘movement’. He also stated that in order to increase quality in work ‘motivators’ need to exist.

The motivators are factors that improve both quality and quantity in production. Herzberg argued that team working and job enrichment are highly important to allow employees feel happy about the work they perform. Lack of these factors would diminish productivity largely. modern businesses have incorporated team-working and quality control so ensure that job enrichment exists and quality is not compromised. The concept of feedback and a range of tasks has been introduced into organisations based on the theories of Herzberg. Better employee-management relationship and infrastructure increases productivity and job satisfaction according to Herzberg.

In conclusion, Herzberg’s theory incorporates majority of psychological factors affecting employees. Thus, this is considered as one of the most successful

motivational theory that can be applicable for organisations throughout different time periods.

II MANAGEMENT THEORIES

Management theories act as guidelines for managers. These theories focus on improving productivity and performance rather than employee’s needs and requirements.

FW TAYLOR SCIENTIFIC MANAGEMENT (1856-1915)

Taylor’s theory was to analyse the ways to increase productivity and performance of employees. He introduced techniques for studying and recording performance at work and also altering methods applied by employees. This theory is still used in modern businesses. The main aim of the theory was to reduce the inefficiency that existed in the US manufacturing industry.

The industrial revolution existed from 1790-1840. Taylor’s theory was post revolution and this gives importance to automation in manufacturing. Due to introduction of technology, numerous numbers of employees were untrained and inefficient. Introduction of Taylor’s theory had shown significant increase in productivity and efficiently.

Taylor’s approach

- Select a group of workers to perform a certain task
- Observe the performance of task and identify the key elements
- Record the time taken for the task
- Identify the quickest method
- Train workers based on the effective method
- Ensure that work done through the “best way” is efficient
- Pay employees on the basis of results produced.

RESULTS OF TAYLOR’S RESEARCH

Taylor’s theory was widely adopted by organisations in the early 20th century as it was the beginning period

for mass production and line production. Performance was strictly analysed and supervised to give desirable results. Employees were paid on the basis of number of units produced. Although, initially productivity increased, it was later reduced due to lack of substantial motivation. Thus, several negative criticisms were given.

Criticisms for scientific management (FW Taylor)

Taylor's theory was criticised on the basis that it lacked consideration of other motivating factors. Taylor believed that money and monetary benefits were the only motivating factor needed by an employee to be productive. However other factors such as job satisfaction, work environment, job safety and relationships with other employees were equally important.

Mayo and Human relations theory (1880-1949)

Elton Mayo initiated the Hawthorne effect, which was research based on a series of experiments conducted over a period of five years. This experiment consisted of a number of employees working at the Hawthorne factory of Western electric company in Chicago.

Mayo conducted the research on the assumption that working conditions influenced productivity levels in employees. Changes in infrastructure were introduced in the working environment to observe the level of change in productivity. Through the experiment, conclusions were drawn that working conditions were not the primary factor for productivity. Instead, other motivational factors needed to be given higher importance.

Conclusion of Hawthorne effect

Mayo drew conclusions that:

- Financial or changes in working conditions were of little importance in productivity of the employees.
- Feedback received from employees regarding work improved motivation as it gave a sense of belonging to the organisation.
- Team work improved motivation.
- Providing responsibilities and some control on their work induced motivation.
- Creating groups and establishing their targets with an influence of an informal leader increased productivity.

Evaluation of Mayo's research

Hawthorne effect introduced the practice of personnel departments which were rare during the early 20th century. However, in current times businesses allocate higher importance to personnel department and thus the Hawthorne effect can be practiced effectively. The concept of team working is adopted by firms as it is successful in increasing productivity. Understanding and involving employees' opinions has given a sense of belonging thus in turn creating effective work.

CONCLUSION

Through understanding these theories and applying them appropriately causes a massive influence in productivity and motivation within organisations. Although, these theories were formulated in early 18, 19 and 20th century, modifying them and adapting them to the requirements of the current era would prove to be effective. Through this study it draws a conclusion that monetary benefits cause productivity to increase only to certain levels. Further increases in productivity requires non-monetary based motivating factors. Maslow's and Herzberg's theory focuses on the psychology of employees with factors apart from monetary. However, Taylor's guidelines from increasing productivity id primarily based only on monetary factors. Although, it is one of the factors that improve work, it is not the only factor. Monetary benefits may increase quantity but not quality.

The requirement of job safety and satisfaction is of extreme importance in an employee work life. However, it cannot be concluded that nonmonetary factors are enough to increases productivity and motivation. Rather it is essential for both factors to exist in order to make work desirable.

REFERENCES

- [1] Cambridge international as and a level business coursebook. (Stimpson and Farquharson)
- [2] Motivation and Leadership in Social Work Management: A Review of Theories and Related Studies by Elizabeth A. Fisher
- [3] Hawthorne effect reviewed by will Kenton

A STUDY ON SOCIAL MEDIA IN BUSINESS

S.Sundar Rajan

Vignesh Ravi

Abstract

Social media in business talks about the contribution of Social Media in the growth of business over the years. The findings contain how the major social media platforms including Instagram, Twitter, Facebook has increased the sales and customer awareness in the society. There has been an approximate of 133% increase in the overall profits of firms after the emergence of Social Media in business.

