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Nehru School of Management Journal (NSMJ) is a Bi-annual "double-blind peer reviewed" journal welcomes original papers with any of functional areas of business economics, management and social sciences, such as Organizational Behaviour, Human Resource Management, Financial Management, Marketing Management, and strategic decision from academicians, scholars and practitioners for all possible publication from all over the world. To inspire and endorse research across a wide breadth of management topics, this journal has articles pertaining to the following fields of management (are only indicative).

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Note: Book reviews and case studies also accepted.

Content of the Volume

A STUDY ON CUSTOMER PERCEPTION TOWARDS INVESTING IN CHIT FUNDS WITH SPECIAL REFERENCE TO KERALA STATE FINANCIAL ENTERPRISES LTD, TRIVANDRUM.

Ms.Parvathy G S

Assistant Professor, Christ Nagar College, Maranalloor, Trivandrum

ABSTRACT

Every investor invests their savings for a minimum expected return. . Investment may be influenced by rate of interest; with the rate of investment rises as interest rates fall, but some other factors which are more difficult to measure may also be important. The Chit Fund Company collects the subscriptions via of installments over a definite period from the certain number of subscribers and distributes the same as a prize amongst them. This study aims to measure the investor's preference and attitude towards different investment avenues and specially to ascertain the investor's attitude towards chit fund with special reference to KSFE, Trivandrum district. . In the study, primary data was gathered through questionnaire and the random sampling method was used to select the sample. The sample comprises of 80 respondents. For measuring various phenomena and analyzing the collected data effectively and efficiently and to draw sound conclusions, percentage analysis and Chi-square method is used.

Keywords: Customers perception, KSFE, Chit funds

1. Introduction

Banks and other financial institutions play an important role in mobilizing the saving of the people and channelizing the number so available for investment. In India nationalized banks, private banks, rural banks, co-operative banks and new generation banks will come under the banking structure. Non-banking finance companies are another group during this sector. Despite the expansion of an honest range of savings avenues and thus the widespread network

Within the asset portfolio of the various households and firms in Kerala. With a view to form sure safety, security and better service to the Chit subscribers, the government established, The Kerala State Financial Enterprises Ltd.(KSFE) in 1969 for conducting Chit business and other financial transactions. The KSFE Ltd. is fully owned by the govt of Kerala. the company , which started during a humble manner with a paid up capital of Rs. 2 Lakhs in 1969, has now grown to Rs.300 Lakhs with a capital structure of three ,00,000 shares of

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Rs.l.00/- each fully subscribed by the govt . Beginning with Chits, the company has over the years introduced several attractive schemes to cater to the wants of varied classes of people. It mainly mobilises savings by instruments like Chits and deposit schemes and channelises them to accumulate house and household durables, automobiles, equipment for self-employment and provides finance for augmenting capital needs of small traders. KSFE comes under the group of Miscellaneous Non-Banking Financial Intermediaries. KSFE has the unique status of being the only public sector undertaking in India, which runs Chits and also one of the few profit making companies owned by the govt. of Kerala

2. Objectives of the study

1. To review the investors perception of chitty as an investment option.
2. To understand the satisfaction level of investors in chitty.
3. To understand the advantages to the investors.
4. To determine the strength and weakness of KSFE chitty.

3. Research Methodology

3.1 Sources of Data

For the aim of study both primary and secondary data are used. Primary is collected with the assistance of structured questionnaire administered to the customers of KSFE in Trivandrum city. The secondary data are collected from websites, journals, magazines, etc.

3.2 Sample Design

- Population: The population includes all the investors of KSFE in Trivandrum city.

- Sample size: The sample size taken for the study was 80 customers.
- Sampling method: The sampling technique used for the sample selection was convenience sampling.
- Tools for data analysis and representation: For the analysis part percentage analysis and chi-square test are used. The tools used for data representation is tables and charts.

4. Limitations of the study

1. It had been difficult to gather data during working hours because the investors were busy in their banking transactions.
2. Since all branches weren't taken under the study, accurate and complete data was unavailable.
3. Inability to gather more accurate data from respondents due to their partial co-operation with the researcher.

5. Literature Review

C.P.S Nair (2011) had tried to put the role of chit funds in proper financial perspective. The study emphasized the necessity to manage the activities of chit funds and at an equivalent time, perceived their role as active mobilizes of savings of the community and as a useful complement to other financial institutions.

Response	No. of Respondents	Percentage
Domestic Chitty	36	45
Parvasi Chitty	2	2.5
Multi-Division Chitty	20	25
Short Term	10	12.5
Long Term	12	15
TOTAL	**80**	**100**

Baburaj (1999) "A Study on the Working, Achievements and Prospects of Kerala State

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Financial Enterprises Ltd." assessed the progress within the progress of KSFE Ltd. and examined how far the corporate has succeeded in mobilizing the savings and efficiently utilizing it. The study acknowledged the performance of the corporate in terms of volume of business achieved appeared good and therefore the economic and social impacts of varied schemes of the corporate are positive and significant.

The School of Management Studies, Cochin University of Science and Technology, (1999) "Report of the Study Group to Enquire into the Problems Faced by the Kerala State Financial Enterprises Ltd," focused its attention on the acceptable strategies for improving the Company's performance after identifying its strength, weakness, opportunities and threats. The study also included an analysis of the

Response	No. of Respondents	Percentage
First Time	8	10
Second Time	10	12.5
Third Time	26	32.5
Fourth-Fifth Time	6	7.5
More Than Five Times	30	37.5
TOTAL	80	100

working of the corporates and suggested strategies to beat the inherent problems.

6. DATA ANALYSIS

Table No.1: Mostly preferred schemes for Investment

Source: Primary data

According to the above table it is clear that 45% of the respondents opted Domestic chitty, 25% of the respondents opted multi-division chitty, 15% of the respondents opted long term chitty, 12.5% of the respondents opted short term chitty and only

2.5 % respondents preferred pravasi chit fund.

Chart No. 1: Methods used for Payment
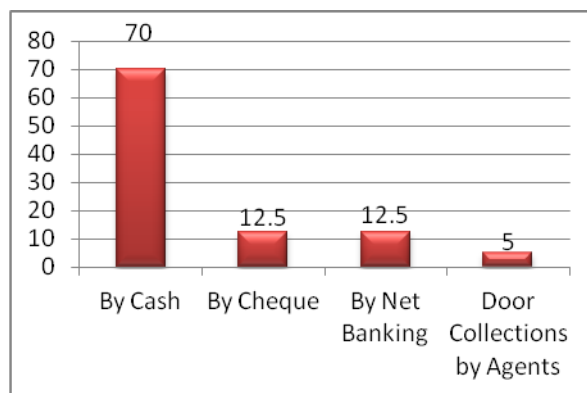
The above chart shows that 70 percent of the respondents opt payment method as cash, 12.5% of respondents prefer Cheque and net banking, only 5% of respondents support door collection by agents.

Table no 2: Frequency of Investing in Chitty

Source: Primary data

The above table shows the frequency of Investing in chit fund. 37.5% of respondents have more than 5 times experience, 32.5% of respondents have three time experience, 12.5% of respondents have second time experience, 10% of respondents have first time experience and 7.5% of respondents depicted to have fourth-fifth time experience

Chart No. 2: Source of Information about Chitty

Response	No of Respondents	Percentage
Government Employees	44	55
Surrender By Lice	2	2.5
Gold	10	12.5
Documents/Property	20	25
FD Certificate	4	5
Total	**80**	**100**
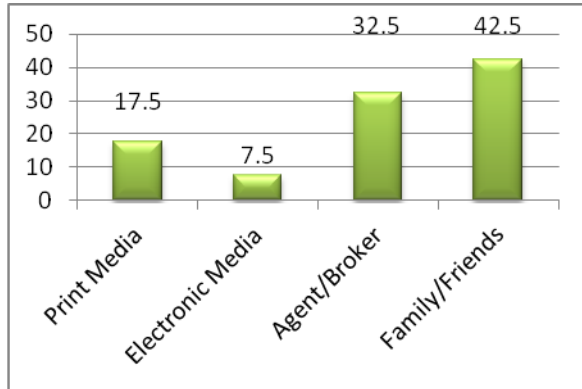
The above chart shows the sources of getting knowledge on chit fund. It depicts out 42.5% of respondents got the knowledge through family and friends, 32.5% of respondents got it through brokers/agents, 17.5% of respondents through print media and 7.5% of them got the knowledge through electronic media is 7.5%.

Table No.3: Type of Security required to Draw Chitty Prizes Money

Source: Primary data

The above table shows the type of security required to draw the chit prize money. 55% of respondents prefer government employees as guarantee to draw the prize money, 25% of investors prefer documents of property, 12.5% of respondents prefer gold, 5% and 2.5% of respondents prefer FD certificate and surrender of LIC respectively.

7. HYPOTHESIS

1. Hypothesis regarding Gender and the purpose of joining Chitty

Null Hypothesis (H_0): There is no significant relationship between gender and the purpose for joining chitty.

Alternative Hypothesis (H_1): There is significant relationship between gender and the purpose for joining chitty.

	Education	Marriage	Re-invest	Savings	Total
Male	4	14	9	17	**44**
Female	2	6	5	23	**36**
Total	**6**	**20**	**14**	**40**	**80**

Source: Primary data

Table for the calculation of Chi-square value

O_i	E_i	$O_i . E_i$	$(O_i - E_i)^2$	$(O_i - E_i)^2/E_i$
4	3.3	0.7	0.49	0.15
14	11	3	9	0.82
9	7.7	1.3	1.69	0.22
17	22	-5	25	1.14
2	2.7	-0.7	0.49	0.18
6	9	-3	9	1.00
5	6.3	-1.3	1.69	0.27
23	18	5	25	1.39
$\sum (O_i - E_i)^2/E_i$				**5.16**

Chi Square calculated value = 5.16

Degree of freedom = 3

From the table, chi square value = 7.81

X^2 = 7.81 > 5.16 (Table value > Calculated value)

Intrepretation

Since the table value is more than the calculated value, **null hypothesis is accepted** at 5% level of significance. It means that the purpose of joining chitty is always an independent decision and no relationship with the gender of investor. Thus it signifies that there is no significant relationship between gender and the purpose for joining chitty.

2. Hypothesis regarding Gender and the source of Income to invest in Chitty

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Null Hypothesis (H$_0$): There is no significant relationship between gender and the source of income to invest in Chitty.

Alternative Hypothesis (H$_1$): There is significant relationship between gender and the source of income to invest in Chitty.

	Savings	Income from Profession	Pension	Income from property	Total
Male	6	26	8	4	**44**
Female	4	24	6	2	**36**
Total	**10**	**50**	**14**	**6**	**80**

Source: Primary data

Table for the calculation of Chi-square value

O$_i$	E$_i$	O$_i$ - E$_i$	(O$_i$ – E$_i$)^2	(O$_i$ – E$_i$)^2/E$_i$
6	5.5	0.5	0.25	0.05
26	27.5	-1.5	2.25	0.08
8	7.7	0.3	0.09	0.01
4	3.3	0.7	0.49	0.15
4	4.5	-0.5	0.25	0.06
24	22.5	1.5	2.25	0.10
6	6.3	-0.3	0.09	0.01
2	2.7	-0.7	0.49	0.18
$\sum$ (O$_i$ – E$_i$)^2/E$_i$				**0.64**

Chi Square calculated value = 0.64

Degree of freedom = 3

From the table, chi square value = 7.81

X^2 =0.64<7.81 (Calculated value < Table value)

Intrepretation

Since the calculated value is less than the table value, **null hypothesis is accepted** at 5% level of significance. Thus it signifies that there is no significant relationship between gender and the source of income to invest in Chitty.