INTRODUCTION

Social media is used by a business to promote a product or a service. Social media is the largest platform for mass communication in this electronic era. Advertisers must find a space to publish their products where many people come together. Social media is a place in which people from all over the world come together. Most social media platforms have built in tools for data analysis which helps in tracking progress of ad-campaigns. All the current stakeholders of a company can be addressed via social media, which perhaps is harder to achieve in any other platform. Social media allows user-generated content such as reviews and comments of customers.

LITERATURE REVIEW

An article by measuring success, suggests that most of the consumers in the current era completely rely on social media to buy any product of their wish.

FINDINGS

Instagram has an interaction rate of 1.46 % with an average of 1.30 million users according to a 2015 survey.

Twitter has an interaction rate of 0.03 % out of 210 million according to a 2015 survey.

Interacting with the customers helps the producers to improve their products and the customers to gain better satisfaction as well.

According to Measuring Success, 80% of the customers search for the products online before purchasing it.

TWITTER

Twitter is one of the most popular social media platforms for companies. Twitter helps companies to promote their products through various tweets which can be retweeted and liked by people all over the world. These tweets can include text, hashtags, photos, videos, GIFs, emojis and even links to a company's website and other profiles. The companies normally use twitter for promoting their products and providing customer services. This helps the companies in improving their brand image and loyalty.

FACEBOOK

Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, longer descriptions, and testimonials where followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page, as well as send out event reminders. As of May 2015, 93% of businesses marketers use Facebook to promote their brand. A study from 2011 attributed 84% of "engagement" or clicks and likes that link back to Facebook advertising. By 2014, Facebook had restricted the content published from business and brand pages. Adjustments in Facebook algorithms have reduced the audience for non-paying business pages (that have at least 500,000 "Likes") from 16% in 2012 down to 2% in February 2014.

INSTAGRAM

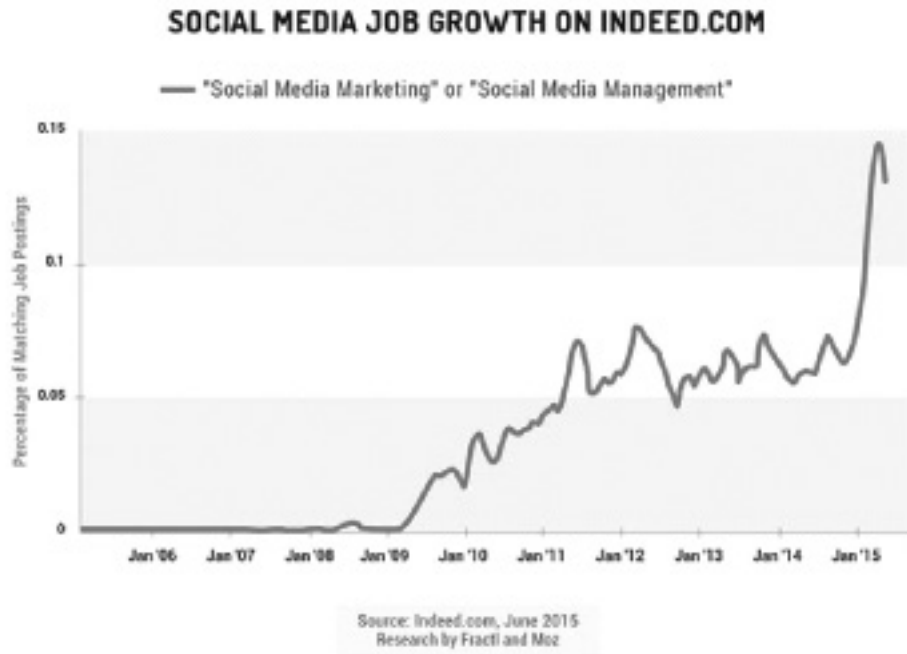
In May 2014, Instagram had over 200 million users. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter. According to Scott Galloway, the founder of L2 and a professor of marketing at New York University's Stern School of Business, latest studies estimate that 93% of prestige brands have an active presence on Instagram and include it in their marketing mix. When it comes to brands and businesses, Instagram's goal is to help companies to reach their respective audiences through captivating imagery in a rich, visual environment. Moreover, Instagram provides a platform where user and company can communicate publicly and directly, making itself an ideal platform for companies to connect with their current and potential customers.

Many brands are now heavily using this mobile app to boost their marketing strategy. Instagram can be used to gain the necessary momentum needed to capture the attention of the market segment that has an interest in the product offering or services. As Instagram is supported by Apple and android system, it can be easily accessed by smartphone users. Moreover, it can be accessed by the Internet as well. Thus, the marketers see it as a potential platform to expand their brands exposure to the public, especially the younger target group. On top of this, marketers do not only use social media for traditional Internet advertising, but they also encourage users to create attention for a certain brand. This generally creates an opportunity for greater brand exposure. Furthermore, marketers are also using the platform to drive social shopping and inspire people to collect and share pictures of their favorite products. Many big names have already jumped on board: Starbucks, MTV, Nike, Marc Jacobs, and Red Bull are a few examples of multinationals that adopted the mobile photo app early. Fashion blogger Danielle Bernstein, who goes by @weworewhat on Instagram, collaborated with Harper's Bazaar to do a piece on how brands are using Instagram to market their products, and how bloggers make money from it. Bernstein, who currently has one and a half million followers on Instagram, and whose "outfit of the day" photos on Snapchat get tens of thousands of screenshots,

explained that for a lot of her sponsored posts, she must feature the brand in a certain number of posts, and often cannot wear a competitor's product in the same picture. According to Harper's Bazaar, industry estimates say that brands are spending more than \$1 billion per year on consumer-generated advertising. Founder of Instagram Kevin Systrom even went to Paris Fashion week, going to couture shows and meeting with designers to learn more about how style bloggers, editors, and designers are currently dominating much of the content on his application.

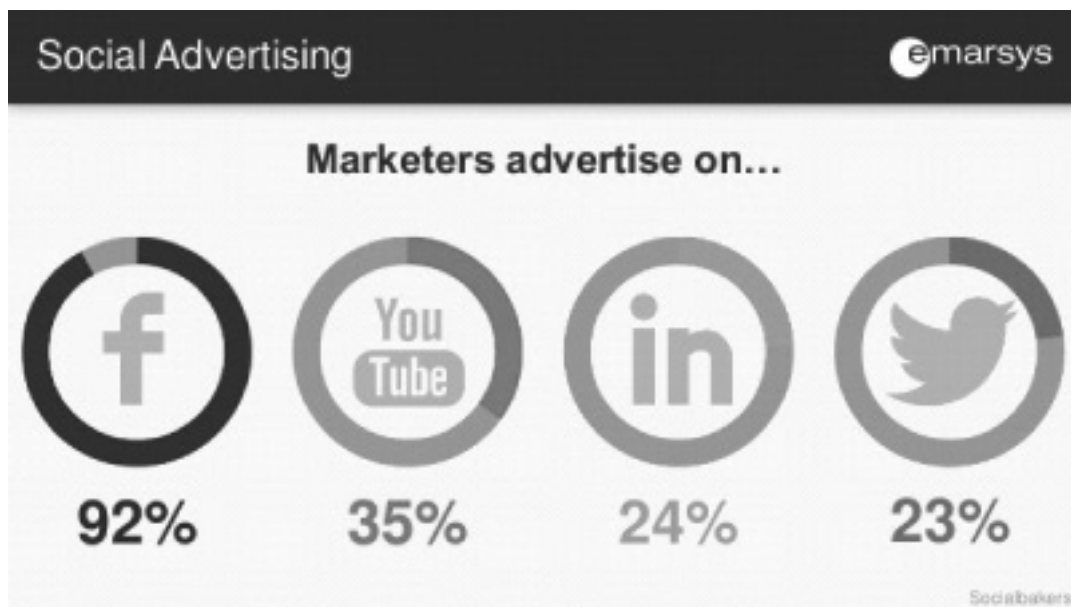
Instagram has proven itself a powerful platform for marketers to reach their customers and prospects through sharing pictures and brief messages. According to a study by Simply Measured, 71% of the world's largest brands are now using Instagram as a marketing channel. For companies, Instagram can be used as a tool to connect and communicate with current and potential customers. The company can present a more personal picture of their brand, and by doing so the company conveys a better and true picture of itself. The idea of Instagram pictures lies on on-the-go, a sense that the event is happening right now, and that adds another layer to the personal and accurate picture of the company. In fact, Thomas Rankin, co-founder and CEO of the program Dash Hudson, stated that when he approves a blogger's Instagram post before it is posted on the behalf of a brand his company represents, his only negative feedback is if it looks too posed. "It's not an editorial photo," he explained, "We're not trying to be a magazine. We're trying to create a moment." [57] Another option Instagram provides the opportunity for companies to reflect a true picture of the brand from the perspective of the customers, for instance, using the user-generated contents through the hashtags encouragement. Other than the filters and hashtags functions, the Instagram's 15-second videos and the recently added ability to send private messages between users have opened new opportunities for brands to connect with customers in a new extent, further promoting effective marketing on Instagram.

Instagram and Facebook uses an algorithm which personalises ads of the users according to the products they search for in apps like Amazon, Flipkart, Google and so on.



RESULTS-

The graph below indicates the increase the job growth through social media marketing or social media management.



The image below shows the social media platform preferred by marketers in general.

CONCLUSION-

Marketing has been made much detailed, precise and Attractive with the help of social

media in general. As we have already seen, it has helped in increasing profits for companies with minimal amount of investments. With

the improvement in social media and as many people get involved in it, the firm also grows bigger in size.

A STUDY ON THE PERFORMANCE OF SELECT GOLD EXCHANGE TRADED FUNDS

Vaishali.M

Business Analyst, BNP Baripas, Chennai.

Dr.M.Hemanathan

Assistant Professor, Department of Commerce, Faculty of Science & Humanities,
SRM Institute of Science & Technology, Kattankulathur

Abstract

In India, gold ETFs were launched mainly with objective to increase the liquidity for the better market efficiency. The drawback with gold ETFs is liquidity; some ETFs are illiquid, which impacts their buying and selling flexibility. Hence, investors should consider this as a factor while investing in gold ETFs and should stick to funds that are liquid. Traditionally, Indians love to buy gold and they want to possess it. In fact, they hardly go for ETFs which is just a piece of paper for them. But in India, during the last one year, investment in gold ETFs has risen by Rs. 303 crore. Hence this study provides an in-depth coverage of the Gold Exchange Traded Fund and its operations. To conclude we can say Gold Exchange Traded Fund is a best investment vehicle for all groups of family. In future they can encash it and buy gold of same quantity. It is also better and preferable for those who want their capital appreciation.