FINDINGS
1. 47.5% of respondents agreed that the main reason of investing in KSFE chitty as it is a government undertaking and they are invested in chitty more than 5 times.
2. 42.5% of respondents got knowledge about chitty through friends and family and they opted income from profession as their source of chitty.
3. 32.5% of respondents said that the main advantages of chitty are quick availability and easy repayment as installment and most of them invested in domestic chit scheme.
4. Majority of respondents (70%) remittance of installment through cash and they won't find any difficulty in getting chit prize money.
5. 60% of respondents strongly agree that the staffs are always willing to help them.
6. The half of the respondents opined that moderate rate of interest is charge in cases of default made by investors.
7. Majority of respondents are invested in chit fund for their savings and guarantees of government employees are opted as security for drawing prize money and they are agreed to reinvest in chit fund.
8. The investors are satisfied with the company's performance and they opined their public relation as good.
9. The investors are satisfied with the customer grievance redressal mechanism of KSFE and they agreed that the promises given by the KSFE are kept.
10. 48.5% of respondents strongly agreed to recommend KSFE chit funds to others as

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investing in KSFE chit fund generate more profit than any other financial institution.

8. SUGGESTIONS

- Implement advanced technologies in the office for checking current status of the customers, latest schemes and its details and centralized air conditioning.
- Majority of customers and employees show their difficulties in accessing the branch. This can be solved either by shifting the branch in downstairs or providing lift facilities.
- Improve the office cleanliness. Cleanliness is the hallmark of perfect standards and the best quality inspector is the conscience.
- Reduce the interest rate of the chitty. There are many private institutions charging lower rates of Interest.
- Provide training and guidance to the agents of KSFE and control the illegal activities of them.

9. CONCLUSION

The research study "Investors' perceptions towards investing in chit funds in KSFE" is found that the investors have a positive attitude towards their investment made in chit funds. Majority of the investors prefer chit funds for the security and feel that it is a safe measure of investment and also money is easily and quickly available. As far as the socio-economic variables are concerned with age, gender, qualification, income and occupation have been encouraging the attitude of investors towards chit funds. The project covers the aspects of benefits in investing in chit funds. KSFE plays a crucial role for the investors to choose chitty as an investment option. The objective of the study being a depth study of the chit business operation and risks involved in such business the ways of overcoming such risks in chit business have been identified in this project study. The project also covers the responses of 80 members, who were surveyed, supported the fact that chit fund is very important and preferable a as compared to other sources of finance. The study in KSFE has helped to gain real time knowledge and will help to analyse the attitude of the investors towards investing in chit fund.

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A STUDY ON QUALITY OF SERVICE RENDERED BY BIG BASKET

Ms. G. Sakunthla Devi*,Ms.Rishibha**

Research Scholar,Department of Business Administration, Govt. Arts College, Nandanam, University of Madras, Chennai .
Student UG Final year, Shrimathi Devkunvar Nanalal Batt Vaishnav college for women, Chrompet.

ABSTRACT

Due to the fast development of the economy in the country most of the people will prefer the online grocery shops for buying the groceries in online. So these online groceries play a vital role. Big basket was one of the type in which it provides the quality products to the customers.**Parasuraman** (1988) informed the service quality involves a comparison of customers' expectation with customer perception of actual service performance. Assurance and Empathy and Tangibles. SERVQUAL has been proved to be widely applied across a large range of service contexts, such as higher education. Big basket's quality of service is very important to the customers for buying any product and as well as the grocery shops to provide the quality product and service.**GultenBozkurt** (2010) study was based on the comparison of the consumer environmental characteristics and quality of regular grocery shoppers who buy online from those who buy in the store. It helps the food shopping habits between consumers who buy online against those who buy in the store. The results obtained in this study showed that there was no variation between the online and the physical store participants in relation to environmental characteristics when shopping for food or groceries. In the modern trend people will mostly try to minimize their time in the grocery shopping by going to market or grocery shops.

Keywords: Quality, physical store and environment.

1. INTRODUCTION:

Bigbasket believes in providing the highest level of customer service and is continuously innovating to meet customer expectations. Our On-time Guarantee is one such assurance where we refund 10percentage of the bill value if the delivery is delayed. For all your order values above Rs. 1000, we provide free delivery. A wide range of imported and gourmet products are available through our express delivery and slotted delivery service. If you ever find an item missing on delivery or want to return a product, you can report it to us within 48 hours for a 'no-questions-asked' refund.Big

basket is the place where it provides many products such as: Fruits and vegetables, Meat and Fish, Dairy products, Atta and rice Pulses and dals Spice and masala, Beverages and household Beauty and Hygiene products etc.Did you ever imagine that the freshest of fruits and vegetables top quality pulses and food grains, dairy products and hundreds of branded items could be handpicked and delivered to your home, all at the click of a button? India's first comprehensive online megastore, bigbasket.com, brings a whopping 20000+ products with more than 1000 brands, to over 4 million happy customers. From household cleaning products to beauty and makeup, big basket has everything you need for your daily needs. bigbasket.com is convenience personified We've taken away all the stress associated with shopping for daily essentials, and you can now order all your household products and even buy groceries online without travelling long distances or standing in serpentine queues. Add to this the convenience of finding all your requirements at one single source, along with great savings.

2. REVIEW OF LITERATURE:

Vijayasarathy (2004), in his research, used a sample of 281 consumers to test a model of consumer intention to use online shopping. The study found compatibility, usefulness, ease of use, and security to be significant predictors of attitude towards online shopping, but privacy was not. Another finding showed that intention to use online shopping was strongly influenced by attitude toward online shopping, normative beliefs, and self-efficacy.**Donabedian**,1980 usually, customers do not have much information about the technical aspects of a service; therefore, functional quality becomes the major factor from which to form perceptions of service quality of online groceries.**Ekinci** (2003) informed that the evaluation of service quality leads to customer satisfaction. Defining the concept of quality is the most important criteria in the economic development of international companies, whereas under different circumstances it has prevented the emergence of a universal definition.**Hansen** (2005), identified that consumers who purchase groceries online perceive that this mode of purchase id different from purchasing the same products from a brick and mortar store. The experience consumers receive while shopping for groceries online is quite different as it provides consumers with several benefits including convenience, time saving and any time ordering facility from anywhere.**Kotler** (1974); Bitner (1992); Solomon, Suprenent, Czepiel and Gutman (1985), assurance is important to capture confidentiality, shopping security, complaint resolution, problem solving and warranties. In an online grocery shopping environment, consumers are not associated with a physical location while they are only communicating with a machine and not human being (Ekeldo and Sivakumar, 2004). With the inability of consumers to feel and touch the product in an online context because online retailing lacks the tangible features, it makes it difficult to market those products on the internet. (Lindstrom, 2001).**Vijayasarathy** (2005)**,** in his research he used sample of 281 consumers to test the model of consumer intention to use online grocery shopping. The study found compatibility, ease of use, usefulness, the security to be significant predictors of attitude towards online grocery shopping but privacy was not. **AmolRanadive** (2015) has made the study which looks into the levels of acceptance towards consumers in Vandodara city. It focuses on the factors that affect the consumers buying intentions and shopping preferences.

3. SERVICE QUALITY:

Service quality (SQ), in its contemporary conceptualization, is a comparison of perceived expectations (E) of a service with perceived performance (P), giving rise to the equation SQ=P-E. This conceptualization of service quality has its origins in the expectancy-disconfirmation paradigm.

4. QUALITY OF SERVICE IN BIG BASKET:

Big basket is providing the best customer services in India and as well as the foreign countries too. It not only provides the good quality of service but also the on time delivery, offers and discounts, express delivery etc. It is the best option to buy groceries with good quality rather than going to another place to buy the groceries.

It provides the good customer service and also helps in purchasing the groceries in good place. The best is the express delivery which is helpful for the household work.

It provides the great deal and customer service. It will minimize the work of the people who is going to work. It reduces the brick and mortar store and also the delivers with the good quality product for the customers.

5. STRENGTHS OF BIG BASKET:

Product Range: Big Basket offers a huge range of products which stretches to about 18000 products.

Exotic Range: It also offers exotic fruits, vegetables and imported groceries which are not easily available in nearby retail outlets. This gives them an edge in catering to customers who like buying such stuff.

Discounts: Big Basket offers huge discounts on various products. They also have the product bundling technique to maximize sales and offering maximum discounts to the customers. This makes them a lucrative option for customers to buy.

Convenience: Big Basket offers an escape from the hassle of standing in the queues of malls or going all the way to the retail stores. They give the products right at the door step and offer multiple payment options. The on-time delivery guarantee makes them a lucrative option, Customers, especially in big cities where life is very fast and it is difficult to reach the customers, can shop at any time of the day.

Target Group: They have selected their target customers very carefully and have established a footing in the metropolitan and some tier-I cities. They operate in Bangalore, Hyderabad, Mumbai, Pune, Chennai, Delhi, Mysore, Vadodara, Patna, Indore, Vijaywada, etc. They are currently operational in about 25 cities.

6. WEAKNESS OF BIG BASKET:

Delivery Time: Big Basket delivers the groceries the next day. Many retailers have started the facility of home delivery to nearby societies and customers in just few minutes to hours. So customers prefer this instead of waiting for 24 hours.

High Variable Cost: Cost of running many delivery guys, delivery trucks, storage for perishable items, wastage during transportation makes the business run at a high variable cost. They have to bleed more money and will take longer to break even.

O_i	E_i	O_i-E_i	$(O_i-E_i)^2$	$(O_i-E_i)/E_i$
15	10	5	25	2.5
25	10	15	225	22.5
6	10	-4	16	1.6
3	10	-7	49	4.9
1	10	-9	81	8.1
TOTAL			396	39.6

Minimum order quantity/price compulsion: Big Basket does not offer home-delivery below a certain set order price limit. This means that customers would be forced to add a product or two just to avail the service. This makes them lose of customers.

Be at home: Customers have to be at home when Big Basket is about to deliver. This means the customers have to plan according to the delivery time. If by some means the order gets delayed customer gets angry and unhappy by the service. On top of this they have to pay a little add on price for the home delivery.

Order Cancellations: They depend on stores that they have tied-up with to provide them the items. If they do not have the items available they won't be able to deliver them. This sometime tends in cancellation of orders. Out of stock issues tend to make the customers unhappy and repetitive of such issues makes the customers reluctant to reuse the service.

7. VARIOUS AVAILABILITY OF PAYMENT OPTIONS:

E-Check: This payment option is just like paying directly from your bank account. If you choose to pay by electronic check, you are required to enter your routing and account numbers. Once this is done, the amount is taken directly from your bank account.

Credit Card: When you pay by credit card, instead of swiping your card as you would at a brick-and-mortar store, you type the required credit card information into provided fields. Required information includes your credit card number, expiration date, type of card (Visa, MasterCard, etc.) and verification/security number, which is usually the last three digits on the back of the card, above the signature.

Payment Vendors: Payment vendors or payment processing companies, such as PayPal, are e-commerce businesses that provide payment exchange services. They allow people to safely transfer money to one another without sharing financial information. Before you make a purchase through a payment vendor, you'll need to set up an account first to verify your credit card and/or financial institution information.

8. ANALYSIS AND DISCUSSION: RECOMMENDATION OF BIG BASKET

H_0 - The respondents will not recommend big basket to the family and friends

H_1 - The respondents will recommend big basket to the family and friends

(Source: Field Survey, December 2019)

E=50/10=10

Degree of freedom=n-1

= 5-1= 4

Table value = 9.488

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Calculate value = 39.6

So the calculated value is greater than table value H_0 is rejected. Therefore the respondents will recommend big basket to their family and friends.

9. FINDINGS:

- 34percentage of the respondents attract through advertisements to buy groceries in big basket.
- 96percentage of the respondents say big basket is providing the good quality product.
- 60percentage of them were saying there are no issues regarding the delivery experience.
- 54percentage of them satisfied with the quality of fruits and vegetables.
- 46percentage of the respondents say that it has lower price, has no difference in price.
- 46percentage of them were saying that they prefer fruits and vegetables.