Keywords: Gold Exchange Traded Funds, Mutual funds, Risk, Return, Sharpe ratio.

INTRODUCTION

Every investor has a different perception regarding the return and risk. There is a general rule of return and risk, and that is **“higher the risk, higher the return and lower the risk, lower the return”**. The return and risk combination depend on upon the investors choices and his or her actions. There are so many destinations for investment such as equity shares, bond, debentures, bank deposits, gold, silver and much more, and their “risk & return” relation always differ from each other. But investment should be of such type that may produce high return with minimum risk, and that is convenient to do. At these criteria, gold is much

attractive and most productive regarding return in the current scenario. India is one of the largest consumers of gold. The most important are that everyone is not able to invest in or purchased the gold. The investors who have the small amount of savings or funds to invest will not be able to do this because of the prices and scarcity nature of gold. Gold investment requires a big amount to get adequate growth and return on investments. To make an investment in gold possible for such investor, there is a most popular type of investment called **“Gold Exchange-traded Funds (ETFs).”**

REVIEW OF LITERATURE

Mukesh Kumar Mukul , Vikrant Kumar and Sougata Ray (2012)¹ made a study on “Gold ETF Performance: A Comparative Analysis of Monthly Returns” revealed that Gold investment as been a very important aspect for ages across the globe .The study also examines the role of gold in hedging equity investment risk.

P.Krishna Prasanna (2012)² has studied the Performance of Exchange –Traded Funds in India.. This research paper examines the characteristics and growth pattern of all the 82 exchange traded schemes floated and traded on Indian Stock markets, and evaluates their performance using Date Envelopment Analysis (DEA).On an average, ETFs grew at 37%annually during the period 2006-2011in India. These funds consistently outperformed the market index and generated higher returns. ETFs generated excess returns of 3%p.a as against CNX NIFTY, which is the Indian equity market and attracted large investments in the post financial crisis years.

Shefalishinha and Mahua Dutta (2013)³ in their study on Performance Analysis of Returns of Goldman Sachs Gold Exchange Traded fund has analyzed the performance of the fund for the period 2007-20012. The study also identified the performance of returns of domestic price of Gold in comparison to gold ETF.

Mohdsaleem , Matloobullahkhan (2017)⁴ in their paper “The Overview of Gold ETFs and its various positive features” has traced the emergence & history of Gold ETFs in India and also explained the working mechanism of this fund along with portfolio risk diversification and tax implementation of Gold ETFs fund in India. This paper also made a comparative study of Gold ETFs v/s Physical Gold and it also emphasized that the Gold ETFs as a strong and attractive investment option for investor.

Vidhyapriya and Mohanasundari (2018)⁵ in their study examined the performance of Gold ETF in India. The study Provides strong evidence for the investment in Gold for the institutional and long term investors through ETFs.

OBJECTIVES OF THE STUDY

- To analyze the returns of selected gold ETF schemes on monthly basis.
- To analyze the risk behavior of the selected Gold ETFs.
- To evaluate the performance of selected gold ETF in comparison to benchmark returns.

ANALYSIS OF GOLD EXCHANGE TRADED FUND

Table 1: Closing prices of Axis gold fund return and market return in the year 2016.

Month	Close Price	Return(x)Axis fund%	M.Return(y)%
Jan	2946.23	-	-
Feb	2900	-1.57	-5.19
Mar	2870	-1.03	-0.14
Apr	2650	-7.67	3.54
Ma	2601.13	-1.84	1.31
Jun	2411.4	-7.29	-1.84
Jul	2695.07	11.76	-0.25
Aug	2974.02	10.35	-3.75
Sep	2865.12	-3.66	4.08

RESEARCH METHODOLOGY

Secondary Data:

Secondary Data are those which have already been collected by someone else and which have already been passed through the statistical process.

Some examples of sources of secondary data are company records or archives, government publications, industry analyzes offered by the media, websites, internet and so on. This study is based on secondary data.

Sources of Data:

The secondary data which forms the basis of the study was collected from different books and websites. The entire study is based on secondary data.

Period of Study:

The Period of the study - 3 Calendar Years (2016, 2017, 2018)

Sample considered for Study:

The sample considered for study is 10 Gold Exchange Traded Fund. The period considered for study is 3 years and in case of some fund is less than 3 years, hence taken from their inception.

ANALYTICAL TOOLS USED FOR THE STUDY

Beta, Sharpe ratio, Treynor ratio,
Jensen's Measure

Oct	2970	3.66	9.21
Nov	2929.33	-1.37	-1.76
Dec	2799.99	-4.42	1.82
	TOTAL	-3.08	7.03

It is found from the above table that the closing price of Axis gold fund has reduced from Jan 2946.23 to Dec 2799.99 but it is raised in the month of Aug 2974.02 for the year of 2015. It is inferred that the market has earned positive return of 7.03% but Axis gold fund has earned the negative return of -3.08%, so that market return is greater than the Axis gold fund return for the year of 2016.

Chart 1: Axis gold fund return & market return in the year 2016.

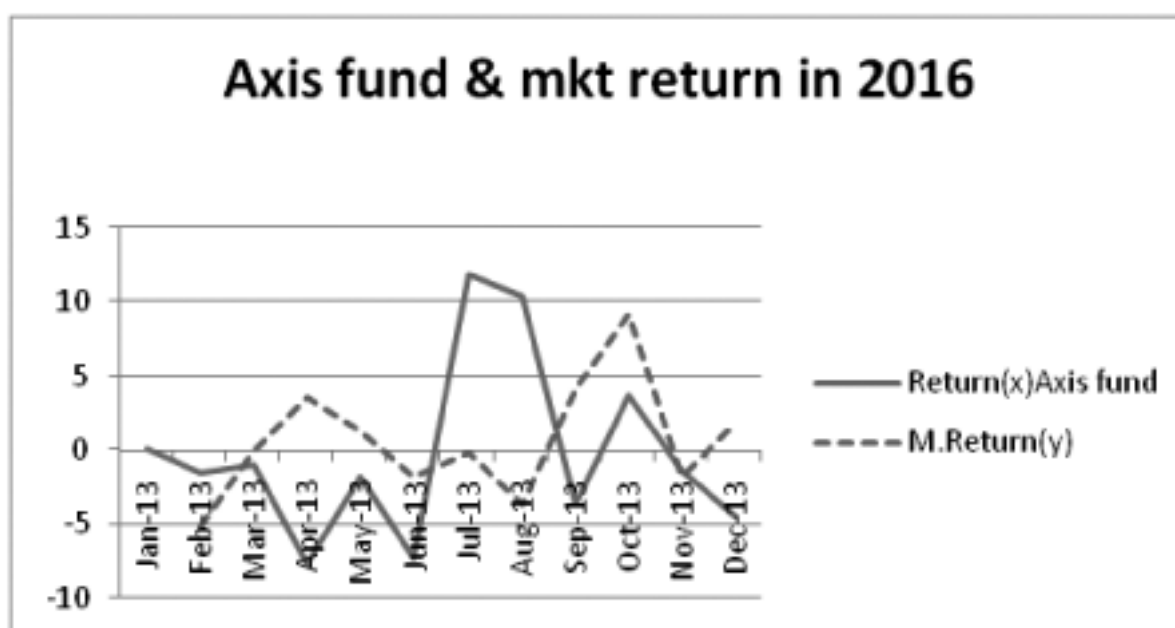


Table 2: Closing prices of Axis gold fund return and market return in the year 2017.

Month	Close Price	Return(x)Axis fund%	M.Return(y)%
Jan	2805	0.17	-3.1
Feb	2888	2.95	2.96
Mar	2740	-5.12	5.99
Apr	2830	3.28	0.14
Ma	2569.28	-9.21	8.02
Jun	2690	4.69	4.94
Jul	2647.99	-1.56	1.89
Aug	2621	-1.01	2.86
Sep	2532	-3.39	-0.02
Oct	2485	-1.85	4.64
Nov	2463	-0.88	2.97
Dec	2495.04	1.3	-4.16
	TOTAL	-10.63	27.13

It is found from the above table that the closing price of Axis gold fund has reduced from Jan 2805 to Dec 2495.04 but it is raised in the month of Feb 2888 & Apr 2830 for the year 2016. It is inferred that the

market has earned positive return of 27.13% but Axis gold fund has earned the negative return of -10.63%, so that market return is greater than the Axis gold fund return for the year of 2017.

Chart 2: Axis gold fund return & market return in the year 2017.