10. SUGGESTIONS:

- Big basket can reduce the delivery charge for the products so they can increase their customers.
- It can reduce the price of the products so that even small income group people can also purchase products.
- Big basket can increase the variety of products so many of the customers can visit the website for many products rather than fruits and vegetables.
- It should provide the good quality products where the customers were seeking the online groceries only if there is the quality in it.

- Big basket can increase the quality of consumer service so it can get many positive reviews.

11. CONCLUSION:

The conclusion of my study is that big basket is one of the reputed online grocery shops in India where the consumer's needs and preferences are met. They are also providing the good quality products and satisfying the customers with the quality of consumer service. But sometimes customers feeling that the price is high and if it is reduced means it will gain more customers. The consumer service is also good in big basket.

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AN OVERVIEW ON CELEBRITY ENDORSEMENT

P.BRINDHA

Assistant Professor,Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women,Chennai

ABSTRACT

In today's competitive market the use of celebrities emerge in promotion in connection among customer goods or services. Large number of factors, which will influence consumer buying behavior. But today the marketers and firms are using celebrity endorsement as a major marketing strategy which will influence the consumer buying behavior. The impact of celebrity endorsement is affected by a number of factors including, a proper match between a product and a celebrity, the image and popularity of a celebrity, the attractiveness of the advertisement, and the frequency of the advertisement in electronic and print media and social media. This study focuses on examining the customer perception towards celebrity endorsement.

1. INTRODUCTION

Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, non –profit organisation which involves celebrities or a well-known person using their social status or their fame to help promote a product, service or even raise awareness on environmental or social matters. Marketers use celebrity endorsers in hopes that the positive images of the celebrity endorser of the brand will also be passed on to the products or the brand image associated with the celebrities. Celebrity endorsement is usually commonly used by fashion or beauty brands, but a non-profit organization relies on celebrities as well, as celebrities have mass communication skills which can attract people's attention and is helpful in reaching a wider audience to raise

1. CELEBRITY REACH

Celebrity branding or celebrity endorsement of a company's product is effective largely because celebrities have the potential to reach a large number of prospective consumers.

2. BRAND IMAGE

There is a high focus placed upon the importance of choosing a reliable, trustworthy celebrity to endorse or sponsor a company's product, while still balancing the celebrity's attractiveness, power, and similarity of the celebrity's public image with the company's overall current, or intended brand image.

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Brand image can be described as "the set of beliefs held about a particular brand" (Kotler, 1988) Research carried out by Keller & Aaker in 1992 suggests that a brand with better positive brand image and attitudes is more likely to achieve heightened development within their relevant market. (Keller & Aaker, 1992) Therefore, choosing a celebrity who is going to beneficially contribute to the existing or intended image and attitudes of the brand is vital to ensure the success of the celebrity branding.

3. BRAND ALLIANCE

The brand alliance is a business strategy that can involve the intentional process of associating two or more established brand names in a specific attempt to attract attention from consumers and thus increase the chances of earning additional sales for all the businesses involved.

4. BRAND RECOGNITION

Brand recognition is a huge part of celebrity branding. Brand recognition is where the general public is able to establish a brand from its attributes. It is most successful when a brand is exposed without a company name and is then recognized by the customer through the visual signifiers such as logos, slogans, and colours. An Example of this is Coke whereby their signature colour is red and consumers acknowledge that. Brand Recognition is extremely effective in promotional campaigns.

5. OBJECTIVES OF THE PAPER

- To know the importance of celebrity endorsement towards buying a product.
- To identify what makes consumer notice a brand before purchasing a product.
- To examine the psychological influences that may affect the consumer while making buying decision.
- To analyse the other factors like quality, price and celebrity endorsement affect the purchasing decision of the consumer.

6. NEED FOR STUDY

The aim of this study is to analyze the relationships between buying behavior of the customer towards celebrity marketing in advertisements. The current study will help and provide a clear understanding of the above discussed concept. it will help for, marketers, advertising ,researchers and in inferring they impact of celebrity endorsement on youth ,adult and kids thereby will help in penetrating the market more effectively.

7. REVIEW OF LITERATURE:

Kamins M. A., Meribeth J., Brand S.A. and John C.M. (1989) Advertisers regularly practice the strategies intended to attract customer's interest to their message and to differentiate their offerings from rival products with the anticipation of influencing

buying behavior of the customer. In today's competitive world, a quality is positioned on an approach, which 4 can accomplish these objectives. One challenge at such a plan includes the use of a celebrity representative. According to Atkin and Block (1983), there are numerous bases as to why a famous endorser may be dominant. First, such a representative attracts consideration toward the commercials into the messy flow of communication. In addition, celebrities are conventionally observed as being greatly active individuals with eye-catching and likeable traits.

Agrawal, J. and Wagner A.K. (1995) Celebrities regularly emerge in promotions in connection among customer goods or services. By means of skill to pierce the hectic mess of publicity, portray customer consideration, produce high memory rates, generate as well as distinguish brand descriptions thus, create trade and income, superstar endorsement have demonstrated to be a helpful approach. No doubt dealer spends huge amount of capital in utilizing superstars to sponsor their brands

8. RESEARCH QUESTIONS:

Research questions were framed to determine the consumption of product endorsed by a celebrity and, the reason for the companies to choose celebrity endorsement. Factors associated with Better Recalling of products with the help of celebrity Endorsement.Awarness of celebrity marketing in the minds of customers.

9. RESEARCH METHODOLOGY:

A simple study was conducted in order to understand the celebrity endorsement towards the product. The population of the study consisted of students studying in higher secondary, undergraduate and

postgraduate classes of belonging to age group between 16 years and 25 years. Sample size is 50

CONSUMPTION OF PRODUCT ENDORSED BY A CELEBRITY
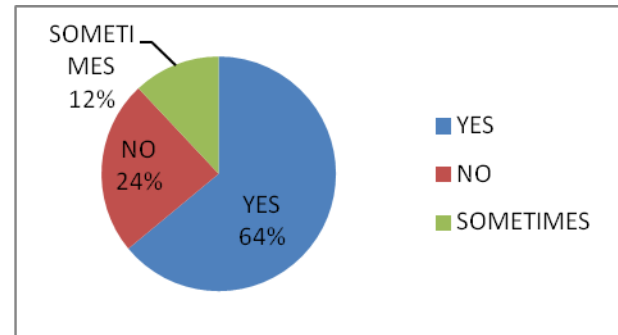
INTERPRETATION:

It is inferred that from the above table 64% of the respondents consume the celebrity endorsement product 24% of the respondents are not consume the celebrity endorsement product 12% of the respondents sometimes they will get influence to consume the products.

REASON FOR THE COMPANIES TO CHOOSE CELEBRITY ENDORSEMENT
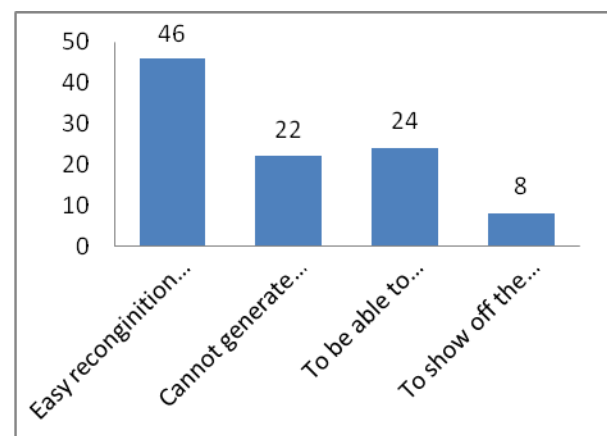
INTERPRETATION:

It is inferred that from the above table 46% of the respondents think reason for the companies to choose celebrity

endorsement is Easy recognition of product. 22% of the respondents think reason for the companies to choose celebrity endorsement is cannot generate new ideas. 24% of the respondents think reason for the companies to choose celebrity endorsement is to be able to increase sales and profit 8% of the respondents think reason for the companies to choose celebrity endorsement is to show off the pride of the brand.

BETTER RECALLING OF PRODUCTS WITH THE HELP OF CELEBRITY ENDORSEMENT
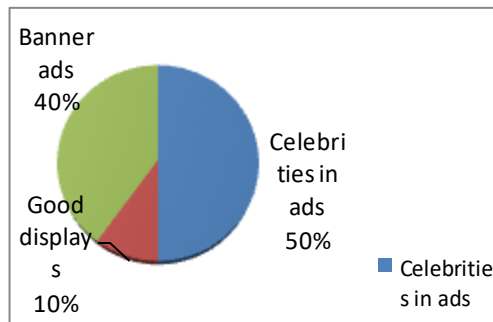
INTERPRETATION:

It is inferred that from the above table 50% of the respondent's better recalling of the products are celebrities in ads attracts 10% the respondent's better recalling of the products are good display 40% the respondent's better recalling of the products are banner ads

WEIGHTED AVERAGE AWARENESS OF CELEBRITY MARKETING

S.NO	FACTORS	WX	WX /W	RANK
1	Ads having celebrities are more effective than those which don't	193	3.36	1
2	Claims made in advertisements having celebrities believable	173	3.46	3
3	Celebrity endorsed ad grab an audience's attention more easily than a standard advertisements	141	2.82	5
4	Identify the product because of the celebrity associated with brand	152	3.04	4
5	Celebrities also use those products which them themselves endorse	187	3.74	2

Source: field survey

INTERPRETATION:

In the respondents perception towards celebrity marketing is determine by the weighted average, most of the respondents says that ads having celebrities are more effective than those which don't hence it rank 1st. Celebrities also use those products which them themselves endorse ranked as 2nd. Claims made in advertisements having celebrities believable are ranked as 3rd. Identify the product because of the celebrity associated with brand ranked as 4th. Celebrity endorsed ad grab an audience's attention more easily than a standard advertisements ranked as 5th.

10. SUGGESTED AWARENESS:

- It is very important that celebrity who possesses a credible image should be selected for endorsing a brand / product.
- Celebrity selection is very important task to the companies and advertising agencies, the prime factor that has to be given due consideration is the celebrity and brand match up. The celebrity values and the target audience match should also be given due importance.
- Advertising agencies and Marketing houses should use single celebrity in large number of brands and avoid multiple celebrity endorsements, will also create a negative impact on the brand image, and this in turn will affect the purchase decision of the consumers.

11. CONCLUSION

Celebrity endorsements pull in hundreds of cores of money every year, and are widely preferred by marketers to promote their

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products. Using celebrities for endorsing brands as become a trend for building the brands as well as the company's image. Promotion of a company's products through these celebrities is termed as celebrity endorsement. The company makes use of the celebrity's characteristics and qualities to establish an analogy with the products specialties with an aim to position them in the minds of the target consumers.

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PROBLEMS FACED BY WATER SCARCITY IN CHENNAI

Ms.S.D.BANUPRIYA*,Ms.P.V.SOWMYA**

Student UG Final year, Shrimathi Devkunvar Nanalal Bhatt Vaishnav college for women, Chrompet, Chennai

ABSTRACT:

Water is an important resource for the economy, without water world cannot survive. we use water for almost every activity like drinking, washing, cooking, cleaning, etc. This precious water resources are getting wasted due to human carelessness and lack of awareness and hence we are facing the scarcity of water. According to United Nations, a person needs a minimum of 50 litres of water per day for his basic needs of hygiene, cooking and drinking. But there is a large population which fails to receive this small quantity of water and hence most of the population is getting affected by water scarcity. Water scarcity may be physical water scarcity and economic water scarcity. It means that physical water scarcity refers to nature disaster and the economic water scarcity refers to poor water management.

1. INTRODUCTION:

Water is a very important resource; we use water for almost every activity like drinking, washing, cooking, cleaning, etc. This precious resource is largely getting wasted due to human carelessness and lack of planning and hence we are facing the scarcity of water. According to United Nations, a person needs a minimum of 50 litres of water per day for his basic needs of hygiene, cooking and drinking. But there is a large population which fails to receive this small quantity of water and hence most of the population is getting affected by water scarcity.