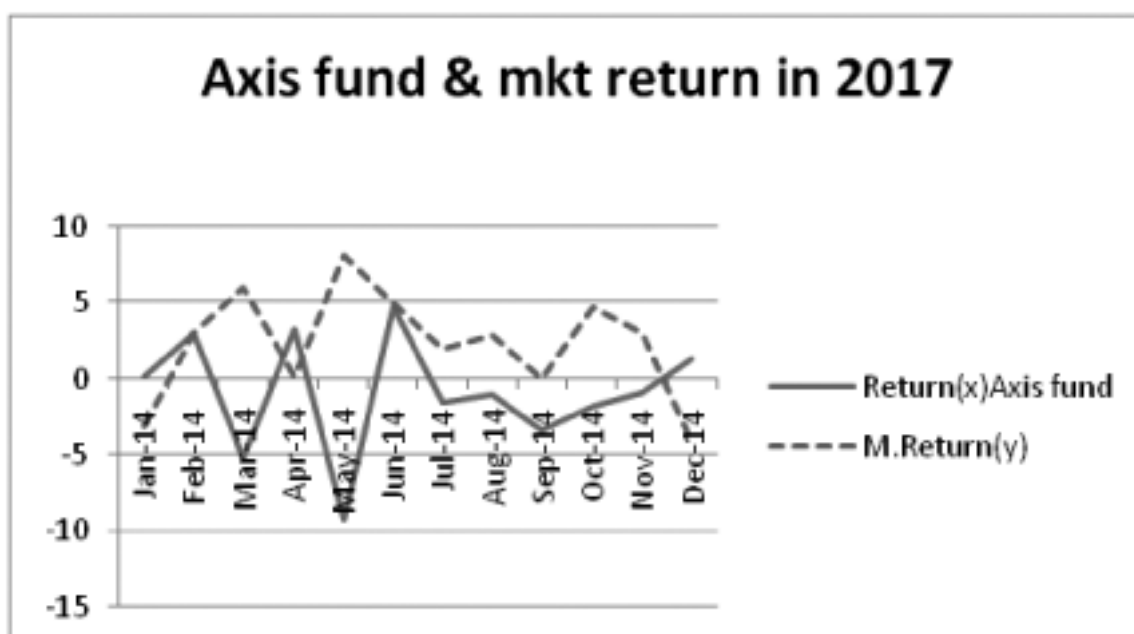
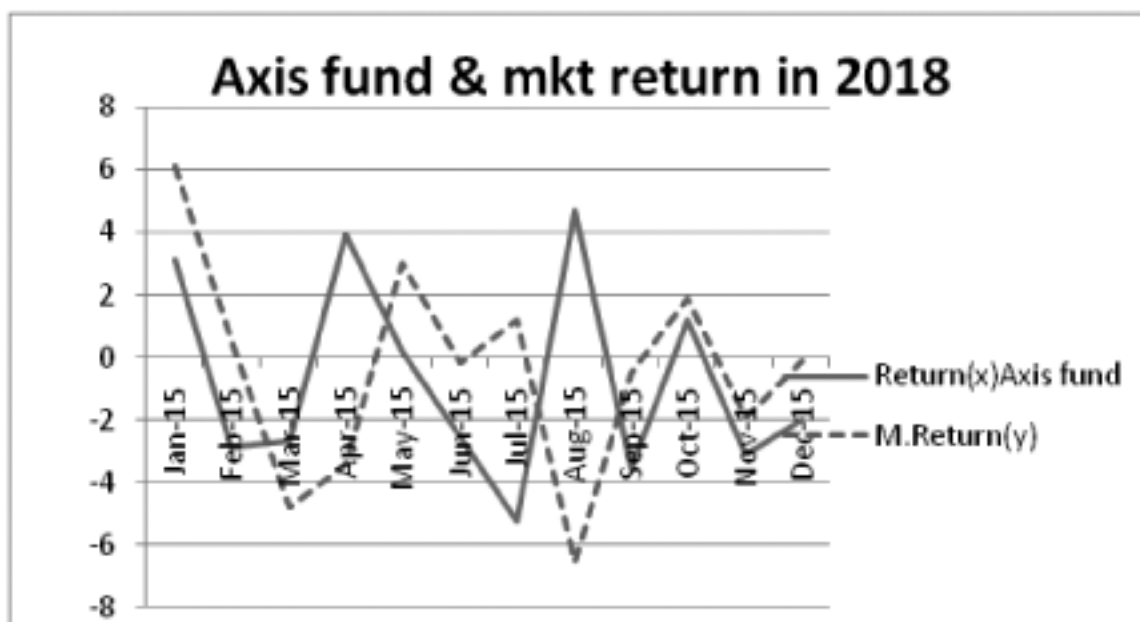


Table 3: Closing prices of Axis gold fund return and market return in the year 2018.

Month	Close Price	Return(x)Axis fund%	M.Return(y)%
Jan	2573.92	3.16	6.12
Feb	2500	-2.87	0.61
Mar	2433.01	-2.68	-4.78
Apr	2530	3.92	-3.38
Ma	2535	0.19	3.02
Jun	2470	-2.56	-0.17
Jul	2340	-5.26	1.2
Aug	2450	4.7	-6.51
Sep	2362.57	-3.56	-0.48
Oct	2390.27	1.17	1.91
Nov	2314.97	-3.15	-1.91
Dec	2267.99	-2.02	-0.11
	TOTAL	-8.96	-4.48

It is found from the above table that the closing price of Axis gold fund has reduced from Jan 2573.92 to Dec 2267.99 but it is raised in the month of May 2535 for the year 2018. It is inferred that the market

has earned negative return -4.48% and Axis gold fund has also earned the negative return -8.96%, so that market return is greater than the Axis gold fund return for the year of 2015.

Chart 3: Cable Showing Axis gold fund return & market return in the year 2018**Table 4 Sharpe ratio**

S.NO	Mutual Fund Schemes	Sharpe ratio
1	Axis Gold ETF	-24.960
2	Gold man sachs gold ETF	-38.937
3	HDFC gold ETF	-38.896
4	ICICI prudential gold ETF	-31.512
5	IDBI gold ETF	-25.926
6	KOTAK Gold ETF	-2.325
7	Quantum Gold ETF	-30.895
8	ReligareINVESCO gold ETF	-16.367
9	SBI gold ETF	-69.698
10	UTI gold ETF	-15.814
	Mean	-29.533

It is found from the above table that the Sharpe performance measure 10 funds has negative values, in that best performing fund is Kotak gold ETF is -2.325 and low performing fund is SBI GOLD

ETF is -69.698. It is inferred that Kotak Gold ETF has performed better in the last 3 yrs, when compared to other funds, A risk taking investor can prefer Kotak Gold ETF.