Water scarcity involves water crisis, water shortage, water deficit or water stress. Water scarcity can be due to physical water scarcity and economic water scarcity. Physical water scarcity refers to a situation where natural water resources are unable to meet a region's demand and economic water scarcity is a result of poor water management resources.

2. IMPORTANCE OF WATER SCARCITY:

- Even though about 71% of earth's surface is covered with water, most of this water is not fit for consumption. Freshwater is the only source of useful water which is present in very small quantity thus limiting the accessibility to potable water.

- Rainwater is an important source of fresh water. It needs to be harvested so that it can be put to use.

- Human society is overusing water and in many cases of wasting it.

- Loss of water due to leakages, excessive use of water for washing purposes, taps left open after use are some common sights that form the

basis of the problem of water scarcity.

- Due to the large increase in population, the demand is much more than supply.

- Due to industrialization and urbanization has hugely increased the consumption of water.

3. WATER CONSERVATION:

Conservation of water is needed with immediate effect to sustain life on earth. If the scarcity of water increases there will be a point when the survival of human species, Homo sapiens will be under threat. We need to develop habits that emphasize on saving water. Water pollution should be checked as an entire aquatic ecosystem is dependent on this.

This article shows the importance of water in our daily lives. All the living organisms require water for various biological processes and hence water is a necessary element for sustaining life on earth.

4. CAUSES OF WATER SCARCITY:

- **Over use of Water:** Water overuse is a huge issue that a lot of people are dealing with. It may be overused on people, animals, land, or any other number of things. It may also be used for recreational activities without any care about the effects that it may have on the world around them.

- **Pollution of Water:** Water pollution is a huge problem, especially when you're looking at areas that don't necessarily have a

good sewage system. Pollution can be anything from oil, to carcasses, to chemicals. No matter what it is; it makes a lot of issues for the people who may need to use it.

- **Conflict:** If there is conflict over an area of land, it may be difficult to access the water that is located there. In the worst-case scenarios, people could end up dying if they try to access the water in these areas. This can result in a variety of other issues, including pollution, which we discussed in the previous point.

- **Distance:** There are a number of areas throughout the entire world that deal with water scarcity because they just aren't close to anywhere at has water. Areas that are considered to be desert, or areas that are secluded, may not have somewhere that the people can get water effectively.

- **Drought:** A drought is, in short, an area which is not getting enough rainfall to be able to sustain the life that is residing there. Some areas are in perpetual drought, whereas other areas may be dealing with a drought on occasion. Droughts are common all over the world, and there is little that can be done to prevent such things from happening.

- **Governmental Access.** In some countries, specifically those with dictatorships, the use of water may be strictly controlled by those in power, causing a scarcity for those who may be located in those areas of the world. These governments use it as a source of control over those that they are governing, which can be a huge problem.

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5. EFFECTS OF WATER SCARCITY

- **Lack of Access to Drinking Water:** The biggest problem that happens when you have water scarcity is that people are not able to get fresh, clean drinking water. The human body can only go so long without water, and a lack of drinking water can result in a number of other problems, which we discuss below.

- **Hunger:** If there is no water that can be used in order to help water the crops, then you are going to have people that are going hungry. Animals will also die, which will result in a lack of meat as well. Water scarcity, in short, causes starvation to occur masse for both people and animals that are located in the area.

- **Lack of Education:** Water scarcity makes it difficult for people to get the education that they need or that they deserveor they are working to help get water to the home and the family.

- **Diseases:** If you don't have clean water access, then you will be more likely to get diseases from the water that you do have. Whether you're drinking the water or using it for bathing, those diseases will get into the body and, in a number of cases, the people carrying those diseases will pass away.

- **Sanitation Issues:** Without access to clean water, there is no way to clean food, dishes, or people. When people are not given access to proper sanitation, disease ends up becoming much more of an issue than it would have been otherwise. It also causes mental health issues, including depression and anxiety.

- **Poverty:** All in all, people who are dealing with water scarcity are often stuck in poverty as well. These people are not able to get the resources that they need in order to be able to thrive, and instead are just barely surviving through these difficult times.

6. SOLUTIONS FOR WATER SCARCITY

- **Education:** There are plenty of opportunities out there that people can use in order to learn more about the world around them. By educating those who are not dealing with water scarcity, they can be in a position to help. Those who are dealing with it can get educated on how they can prevent the problem from becoming even worse in the future.

- **Recycle Water:** There are plenty of technologies out there that allow you to recycle rainwater and other water that you may be using in your home. Consider learning about how you can recycle water. Not only does it help to prevent scarcity, but it can save you some money as well.

- **Advance Technology Related to Water Conservation:** There has

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been a lot of work in the world of water conservation, but there is also a lot that needs to be done in order to ensure that the rest of the world is able to conserve water. Putting money and effort into conservation could be life saving.

- **Improve Practices Related to Farming:** Farming and irrigation are often a huge culprit when it comes to water scarcity. Because of that, we need to improve practices so that we don't use as much water and those who are using water are using it to its fullest potential. Technology also needs to advance in this manner.

- **Improve Sewage Systems:** Clean drinking water starts with a good sewage system. Without proper sanitation, the water in an area becomes ridden with disease and any number of other problems. By improving the sewage systems in these areas, we can prevent water scarcity from becoming any worse.

- **Support Clean Water Initiatives:** There are organizations located all over the world that are looking to bring clean water to areas that don't have it. Consider donating to these organizations, either with your time, your skills, or your finances.

7. OBJECTIVES OF WATER SCARCITY

- Expending water creates a serious environmental problems and lack of safe drinking water.

- Solving water scarcity is responsible to the government, municipals community to support of water-related technology development.
- Help shape society's attitude towards water preservation and sustainable management.
- Give awareness to the people to reduce water scarcity to prevent the next generation.
- Water scarcity is caused by some of the chemicals included in the water and wastages dumped into lakes, rivers etc.,
- Save rain water for household purposes used for washing and bathing.

8. ANALYSIS & INTERPRETATION

TABLE SHOWING CORRELATION (PERSON'S CORRELATION) BETWEEN BRUSHING TEETH & WASHING CLOTHES

X	Y	x	Y	Xy	X^2	Y^2
15	9	1.6	7.6	12.2	2.56	57.76
23	23	-6.4	-6.4	40.96	42.24	42.24
12	18	4.6	-1.4	-6.44	21.2	1.96
50	50	$\Sigma x = 12.6$	$\Sigma y = 15.4$	$\Sigma xy=46.72$	$\Sigma x^2 =66$	$\Sigma y^2=101.96$

Source: field survey December 2019

$$X = \frac{\Sigma x}{No.of.respondents} = \frac{50}{3} = 16.6$$

$$Y = \frac{\Sigma y}{No.of.respondents} = \frac{50}{3} = 16.6$$

$$\text{Correlation} = \frac{\Sigma xy}{\sqrt{\Sigma x2X\Sigma y2}} = \frac{46.72}{\sqrt{66X101.96}}$$

$$= \frac{46.72}{\sqrt{6729.4}}$$

$$= \frac{46.72}{82.03}$$

=1.56

INTERPRETATION:

From the above table it is inferred that there is a positive relationship between brushing teeth & washing clothes. Hence it is a positive correlation.

WATER EXPENSIVE IN YOUR AREA

9. RESEARCH METHODOLOGY

As it is indicated in the title, this chapter includes the research methodology of the dissertation. In more details, in this part the author outlines the research strategy, the research method, the research approach, the methods of data collection, the selection of the sample, the research process, the type of data analysis, the ethical considerations and the research limitations of the project.

10. RESEARCH APPROACH:

The research approach that was followed for the purposes of this research was the inductive one. According to this approach, researchers begin with specific observation, which are used to produce generalized theories and conclusions drawn from the research. The reasons for occupying the inductive approach was that it takes into account the context where research effort is active, while it is also most appropriate for small samples that produce qualitative data. However, the main weakness of the inductive approach is that it produces generalized theories and conclusions based only on a small number of observations, thereby the reliability of research results being under question (Denzin & Lincoln, 2005).

11. SAMPLE SELECTION:

The method of purposive sampling was used to develop the sample of the research under discussion. According to this method, which belongs to the category of non-probability sampling techniques, sample members are selected on the basis of their knowledge, relationships and expertise regarding a research subject (Freedman et al., 2007). In the current study, the sample members who were selected had special relationship with the phenomenon under investigation, sufficient and relevant work experience in the field of tourism, active involvement in several tourism initiatives and partnerships, as well as proven research background and understanding of raw data concerning destinations. Within this context, the participants of this study were executives of 6 famous DMOs operating both generally in Greece

12. DATA ANALYSIS:

According to Moore & McCabe (2005), this is the type of research whereby data gathered is categorized in themes and sub-themes, so as to be able to be comparable. A main advantage of content analysis is that it helps in data collected being reduced and simplified, while at the same time producing results that may then measured using quantitative techniques. Moreover, content analysis gives the ability

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to researchers to structure the qualitative data collected in a way that satisfies the accomplishment of research objectives. However, human error is highly involved in content analysis, since there is the risk for researcher.

13. CONCLUSION:

The conclusion of the study on water scarcity now a days are lack of water because of irregularly distribute the water at any time frequently now there are affecting with scarcity, are under pressure due to major population change and increased demand. Respondents are strongly agreed with to solve scarcity by saving rain water for future generation people. The main reason for scarcity is lakes and rivers are dumped with sewage waters and wastages. Water scarcity is still affecting in some of the areas.

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ROLE OF ETHICS IN PLACE OF WORK

MS. R.SUMA

Assistant Professor, Jawaharlal Business School, Jawaharlal College of Engineering and Technology,

ABSTRACT

Workplace ethics are the certain set of laws and measures that should be carried out in an office by the employer and the employees to maintain a professional company culture and to build a better rapport with their clients by providing healthier services. In company growth and progress Workplace moral code plays an significant role. There are certain moral values that should be bound together and the greater the output and results with stronger the dedication in work which makes a man stronger for tough situations. Responsibility towards everything are certain things like such as parents, family, society, nature, works, office, etc which not only should be kept in mind but also for a healthier environment these must be followed by every human being. When any individual shows integrity in a professional environment and his work, it means that he is an honest man to rely on and the person can be trusted as well. The person who is truthful and genuine always sustains for a longer period in the business as compared to others. Ethics improves the mode of our living but it also sets up a definite path which we can track by following our outlook, and which will be finally leading you towards a final goal. The more you improve and travel on the perfect path, the more victorious your achievements will be.
Keywords: Ethics, Values, Dedication, Sincerity, Management, Success.

1. INTRODUCTION

Ethics refers to a set of rules that describes acceptable conduct in society. Ethics serve as a guide to moral daily living and helps us judge whether our behavior can be justified. Workplace Ethics are the application of moral principles, a set of values and standards of behavior to be followed by all the employees in an organization. Be it Personal or Professional, Ethics help us differentiate right and wrong behaviors. In the context of Workplace ethics, there are two important elements – Workplace Policy and Business Ethics. Many professions and corporations have developed codes of ethics to address their unique business situations. The six concepts—ethics, values, morals, integrity, character, and laws—form the foundation of trust upon which ethical business practice is built.

2. OBJECTIVES

The objectives are:
a) To understand the moral values that ought to guide the profession,
b) Resolve the moral issues in the profession, and
c) Justify the moral judgment concerning the profession.

3. RESEARCH METHODOLOGY

The researcher has utilized secondary data collection method to collect data from the sources both internal and external to the organization. The sources of secondary data are:

➢ Reports
➢ News paper
➢ Business journals
➢ Social Books
➢ Business magazines
➢ Internet, where wide knowledge about different areas is easily available.

4. THE PROFORMA OF WORK ETHICS

➢ Morals

Morals are the welfare principles enunciated by the wise people, based on their skill and knowledge.They were edited, changed or modified or evolved to suit the geography of the region, rulers (dynasty),and in accordance with development of knowledge in science and technology and with time.Morality is concerned with principles and practices of morals such as:

a) What ought or oughtnot to be done in a given circumstances?
b) What is right or wrong about the treatment of a situation? and
c) What is good or bad about the people, policies, and ideals implicated?

➢ Values

A value is defined as a principle that promotes well-being or prevents harm." Another definition is: Values are our course of action for our success—our paradigm about what is satisfactory." Personal values are defined as: "Emotional beliefs in principles regarded as particularly favorable or important for the individual." Our values associate emotions to our experiences and guide our choices, decisions and actions.Not all values have the same weight or priority.

Some are more important than others and must be satisfied before others can be addressed. Dr. Abraham Maslow illustrated this with his hierarchy of human needs. Survival has a higher priority than security, which has a higher priority than social acceptance. Self-esteem can only be addressed to the degree that social acceptance is satisfied. Similarly, self-actualization can only be pursued to the grade that self-esteem has been fulfilled.

5. AREAS OF ETHICAL STUDY

There are three broad areas of ethical study:

• Meta-ethics, which focuses on the connotation of ethical terms themselves .Meta-ethics is therefore concerned with the nature of ethical properties, statements, attitudes and judgments. Meta-ethics examines suchthemes as what moral questions mean, and on what base people can knowwhat is 'true' or 'false'.

• Normative ethics, in contrast, is the study of ethical acts. It consequently focusesexplicitly on questions of 'what is the right thing to do?' in general. Normativeethics is concerned with questions of what people ought to do, and on howpeople can decide what the 'correct' moral actions to take are.

• Applied ethics, which is concerned with how people can accomplish moraloutcomes in specific situations. Therefore, it is anxious with the philosophicalexamination of particular – and often complex – issues that engross moraljudgments. Areas such as bioethics, environmental ethics, expansion ethicsand business/corporate ethics may be regarded as areas of applied ethics.

A. Deontological ethics

Every deontological ethics theories are non-consequentialist. This means that they place the stress on the decision or action itself – on the motivations, principles,

or principles underlying the decision or action – rather than being concerned with the outcomes or consequences of that decision or action.

B.Teleological ethics

Consequentiality ethics arrive from the teleological division of ethical theory. Consequentiality theories are those that foundation moral judgments on the outcomes of a decision or an action. If the outcomes of an action are considered to be positive, or to give rise to benefits, then that action is held to be morally right. The two main consequentiality theories measured here are egoism and utilitarianism.

- Egoism is the hypothesis that one's self is, or should be, the motivation for all of our proceedings.
- Utilitarianism is rather than take full advantage of individual welfare, utilitarianism focuses on combined welfare and it identifies uprightness with the greatest amount of excellent for the maximum number of people: the 'greatest happiness principle'.

6. WORK EHICS IN WORDS FROM BIBLE

It is primarily evident even during the ancient times; people give value to work ethics. There is much to be said about values in terms of labor even in the Scriptures, on what God intends for men on how they see the use and value of their employment and enjoy the fruit of labor born from hard work."Who then is a faithful and wise servant, whom his master made ruler over his household, to give them food in due season? Blessed is that servant whom his master, when he comes, will find so doing".Matthew24:45-46.

The Bible makes it clear that work matters to God. No matter what your profession or occupation – whether you're a parent, a bus driver, an artist or an engineer – God cares about your work. Here are ten key points about work drawn from the Bible. They provide a practical foundation for Christians asking what the Bible says about how we should approach our work.

7. THE NEW BOUNDARY OF BUSINESS ETHICS

➢ Ethical standards need to be at the nucleus of an organization's function, trade name and ethnicity.In an epoch of data- and innovation-powered business growth, the idea that "everyone is in sales" should be complemented by the impression that "everyone is in ethics."

The biggest ethics and compliance risks are no longer coming from a small group of employees with access to cash or trade-floor decisions.Today, the upstanding track record of many organizations is in the hands of data scientists, engineers and programmers, as well as all frontline employees who have access to customer data.Many of the moral decisions these workforceface in their day-to-day jobs require more than effortlessdevotion to a corporate code of conduct. They need to be enabled and incentivized to pertain their own moral compass at employment, to guide the big business through ethical gray areas by doing what they know is right for customers.Educating a "culture of ethics" is consequently increasingly allied to place of work characteristics like worker empowerment, trusting relationships between employees and managers and a non-hierarchical outlook.

➢ The biggest ethical challenges are those that are budding from new technological capabilities.

Leaders must cherish the conditions for ethical decision-making right through their organizations, so employees have a

healthystructure for navigating the challenges coupled with every new innovation.Businesses that proactively place a premium on asking demanding questions and behaving fairly are most likely to demonstrate themselves responsibleamong coming technological revolutions. In today's high-visibility planet with the stable social media avalanche, it's more significant than ever to guarantee that, as a leader, the ethical memorandum is unfailing. Any person out there can talk the talk, but if you don't reallytrust in the importance of ethical behavior in your business career, it will grow to beobvious to your employees, your peers and to the public occupying the C-suite.

When a corporation effectively communicates the organization's culture, values and beliefs, it tends to uphold high standards for honesty, veracity and fairness. These concepts have to permit for open and sincere response from your squad, your division and even from your own managers. When leaders fabricate that level of conviction and camaraderie, social group can feel at ease allotment the good and the bad. Ethical leaders should keenly persuade candor, thoughtful dispute and dissimilar opinions from the entire sectors of the company. The answer to the enduring dilemma of how to cherish an environment of trust, responsibility and admiration in the workplace, initiate with enthusiastic moral headship in all levels of management. If leading with moral principles is not something, former employers valued highly, it may take practice on ones part to turn out to be relaxed with this level of precision, honesty and alliance, but the prospect benefits are well worth the endeavor.

8. MEASURES TO UPHOLD ETHICAL PRINCIPLES IN WORKPLACE

Ethical behavior is vital in organizational fineness. Devoid of ethical manners, it's much too effortless for the slide down the greasy slope to commence.To promote ethical behavior in the place of work, it's important to create a substantial definition of what ethical behavior is and what it is not. With mergers, transfers and new hires, there is no way to identify what earlier standard of ethical behavior was projected. Provide some moment in time and consideration into how the company values are communicated to each and every employee.

Don't disregard to show appreciation for those who represent the values your company strives to live by. Identification of these individuals reinforces to the crowd at large your obligation to ethical behavior.

One of the finest ways to discourage unscrupulous behavior is to guide by paradigm. If the management squad displays model conduct, the rest of the workforce can readily see what is projected of them.

Ensure there is a written code of conduct for all workforce that each person, from the top down, is aware of. Have a company mission testimonial that particularly mentions the priority placed on ethical behavior and living the stated values.

It's easy to simply appoint the candidate those paramount matches the substantial qualifications for the job. It's important, now more than ever, to hire with an eye towards applicants who show ethical tendencies.

Ethics training can be a valuable accumulation to the orientation presentation. In the discussion, appropriate attention can be given to the company's stance on nondisclosure of proprietary information,

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the posting of pessimistic notes on social media and even on the essentials of the sexual harassment and interdepartmental dating policies.

The bottom line is that unethical activities can and will in the long run unwrap any company or any individual. It's worth the time and effort to generate an ethical workplace for everyone.

9. CONCLUSION

Today's environment of conflicts and pressure in the profession, with obligations to be met by one person in many directions. A formal study will undoubtedly improve one's ability and judgment and refine one's behavior, decisions, and actions in performing the duty to the family, organization, and to the society. Academicians even feel that this area under discussion should be introduced in high school level, in place of the moral instructions.By work ethics, duties to the self, family, society, and nation are fulfilled. Rights of the individuals are treasured and nourished. Values and virtues are cultivated and enjoyed by all human beings. Further, the quality of life is improved and the environment protected. On the other hand, unemployment and under-employment lead to disappointment, social tensions, and occasional militancy. For a developing economy and society, like ours, we need to promote work ethics, at all levels, to flourish as developed nation.The codes of ethics of various professional societies persist on proper cooperation to nourish the business. Systems and procedures can remind citizens of commitments and help hook up words or promises with actions. In organizations with behavioral integrity, words and deeds count. When virtuous values are driving behavior, the configuration of words and deeds serves to proceed the establishment of an ethical work culture.

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EMERGING TRENDS IN FINANCE AND BANKING SECTOR

Ms.ANANTHI K K

Assistant Professor, Nehru School of Management, Pampady, Kerala

ABSTRACT:

The banking sector plays a vital role in the development of one country's economy. The growth of banking sector depends upon the services provided by them to the customers in various aspects. The growing trend of banking services is found significant after the new economic reforms in India. Today, India has a fairly well developed banking system with different classes of banks – public sector banks, foreign banks, private sector banks – both old and new generation, regional rural banks and co-operative banks with the Reserve Bank of India as the fountain Head of the system. Nowadays banking sector acts as a backbone of Indian economy which reflects as a supporter during the period of boom and recession. From 1991 various trends and developments in banking sector are credited. It also reflects the   reforms were caused to improve their services to satisfy the customers.

Key Words: Banking sector, recent trends and developments etc.

1. INTRODUCTION

Finance and banking sectors are the vital spheres of economy of a country. Rapid developments in the two sectors have a sound impact upon the growth of a country in an incredible way. Now a day's recent massive evolution and a drastic changes occurring in the arena of finance and banking sectors. The emergence of innovative financial technology has revolutionized financial services. Several technological trends that have contributed to the radical transformation, growth, and advancement of these sectors.

2. OBJECTIVES

1. To acquaint the new innovations happening in the fintech industries

2. To introduce recent tools in finance and banking sector

3. To study the recent trends in finance sector

3. LITERATURE REVIEW

Some recent innovative banking and financial services that changing the entire current scenario. Digital transformations, cash less society, are important landmarks in the history of fintech industries. In this context only that is constant is change. Today, we live in the digital era, where technology is driving changes in almost every industry. It may be

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the use of smart phones, automation to improve operations,cloud computing artificial intelligence etc. Many Fintech industries adopt go digital such cash less transactions etc.Banks and financial institutions should re-define themselves as customer preference companies as the demographics and life styles change. The banking and financial services industry is turning its focus toward innovation to prepare for a future that will be increasingly driven by the technology.

3. METHODOLOGY

1. Digitization: With the rapid growth of digital technology, banking and financial services in India to keep up changes by go digitization. Besides the financial institutions, insurance, health care, retail trade and commerce are some of the major industries that are experiencing the enormous digital shift. During 1980s when the banking sector introduced the use of information technology to perform basic functions of customer services, book-keeping, and auditing. During 1990s in the time of liberalization, the Indian economy exposed itself to the global market. The banking sector opened itself for private and international banks. Digitization open avenues for anywhere and anytime banking,IMPS,RTGS,NEFT etc,These facilities shift the banking sector from conventional to modern incredible services to customers.

2. Mobile Banking:Modern banking is one of the most dominant current trends in the checking account balance, fund transfer, and bill payments, without the need of visiting the branch. This trend has taken over the traditional banking systems, in the coming years; mobile

banking is .expected to become even more efficient and effortless to keep up with the customer demands. Mobile banking future trends hint at the acquisition of IOT and voice-Enabled payment services to become the reality of tomorrow. Top industry leaders are collaborating to adopt IOT connected networks to create mobile banking technologies that require user voice to operate.

3. Unified payment Interface: UPI changed the way of payments is made. It is a real time payment system that enables instant inter – bank transactions with the use of a mobile platform. In India, this payment system is considered the future of retail banking. It is the one of the fastest and most secure payment gateways that is developed by National Payments Gateways that is developed by National Payment Corporation of India. In the post demonetization in India, this system played a vital role.

4. Block chain: Block chain is known for crypto currency like bit coin that helps in keeping track of the transactions in a secure and verifiable way. Block chains are highly secure and easy to operate; it can be used for promoting transparency during payments and currency exchange in banking. it acts as a decentralized database and helps in protecting financial and personal information of customers.

5. Artificial intelligence: Banks have benefitted enormously by adopting newer technologies like AI resulting in lower costs and more revenue through multiple channels. AI also helps financial institutions to make more effective lending

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decisions and better risk management.