Chart 4 Sharpe ratio

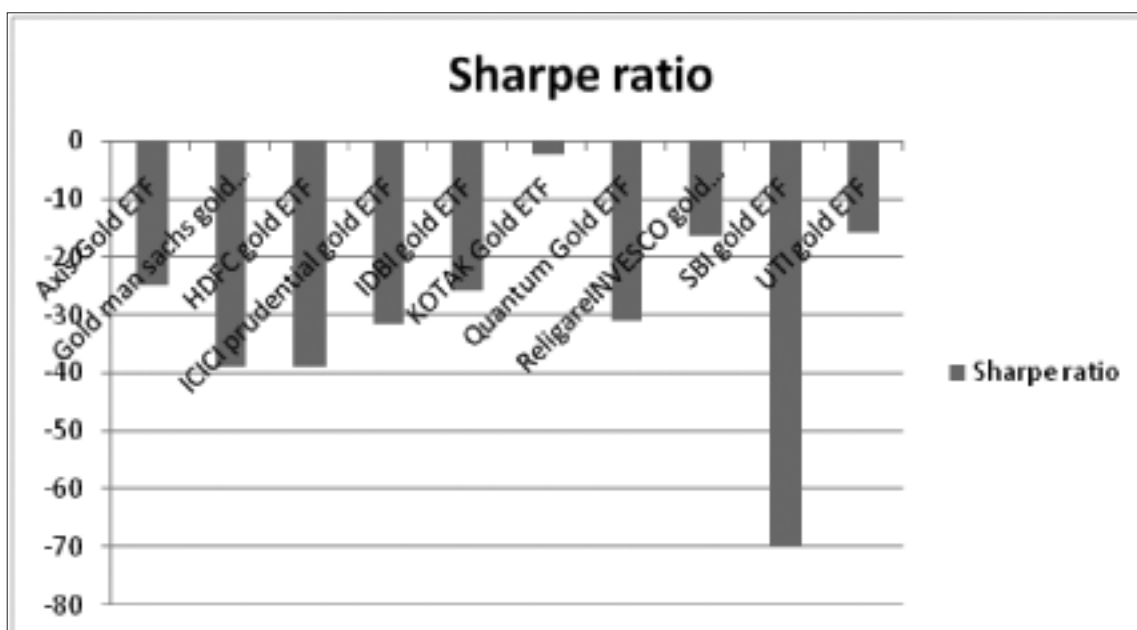


Table 5 Treynor ratio

S.NO	Mutual Fund Schemes	Treynor ratio
1	Axis Gold ETF	93.757
2	Gold man sachs gold ETF	75.767
3	HDFC gold ETF	73.942
4	ICICI prudential gold ETF	49.372
5	IDBI gold ETF	-42.453
6	KOTAK Gold ETF	-4.032
7	Quantum Gold ETF	59.593
8	ReligareINVESCO gold ETF	-43.477
9	SBI gold ETF	141.282
10	UTI gold ETF	-36.197
	Mean	36.7554

It is found from the above table that the Treynor performance measure four out of 10 funds have negative values, SBI Gold ETF is 141.282 has performed better than other funds. ReligareINVESCO Gold ETF with a

value of -43.477, was the worst performer among all fund. It is inferred that SBI Gold ETF has performed better in the last 3yrs, A risk taking investor can prefer SBI Gold ETF.