6. Cloud computing: Another latest trend of the banking industry is cloud computing that will make 24/7 customer service possible providing any time service possible. It provides any time service to customers. This enhances the performance of financial services more quickly Customers will pay only for services they need enabling banks to control costs.

7. Biometrics:A biometric authentication system is changing the national identity policies and the impact is expected to be widespread. Banking and financial services are just one of the many other industries that will be experiencing the impact. With a combination of encryption technology and OTPs, biometric authentication is forecasted to create highly secure database protecting it from leaks and hackers attempts. Financial services in India are exploring the potential of this powerful technology to ensure sophisticated security to customers account and capital.

8. Rise of Fin -tech industry: With the changing trends in India in finance service sector Fin tech industries are assuming a greater role. Fin tech companies introduce various Fin Apps that have changed the way financial solutions are provided to the customers. Besides Easy access to financial services, Fintech companies have led to massive improvement in services, customer experience, and reduced the price paid. In India, the dynamic transformation has been brought upon by several important elements like fintech start-ups, established

financial institutions, and initiatives like start-up India, byGovt of India, incubators, investors, and accelerators.

9. Wearables: With smart watch technology, the banking and financial services technologies aiming to create wearable for retail banking customers and provide more control and easy access to the data. Wearable have changed the way we perform our daily activities. This technology is anticipated to be the future retail banking trend by providing major banking services with just click on a user friendly interface on their wearable device.

4. FINDINGS

These new technologies in banking and finance sector reshape the industry definitely. The future is going to bring up revolutionary historical changes in the banking sector. New changes help to bring regulatory developments in legal and demographic changes.

5. CONCLUSION

New trends in banking and finance pave the Way for improving efficiency, helps to deliver high level of customer satisfaction to enter into new business scenario. Finally the banking sector need to well worse a new business model by building and helps to maintain good customer services. Banks and finance should contribute intensive efforts to render better services to their customers. Banking and finance sector should take a sincere efforts to adopt the changing challenges to win success in future.

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FUTURE OF RECRUITING, NEW TRENDS

Dr. H.S. RUPA*, H.S. DHANALAKSHMI**

*Assistant Professor(Management), SDNB Vaishnav College for Women,Madras University
Chromepet, Chennai.
**Assistant Professor,(Commerce) Government first grade college,Mysore University
Bilikere, Mysore district.

ABSTRACT

In this competitive and challenging business world with development of technology, world is changing and so is the recruitment process. Recruitment being the most important activity and always on the top in the priority list of any Organization. Technology is creating big change in the way a recruiter hires and is making the whole process trendier and effective. Huge changes in the form of innovative practices are now being applied by the Industry. "Companies need you", in a business world where talent is everything, " Recruiter" is one of the most in demand jobs as businesses brace for a future where talent is the key skill needed. As with development of technology and automation jobs are getting more and more creative and monotonous jobs are becoming less. Talent has a big role to play and have a greater impact than before.

Key words: mission critical, agile, technology, Talent

1. INTRODUCTION

Recruiting will be more mission critical. With jobs becoming more creative and innovative recruiting is going to be identified as a critical activity and recruiting will become a defining differentiator. This in turn is going to further instigate the talent acquisition to build a firm team to face the challenge. The future of Recruiting is going to be highly competitive both in terms of hiring and also retaining own recruiting team. Workforce plans will have to get more agile. The Managing Director of Recruiting Toolbox has quoted "Competition for top talent has gotten fierce, so recruiting has taken on a new urgency. But I don't think we've stepped up yet the way business leaders want."According to LinkedIn data companies are recruiting more professionals right now than at any time in the last five years. It is yet to be clear is it just a momentary spike or the demand for recruiting has increased actually. Amid challenging high unemployment issues employers are still finding it difficult and facing hurdles in filling technical and skilled

jobs. The economic turbulence has created a dire need for innovative and creative recruitment system which is the current requirement for facing the business challenges.

2. REVIEW OF LITERATURE

Odiorne (1984) indicated that quality of new recruits depends upon an organization's recruitment practice and that the relative effectiveness of the selection phase is inherently dependent upon the caliber of candidates attracted. Barber (1998) defines Employee recruitment as "practice and activities carried on by an organization for the purpose of identifying and attracting potential employees". Many large corporations have employee recruitment plans that are designed to attract potential employees that are not only capable of filling vacant positions but also add to the organization's culture.Jovanovic (2004) said recruitment is a process of attracting a pool of high quality applicants so as to select the best among them. For this reason, top performing companies devoted considerable resources and energy to creating high quality selection systems. Due to the fact that organizations are always fortified by information technology to be more competitive, it is natural to also consider utilizing this technology to re-organize the traditional recruitment and selection process through proper decision techniques, with that both the effectiveness and the efficiency of the processes can be increased and the quality of the recruitment and selection decision improved. Costello (2006) recruitment is described as the set of activities and processes used to legally obtain a sufficient number of qualified people at the right place and time so that the people and the organization can select each other in their own best short and long term interests.

3. OBJECTIVES OF THE STUDY

- To study the recents trends being applied in Recruiting
- To analyse the future of Recruitment process
- To study creative and innovative techniques applied in Recruiting
- To bring about suggestions to improve further Recruitment process

4. SCOPE OF THE STUDY

- Significance of Recruitment process
- Recent trends in Recruitment process
- Coping with rapidly changing recruitment needs
- Future of recruitment process

5. RECRUITMENT AND HIRING PROCESS CRITICAL STEPS

- Identifying the hiring need
- Planning
- Searching
- Identifying viable candidates
- Screening
- Interviewing
- Offering of employment
- Hiring of the candidate
- On boarding of the candidate

6. WHY CHANGE IN RECRUITMENT PROCESS NEEDED IN THIS COMPETITIVE BUSINESS SCENARIO

As technology is updated and automation progresses, jobs are becoming more creative, innovative and less repetitive. As more and more interesting jobs are becoming, the same time talent is having a greater impact on recruitment process than before. There is dire need for good and great skills to bring about a change in achieving

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organizational objective. According to LinkedIn data companies are taking more initiatives to hire recruiting professionals very much in the past five years and the future of Recruitment seems to be fiercely competitive. As recruiting is significant as well as critical in organizational success it becomes highly essential to research the requirements of recruitment in the coming future.

7. RECENT TRENDS IN RECRUITMENT PROCESS

Finding the best candidate for organization is still the most important HR activity. The biggest shift going on is being proactive to reactive.

- Recruitment is going to be candidate driven market out there
- Recruitment marketing strategy
- Continuously and proactively implementing inbound recruiting
- Developing employer brand
- Candidate relationship management
- Recruitment going to be mission critical
- Agile workforce plans for recruitment
- Recruiters becoming more business people than sales people
- Tech tools boosting team s potential
- Analyzing data, engaging passive candidates and advising leaders are going to be essential skills for recruiting.

8. CONCLUSION

The most important function of the HR department remains to be the Recruitment. In this competitive scenario it becomes critical to choose right and qualified talent. Traditional recruiting always relied on prospective candidates to search for the companies best suitable for him whereas the scenario has changed to HR department doing the head hunt for the qualified candidate through talent pool. The entire Recruitment process has changed and evolved to a new platform where the companies giving good advertisement, companies giving attractive packages and companies trying to retain talent are the current vogue. The future of Recruitment is going to see an increased role of internet based solutions for all aspirations. In a candidate driven job market recruiters have to be agile in order to find the talent the organization looking out for which obviously includes being aware of current and rising trends in the recruitment process.

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ETHICS IN LIFE INSURANCE SECTOR AND RESPONSIBLE ADVOCACY THEORY

MS. K.S.SREEJAMOL

Assistant Professor, Jawaharlal Business School, Jawaharlal College of Engineering and Technology, Nehru Group of Institutions, Palakkad, Kerala

ABSTRACT

Ethics in public relations plays a vital role in human communication. It brings the credibility to organizations. Insurance ethics is a subset of the general discipline of ethics. Excellence in insurance industry can be achieved by ethical practices. This article narrows down the discussion to ethical decision making, there is need to understand what constitutes ethical decisions and the factors that influence them. It also throws light on ethical challenges that the insurance industry is faced with; and the ethical codes that guide the practice of individuals in the insurance industry. Organizations need to ensure that the codes of ethics are practically implemented for the betterment of all the stakeholders. The responsible advocacy theory is one of the latest theories of ethics in public relations. It focuses on the responsibilities of public relations practitioners. It is based on three major principles of public relations ethics: the comparison of harms and benefits, respect of persons, and distributive justice. It encourages avoiding all harmful contents, guaranteeing the public interest, safeguarding the human dignity and maintaining justice in communication.

Keywords: Ethical Decision Making, Ethical Codes, Responsible Advocacy Theory

1. INTRODUCTION

Industrialization has been a two-edged sword. Since the latter half of the nineteenth century, as a result of the American Industrial Revolution, large industrial combines have served to create jobs, spawn small support and ancillary businesses, and create innovative products and services that continually reshape lifestyles. Industrial combines have shifted wealth to the hands of a few, created new social classes, increased population and urbanization, and formed at times poor working conditions and labor unrest, as well as fostered productive working conditions, neighborhoods, and natural environments that have sometimes taken advantage of and sometimes strained people's risk tolerance.
Philippians 4:8

"Finally, brethren, whatever is true,
whatever is honorable, whatever is right,
whatever is pure, whatever is lovely,
whatever is of good repute, if there is any

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excellence and if anything worthy of praise, dwell on these things."

"Business ethics" is a concise, but in many ways misleading, label for an interdisciplinary

field covering a vast range of normative issues in the world of commerce. Insurance Ethics being part of business ethics is broadly a sub set of ethics in general, thus a definition of what ethics in general means may be helpful in clarifying the concept of Insurance Ethics and distinguishing it from any other kind of ethical approach.

By the mid twentieth century, political philosophers were paying much less attention to political economy and focused almost exclusively on issues of justice in public-sector rather than private-sector institutions. Or to put it another way, they were much more preoccupied with the justice of redistributing wealth than they were with issues of justice arising in the creation of wealth.

2. OBJECTIVE OF THE STUDY

Insurance industry is suffering from an ethical dilemma. Privatization in the sector has covered the heights of capital market. Forces of market also appeal customers to cover their risk against the hazards of nature available through insurance market. Need of insurance has diversified with time in other areas like tax benefits, money endowment etc. New aspirations of customers are towards capitalization of insurance against the social pattern. Sometimes, under the avenue of capitalization, insurance activities go beyond the values and ethics. Therefore, the study is covering the following objectives for justification.

- Appreciate the role of ethics in society.
- To identify unethical practices of insurers in insurance sector.
- Understand the nature of insurance ethics.

METHODOLOGY

The researcher has utilized secondary data collection method to collect data from the sources both internal and external to the organization. The sources of secondary data are:

- Company information
- Reports and feedback from a dealer, retailer, and distributor
- Business journals
- Social Books
- Business magazines
- Internet, where wide knowledge about different areas is easily available.

3. HISTORY OF INSURANCE IN INDIA

In India, Insurance has well established history of more than thousand years. In Rigveda, there is a concept called Yogakshema, which means prosperity, wellbeing and security of people. The modern form of Life Insurance came to India from England in the year 1818. Oriental Life Insurance Company started by Europeans in Calcutta was the first life insurance company on Indian Soil.

Bombay Mutual Life Assurance Society heralded the birth of first Indian life insurance company in the year 1870, and covered Indian lives at normal rates. In the year 1912, the Life Insurance Companies Act, and the Provident Fund Act were passed. On 19th of January, 1956, that life insurance in India was nationalized. About 154 Indian insurance companies, 16 non-Indian companies and 75 provident were operating in India at the time of nationalization. The Parliament of India passed the **Life Insurance Corporation Act** on June 1956, and the Life Insurance Corporation of India was created on September 1956, with the objective of

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spreading life insurance much more widely and in particular to the rural areas with a view to reach all insurable persons in the country, providing them adequate financial cover at a reasonable cost. The LIC had monopoly till the late 90s when the Insurance sector was reopened to the private sector. At present there are 28 general insurance companies including the ECGC and Agriculture Insurance Corporation of India and 24 life insurance companies operating in the country.

The insurance sector is a massive one and is thriving at a speedy rate of 15-20%. Together with banking services, insurance services add about 7% to the country's GDP. A well-developed and evolved insurance sector is a boon for economic development as it provides long-term funds for infrastructure development at the same time strengthening the risk taking ability of the country.

4. UNETHICAL PRACTICES IN INSURANCE

Nature and Generation Agent and broker play an important role in the marketing of the insurance plans and policies. Today, more than 70% of business is carrying through insurance agents by their personal contact and relationship with the customer. The insurance agent is in a position of trust. On his assurance, the policyholders entrust their small savings to an insurer. An agent has the right to get remuneration in lieu of his functions, to get commission on the insurance business secured by him and the amount of premium due on renewal of existing insurance policies as per prescribed rules. Insurance intermediaries like insurance agent and broker provide in correct information on the transaction cost leading to information asymmetric in the hand of customer. A broker's strategy is often sales-driven and

focused on insurance solutions instead of customer orientation. Therefore, brokers are unable to offer services originating from companies' needs. Direct marketing as per the National Association of Insurance Commissioners (NAIC) regulations provide for bringing more transparency to buyers, it also saves buyers against the misleading of agents like the case of Metropolitan Life Insurance Co. where the agents were selling whole life policies as retirement plans due to high rate of commission. Things go wrong in insurance when the agent becomes concerned with the commission that he will earn from the policy, rather than the benefits to the prospect. Business policy, marketing policy in particular, followed by insurance companies are too old and outdated. The companies' expense little on the research and development of the insurance sector. Premium charged by the insurance companies in India tends to be relatively high due to obsolete and rigid actuarial practices and inefficient operations. Quality of services is poor compared with the pricing or premium rates charged for services. Prior liberalization, the LIC had enjoyed a monopolistic exploitation with limited products. As competition increases and the product life cycle shorten, the actuary is under increased pressure to respond quickly to changes in the market place. In the first decade of privatization, the focus was more on expanding and stabilizing the business applying the prevailing business models rather than onto cover the risk of individual in fewer funds, health insurance is very suitable tool of insurance. Very often, in developed countries, it is most favorable by employer to divert health and hygiene related risk of his employees. Health insurance benefits the poor and the weak people in terms of better coverage and health services at lower costs without the negative aspects of cost. The experience from other countries suggest that

if health insurance is left to the private market it will only cover those which have substantial ability to pay leaving out the poor and making them more vulnerable. Hence, India should proactively make efforts to develop Social insurance pattern.

Insurance sector faces many more unethical practices such as untrue advertisements, half-truths and nondisclosure of material information regarding what the policy covers and what it does not. They advertise themselves king of the market by false statement of competitor. Indian insurer misrepresents competitor's product to gain a competitive edge. Private sector develops and introduces only those policies/schemes, which involve minimum risk burden and are more profitable to them. They overlook the interest of common people. Business of life insurance in India, is suffering regional imbalance due to favor of some states and union territory of India. Business of new companies also skewed in some favor states. In the first decade of privatization, the focus was more on expanding and stabilizing the business applying the prevailing business models rather than on innovation.

5. ACTIONS OF IRDA TO CONTROL UNETHICAL PRACTICES

IRDA is responsible to take action for controlling the agents by both qualitative and quantitative measures. Therefore, IRDA framed and issued agency regulations in the year 2000, providing a code of conduct for agents. These regulations are:-

1. IRDA introduces compulsory pre recruitment training for 100 hours in accredited institutions. For composite agents 50 hours of additional training is prescribed.

2. Agents are getting license only after successful completion of the test conducted by Insurance Institute of India (I.I.I.). The license is only for three years. At the time of renewal, further training for 25 hours is necessary.

3. Strict vigilance on training institutions and review of the quality of their work has been undertaken.

An extensive public awareness drive also initiated by the IRDA on TV, radio and in the print media to make the uninsured know the benefits of insurance. The IRDA has also stipulated obligations on insurers to develop a minimum business annually from the social and rural sectors. Insurance industry is an important part of financial market. IRDA takes steps to make it more flexible.

6. RESPONSIBLE ADVOCACY THEORY

There are many schools of thought in public relations ethics based on teleological and deontological reasoning such as coordination, advocacy, professionalism, game theory, corporate responsibility, functional approach, discursive approach, contingency, and normative theory.

The three basic principles of responsible advocacy theory are modifications of the four basic principles of health care: Respect for Autonomy, Beneficence, Non-Maleficence, and Justice. As advocacy theory allows the public to decide independently and gives chance to bring voluntary changes in their attitudes and behavior, the supporters of advocacy theory note that ethical persuasion is suitable and also necessary to establish the truth in a democratic society based on the culture of freedom of expression. Fitzpatrick & Gauthier stated that the responsible advocacy tries to combine two different ethical roles of public relations practitioners as advocate and social conscience.

In Insurance Industry advocacy should be practiced considering the benefits of both sides by motivating both for the good as the practitioners don't advocate a

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position or course of action for clients and employers only but also for the betterment of the public. The welfare of other, maintenance of justice, self-dignity, honoring other and the common good should be considered as moral values. Public relations professionals have to maintain accountability to the clients or organizations as advocate and also to the public at large as a social conscience.

7. MAKING ETHICAL DECISIONS

The "Character-Based Decision-Making Model" model, developed by the Josephson Institute of Ethics, can be applied to many common problems and can also be used by most individuals facing ethical dilemmas.

It involves three steps:

1. **All decisions must take into account and reflect a concern for the interests and well-being of all affected individuals ("stakeholders").**
   The underlying principle here is the Golden Rule — help when you can, avoid harm when you can.

2. **Ethical values and principles *always* take precedence over nonethical ones.**
   Ethical values are morally superior to nonethical ones. When faced with a clear choice between such values, the ethical person should always choose to follow ethical principles.

3. **It is ethically proper to violate an ethical principle only when it is clearly necessary to advance another true ethical principle, which, according to the decision-maker's conscience, will** produce the greatest balance of good in the long run.

In Insurance industry ethical decision-making refers to the process of evaluating and choosing among alternatives in a manner consistent with ethical principles. In making ethical decisions, it is necessary to perceive and eliminate unethical options and select the best ethical alternative. The organizations must not allow any harmful contents and bad practices. Any lies, false or misleading information can easily destroy the image of the organizations. They must ensure public interest for all the stakeholders. Priority should be given to human dignity over all other materialistic gains and benefits. Proper treatment to every single individual involved in this process is must for successful organization.

❖ **The Process of Making Ethical Decisions Requires:**

a) **Commitment:** The desire to do the right thing regardless of the cost

b) **Consciousness:** The awareness to act consistently and apply moral convictions to daily behavior

c) **Competency:** The ability to collect and evaluate information, develop alternatives, and foresee potential consequences and risks

❖ **Good Decisions are Both Ethical and Effective:**

a) **Ethical decisions** generate and sustain trust; demonstrate respect, responsibility, fairness and caring; and are consistent with good citizenship. These behaviors provide a foundation for making better decisions by setting the ground rules for our behavior.

b) **Effective decisions** are effective if they accomplish what we want accomplished and if they advance our purposes. A choice that produces unintended and undesirable results is ineffective.

Stated generally, acting ethically is simply "doing the right thing", It involves applying individual values and standards to balance various interests and make the best possible decision for all parties concerned. Independent insurance agents and brokers,

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for example, must consider the opposing interests of their employer, the insurer(s) they represent, and their customers. The agent or broker will have varying moral and legal duties to each of these constituents to consider when making decisions. Of course, making ethical decisions will sometimes reduce

8. CONCLUSION

Ethics is an integral part of public relations. Ethical practices build the trust between internal and external publics of any organizations. Success of any organizations depends on people's trust and confidence gained by them. The findings of the study show that the organizations set different codes of ethics but they lack the strict execution techniques. The organizations need to enforce obligation to follow the ethics, monitor their public relations activities accordingly, and take exemplary actions against those who are involved in any unethical practices. Insurance should not be considered merely a tool of profit making; it must contain the components of responsible advocacy. The proper application of 'Responsible Advocacy Theory' can help the practitioners to establish the universal principles and moral values in public relations. The Insurance organizations can succeed by establishing these important values in their day to day practices.

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STRESS AND WORK LIFE BALANCE WITH REFERENCE TO THE WORKING WOMEN IN CURRENT SCENARIO

K.R.Chandrakala

Senior Assistant Professor, Nehru School of Management @ Ncerc

ABSTRACT

Women play a necessary and various roles in the lives of people around them. The time, efforts and pain they spend for their family and their work place exploit their physical, psychological wellbeing, behavioral and societal components and these factors leads to stress. Stress is a situation where the employee is not able to react to the work pressure in a positive way to contribute to his/her goals and in turn it has negative psychological impacts on the employees. Stress at work, stress of raising children, the stresses that come with aging parents, organizational politics, work shifts etc — any of these situations could provide a moderately high amount of stress and impacting on Work Life Balance of women professionals in India. Work – life Balance of professional women employees has become a prominent issue since the time where both men and women uniformly share the responsibility of earning for the betterment of their family life. The main aim of the study is to have a proper understanding of stress and work life balance among working women.

Keywords: Stress, Work Life Balance, Working Women.

1. CONCEPTUAL BACKGROUND

We are currently living in stressful times holding down two or more jobs, building and trying to hold up unreasonable performance parameters which all result in higher stress levels. We also tend to tolerate a lot of unfair work place environmental issues and adhering to the whims of our supervisors for the fear of losing our jobs. There are also situations where people have already been laid off looking for new openings, which is equally stressful. The other form of adjustment is when we have given up with the current situation and are trying to cope up with the social pressure etc. All of these strains are called stressors. Stressors are the barely-tolerable pressures that bring us unhappiness and eventually disease. The independence of women in the workplace has moved leaps and bounds from independence. The journey from being only a skilled homemaker, women of the modern day have nurtured themselves such that they are not only at par with some male counterparts.

Although this new generation of women is working towards financial independence showing a great deal of resolve, it is not always a bed of roses and the journey often wears them out completely. Nowadays both parents are working toward the financial independence for the betterment of the family. These varied responsibilities can lead to humongous amounts of stress for the woman and these stress levels multiply if her family, in this endeavor, does not support the woman. Work-Life Balance is a mutual relationship of work and family responsibilities.

This inconsistency between job life and family life creates psychological ineffectiveness of the employees. In current scenario the term "work family balance" has become obsolete and has been replaced by "work life balance"(Hudson Resourcing, 2005). Non-work life includes all the possible scenarios of nonpaid commitments to family and society and all of these issues can be applied to all employees be it men, women, parents etc.

Some of the other life events that need to be balanced with work-life may include study, sport, travel, charity work, personal development, leisure or eldercare. For a woman employee the personal and professional lives are just like the two sides of the same coin. The pressures arising from the job and the family are incompatible and essentially give rise to imbalances (Peeters, Montgomery et al. 2005). Traditionally the women workforce of India had its stronghold only in the non-managerial and labor related work domains. Now times have changed and women are virtually in all positions of organizations. The changes in the work acceptance have changed the woman's duties and responsibilities to the family as well as towards the society (Mathew and Panchanatham 2009). Hence

Work Life Balance as a theory should be investigated and focused on.

2. REVIEW OF LITERATURE

Stress

At present as the employees increasingly face conditions of overwork, job insecurity, low levels of job satisfaction, and lack of autonomy, stress in the work areas is one of the most troubling outcomes of such scenario. Workplace stress not only has personal impact on the employees' health and wellbeing but also directly affects the productivity and performance in the workplace. Stress is a very common term and most of the people are familiar with this term. "The causes of stress can be environmental, social, biological, psychological factors that challenge an individual to change or adapt"(Bourne and Yaroush 2003). For example the environmental factors could encompass the family or workplace or social pressure which leads to stress and the individual factors could comprise of the nutritional status, emotional wellbeing and overall health levels of an individual(Bourne and Yaroush 2003) (Gazzaniga, Heatherton, & Halpern, 2010). In general, stress outcomes include mental and physical symptoms and complaints (Ramasundaram and Ramasundaram 2011).