Chart 5 Treynor ratio

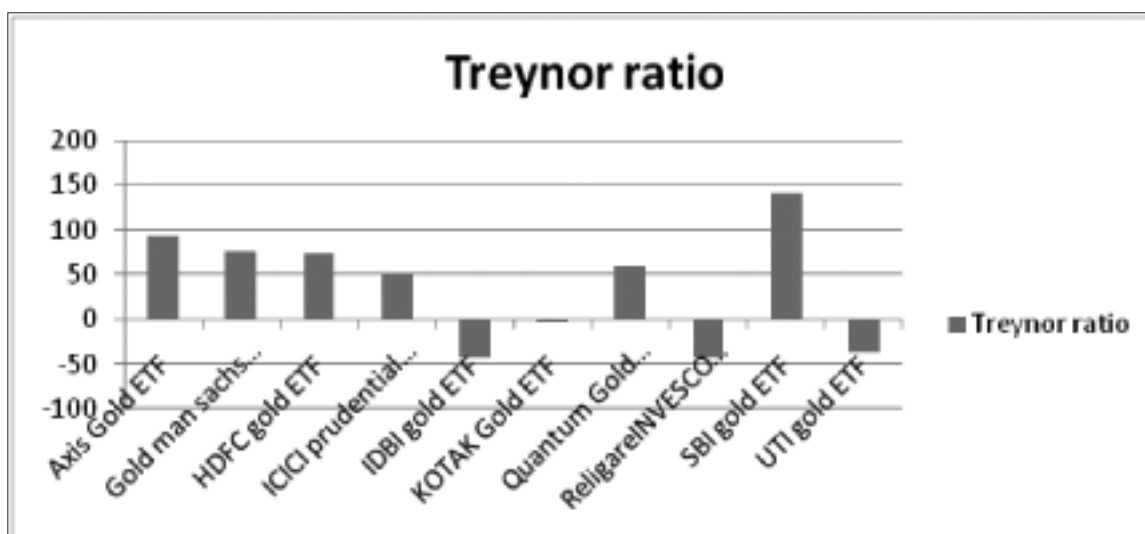


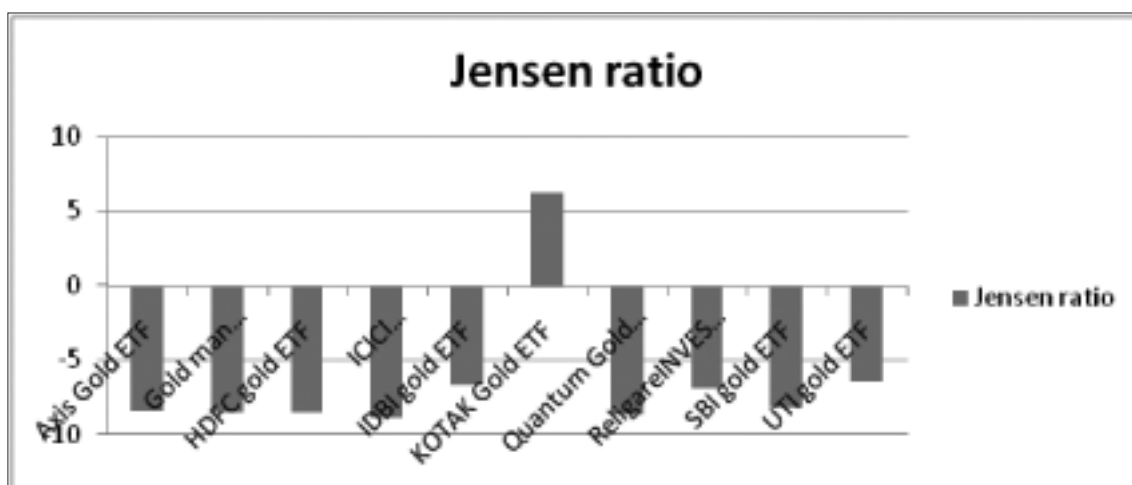
Table 6 Jensen ratio

S.NO	Mutual Fund Schemes	Jensen ratio
1	Axis Gold ETF	-8.448
2	Gold man sachs gold ETF	-8.463
3	HDFC gold ETF	-8.534
4	ICICI prudential gold ETF	-8.799
5	IDBI gold ETF	-6.659
6	KOTAK Gold ETF	6.187
7	Quantum Gold ETF	-8.655
8	ReligareINVESCO gold ETF	-6.874
9	SBI gold ETF	-8.212
10	UTI gold ETF	-6.462
	Mean	-6.4919

It is found from the above table that the Jensen's values were positive for the fund Kotak Gold ETF having a value of 6.187, which indicates that the performance has been superior and most of the Jensen's values were negative, and ICICI Gold ETF

has the most negative value -8.799. The overall performance of the mutual fund is very poor as most of the alpha value is negative. It is inferred that Kotak Gold ETF has performed better in the last 3yrs risk taking investor can prefer Kotak Gold ETF.

Chart 7 Jensen ratio



SUGGESTIONS

- In **Sharpe Ratio** for all 3 yrs Kotak Gold ETF has performed better in the last 3 yrs , when compared to other funds, A risk taking investor can prefer Kotak Gold ETF. Are also quite good and gives an idea that the investors and the fund manager have a good ability of predicting the market and then investing it.
- A risk taking investor can prefer SBI Gold ETF. Are also quite good and gives an idea that the investors and the fund manager have a good ability of predicting the market and then investing it.
- The performance has been superior and most of the Jensen's values were negative so investors have to think while investing in funds, and the investors and the fund manager has a good ability of predicting the market and then investing it.

CONCLUSION

A Gold saving fund offers the option of Systematic investment plans which are suitable for those who want to invest in disciplined manner on a long term basis. Gold ETF is an emerging option of the various investment alternatives available to the investor. In spite of the merits of holding Gold ETFs, the investment in the same is low due to the low awareness

among the investors and the sentimental attachment of the investors towards holding gold in the physical form. There are so many reasons behind the growth and emergence of Gold ETFs such as fluctuation equity market, weakening of Indian Rupee against US Dollar and growing uncertainty about global economy.

REFERENCES

- [1] Mohd Saleem & Matloobullah Khan (2013), The Overview of Gold ETFs and its various positive Features , International Journal of Marketing, Financial Services & Management Research, ISSN 2277- 3622, Vol.2, No. 4.
- [2] Shefali Sinha and Mahua Dutta (2013), Performance Analysis of Returns of Goldman sachs Gold Exchange Traded Fund, Global Journal of Management and Business Studies , ISSN 2248-9878, Volume 3, Number 7(2013),pp.793-800
- [3] \P.Krishna Prasanna (2012), Performance of Exchange –Traded Funds in India, International Journal of Business and Management, ISSN 1833-3850 E-ISSN 1833-8119, Vol 7, No.23;2012
- [4] Athma Prashanta and K.Suchitra (2011), Gold ETFs: An emerging investment option, APJRBM ISSN 2229-4104 Volume: 2.



SRM JOURNAL OF BUSINESS HORIZON

December 2019

Volume 6

Issue : 1

ISSN :2395-2504

**An Annual Publication of
Department of Commerce**

Faculty of Science and Humanities

SRM Institute of Science and Technology

Kattankulathur - 603-203, Tamilnadu, India