Job stress tends to lower the employees' performance and job satisfaction. Stress at work are the result of increase complexities of work and its conflicting demand, and has become a major and pervading feature of the modern era. As per (Babatunde 2013)work stress has a common fact that it leads to raise adverse wellbeing and performance of the employees and increases the worries of various organizational and behavioral studies. Job stress is a manifestation of individual psychological and physiological

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phenomenon that occurs when the worker is uncomfortable and when undesirable threats occur in the work environment (Ismail, Hasan et al. 2013). 218 Strategic Human Resource and Business Management: A New Approach (Lester and Brower 2001) and (Perdine, Bill et al. 1997)found that multiplier effects hold true for stressors and more of stressors cause more stain in workers. Also, the combined and cooperating presence of non-work related stress and work related stress create strain in workers, which are capable of affecting their morale and job performance deleteriously. "Frequent absenteeism, mood disorders, tardiness and intentions to quit are usually predictors of stressful working conditions" (Sandmark&Renstig, 2010).

Generally, work stressors can have an effect on all employees, but they tend to have very different outcomes in the women who have very low paid jobs which might be extremely negative for the environment(Snow et al., 2003).

Work-life balance by definition tends to create awareness that the employees need to create a distinct division in time for work and personal life related things. This idea needs to be endorsed by the employers to make it feasible for the employees. Their policies, procedures, expectations and actions should enable employees to achieve the necessary balance. A proper work-life balance helps to reduce stress in most employees. Since stress and unhappiness occur when the employees spend a major portion of their time on work-related activities and neglect other meaningful constituents of their lives like family, friends, personal growth, spirituality, self-care, community sharing, and other personal activities.

To have clear understanding of work life balance person should first figure out the

expectations and prioritize these according to person and profession. The utilization of personal resources must be optimizes accordingly. With such contingent decision, the individuals would have better chances to contribute for organizational accomplishments without stress. According to Chandra (2012) Work life balances is a way in which individuals counteract to the situations so that one can fulfill its task as well as aspirations and can shared a common benefit of the individual, business and society at large.

Pandu et.al. (2013) stated that Work life balance is the relationship between the paid job and unpaid job which includes families, society and individual development. Also due to the fast changing environment, work life balance has become an issue for all over the world for both the genders, all the working professionals at any industry.

Every job whether that is in corporate, automobile industry, investment banking, IT sector or education sector is becoming the main reason of stress among employees. Due to exposure to such strenuous situations the employees become liable to adverse environmental stressor, which harms performance and ability to cope up.

3. STRESS AND WORK LIFE BALANCE AMONG WORKING WOMEN IN CURRENT SCENARIO

Work life balance is one of the most important factors why people tend to move away from their goals and deviate from the expected path of progress. There are various studies focusing on importance of work–life balance among working women which highlights the impact of multiple roles on the health and well-being of professional women. Making a perfect balance between challenging career and life outside work is a complex task for working women. There is

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no 'one right path' for all women but rather a complex set of decisions that need to be taken for the women to respond rightly to the situation she is faced with

In the traditional society, women's role was certainly limited to the family. Her main task was to look and take of their children. She was also expected to perform all the duties of mother and homemaker. This was no small feat, since the traditional household may be described as both a production and a consumption unit. The man's sole responsibility was to provide the sustenance of the household Strategic Human Resource and Business Management: A New Approach 219 through providing raw materials essential for survival and wielding the authority to use rudimentary tools to secure said resources, (Rajasekhar 2013). In India, the women have struggled harder than the western countries to establish an identity in the workplace. The most vital concern is that women tend to have more time saving devices but less time. Women tend to be excessively stressed by life, which seems to keep speeding up on them. In comparison to men, women reported greater career and family stress and lesser institutional support in balancing parenthood and career. (Elizabeth et al. 2005).

The essential catch in the theory behind the concept of Work-Life Balance is that every individual has varying and sometimes unique demands from their lives due to the various roles played by them in the different facets of their lives for example, mother versus worker versus housewife (Ford et al. 2007).Role overload, dependent care issues, quality of health, problems in time management and lack of proper social support are the major factors influencing work life balance of women employees in India (Mathew and Panchanatham, 2011). The major are education, incoming ratio, professional experience, stress and work

load and stressors of professional women's work family conflict (Fan Wei and Liangliang, 2009). The number of hours worked per week, the amount and frequency of overtime, inflexible work schedule, unsupportive supervisor and an inhospitable work culture has proved to a greater stressor and it causes stress in the women's family and work roles (Krishna Reddy et al. 2010). Gunavathy (2007) conducted a study of married women working in the BPO industry of India where he focused on the complications that arose when there is a conflicting situation in the work and life and its impact on the Work Life Balance. The study revealed that more than two-third of the respondents' work-life imbalance and primarily on account of work personal life. All the factors that caused such imbalances were termed under only 2 of the classes-work and personal.

The non-personal factors comprised work-related factors, time related factors and relationship-related factors. The personal factors constituted lack of family support, marital conflicts and frequent change in sleeping patterns. The study then finally concluded that here were 3 main consequences of work life imbalance- stress, ill health and poor performance on the job. Stress at work, the stress of raising children, the stresses that come with aging parents — any of these situations could provide a moderately high amount of stress.

Most women play various roles and hence are exposed to multitudes of stress. Continuous and increased exposure to stress in various roles diminishes their capacity to withstand any additional stress. Divorced and single women, living alone, more than likely have 80-100% of childcare responsibilities as well as the household chores. Consequently, these women are more likely never able to find time to relax or unwind to a stress free state. In technical

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terms, stress is the manifestation of various kinds of demands on the human beings life cycle.The negative effects related to stress in the workplace occur when the pressures are high due to increase demand, being in a hostile work environment or in an unsuitable job. Some individuals with a higher degree of control can predict levels of stress and can control exposure and impact of stress and therefore these people in turn successfully avoid most stressful encounters. The links between workplace stress and work life balance are targeted towards those women who are taking addition professional developmental activities, which build on the existing stress. The solution to avoiding the negative effects of stress is by maintaining an appropriate Work Life Balance.

4. OBJECTIVE OF THE PAPER

The purpose of this research paper is to have in-depth understanding about stress and work life balance undergone by working women employees. The paper is based on extensive literature available in the form of research papers, reports, articles etc.

1. To have in-depth facts about Stress and Work Life Balance and to uncover out the factors leading to Stress and its impact on Work Life Balance.
2. Evocative of some strategies to reduce stress and maintaining Work Life Balanceλ

5. ANALYSIS AND FINDINGS

Factors leading to stress and impact on work life balance

a. Excessive work:

The working woman faces many roles in her life including those from children, in-laws, husband, social circles and work. To add variety of roles she also has to be good in all these roles which put an increasing pressure on her. If the work becomes increasingly demanding then she is force to take the work home and hence hampers all her roles back home. We have seen that majority of the working women are burdened excessively both in their work and their family responsibilities. This is one of the biggest contributors to the work life imbalance and leads to undesired conflict situations.

b. Work and family life:

As women climb up the hierarchy in their organizations they are expected to put in same amount of work in the office as her colleagues which is sometime 12- 16 hours a daily. Once the women has broken the glass ceiling to climb up the corporate ladder she needs to work to prove her worth and hence has to choose work over family in many cases. This leads to reduced exposure to family concerns and hence an increased tension in her family life.

c. Time:

As working women are constantly juggling between two full time jobs, taking multiple roles in both domains, there is a lot of work pressure resulting in work life conflict. There is an equal if not a higher pressure on the woman to perform all her responsibilities with the par excellence standards. By trying to achieve the goals set by others, the working woman tends to overstretch beyond a point of no return where she becomes excessively stressed. The above conclusion indicated that the working women is not able to find any true reclose for her passions and

is continuously fulfilling her multiple responsibilities.

d. Jagged playing field:

Male counterparts in the organization enjoy the liberty of putting in tedious hours of work so that they may climb up the professional ladder with ease. The woman on the other hand has to draw a fine line to balance her work ambitions and her other responsibilities. Particularly in the Indian context the women is supposed to be the sole caretaker of the children and hence by performing her family obligations directly jeopardizes her work progressions and this lead to stress and imbalance work life

e. Winding Self-goals with obligations:

Most women while joining the workforce do so because they think it would benefit them reaching their ideal self-image. But in reality this is almost never true. Once the woman moves from a single to a family life she more often than not has to move away from her ambitions and has to settle for whatever comes her way. This causes a sense of lack of achievement that is major stressor in women in the present days.

6. SUGGESTIONS AND RECOMMENDATION

Organizational support in the HR practices has a great impact on work life balance equation experienced by the employees. If organizational support system is functional and active then there may be a significant increase in the work life balance. Every employer's has concerns for the basic health and well-being for employees. Some of the more traditional and modern work outs are also being offered in the office space like yoga and zumba classes for employees to distress before they are headed home. Leave provision such as family leave, child care leave and parental leave etc will also try to create a positive impact of the distressing efforts of the employees

There is a direct correlation between the work related injuries impacting the women's ability to meet the due physical recovery targets, towards job security and other concerns. Strategic Human Resource and Business Management: A New Approach 221 On the job education and training sessions may be arranged for working women to improve efficiency and use creativity and innovation to manage their various roles. Increased autonomy at work, fewer hours worked, and increased managerial support are associated with less overall work interference with family.

Managers tend to have direct impact on reduced interference with the family by providing for all of the above-mentioned relaxations. Most managerial women are seen to be more supportive for work and personal life balance. The presence of such supportive structure facilitates a greater job and career satisfaction, much less work related stress, lesser intention to quit, greater family satisfaction, extremely reduced numbers of psychosomatic symptoms and a more positive emotional self for the working women and workers in general.

It has been proved that women employees have a lower work life balance hence employers may have some provisions like: team assignment, colleague support at work place, flexi assignment and a

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non-hostile work place environment. The ability and capacity to work under stress is a major component of work life balance. Hence, the presence of a lower or negative organizational stress elevates the morale of the employees leading to increased efficiency, answerability and commitment. Therefore helps the working women in climbing the organizational ladder. Work from home has become a recent trend.Many people tend to choose when there is some issue needs consideration at home and cannot be done in office. This policy of work from home is also referred to as 'telework' or 'telecommuting'. This works out to be very beneficial for the employees by allowing them to take care of personal and family needs but also not feel guilty about missing work.

7. CONCLUSION

Work life balance is a state of balance in which both the personal and professional life is balanced. Each of the multiple roles, which are expected of working professionals, needs to be executed perfectly. But this is not always an easy task as the professionals have their own priorities. Stress is used by people to define a situation where they feel that they have lost control but are still blindly following the path which is supposed to lead to the organizational outcome. In designing the stress and work life policies all the employers must think about the possible commitments for employees. A well balanced life for working woman is when she is able to use her energy and efforts to maintain whatever she thinks is most important to her. Because of the

multifaceted demands, women are more likely to arrive to work, stressed before their workplace demands begin. The perceived breadth of control over a situation is considered to be a great predictor of stress. Therefore a woman working in an environment with little flexibility or choice would be a greater risk of distress than a climate of no-voice. Can it be safely concluded that if women are now in their own businesses tend to be more stressed than women working for others? Interestingly, women's stress problems do not vary greatly. Women are built to be multi-taskers and hence they thrive in environments of multi-faceted roles. Work, family and home are not separate and the issues around balance prevail even if a woman works for herself or for someone else. Women who owe their own business have the identical childcare and home concerns as others who are working for someone else. However, women, working for their own ventures tend to nurture a positive outlook for the business and hence have seen to handle stress better.

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