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Contents

An International Bi-annual Refereed Research Journal

Aims & Scope

SAARANSH is an international bi-annual refereed research journal published by RKGIT (MBA), Ghaziabad. The objective of the journal is to provide a forum for discussion of advancement in the area of management. The journal published research papers, articles, book reviews & case studies. The journal invites manuscripts on all aspects of management and business environment. The information, contents, opinion and data appearing in the articles and advertisement in the journal are the sole responsibility of the concerned author (s) or the advertisers. The Editor, Editorial Board and publisher disclaim responsibility and liabilty for any statement or opinion made by the contributors.
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FROM THE DESK OF THE EDITOR ✍

The present issue carries eight articles. The first article provide guidance in predicting the factors like job security, work environment and pay satisfaction that contribute in anticipating the commitment level of PNB and ICICI Banks employees.

Second article investigates the revenue collection of Goods and Service Tax (GST) month wise and its growth in India.

Third article focuses on the Impact of innovative human resource practices on organisational performance.

Fourth paper aims to study the growth of internet users in India with contrast to China and United states.

Fifth article is to explore and analyze the impact of IBC on the financial health of our country. The author in the paper has highlighted the ambiguities in the IBC CODE with the help of the few cases reported under the IBC till date and has tried to explore the possible solutions.

Sixth article is reviewing major streams of analysis examining the connectedness of funding limitation for entrepreneurship.

Seventh article made an attempt to study that whether celebrity endorsements influence the product purchase decisions.

Eighth article focus on the importance of a study on-the requirement of human values in the era of technical education.

We hope, it will be useful for the readers to better understand the modern dynamic India & volatile business world. Moreover, I am thankful to all the authors for contributing their research work & express my heartiest gratitude for their valuable support with expectation of your patronage in future.

–Dr Vibhuti

EXPERT'S-COMMENTS
for
"SAARANSH" RKG Journal of Management

Prof. Jagdish Prakash, Ex Vice Chancellor, University of Allahabad

✍ ***SAARANSH*** *is a very standard journal in the area of management which includes empirical articles bynational and international authors'*

Prof. R. C. Saraswat, Vice Chancellor, Dr. Ram ManoharLohiyaAvadh University, Faizabad

✍ *'I am pretty sure that the professionals and faculty of various colleges will contribute in the forthcoming issue of the journal.'*

Prof. Vinay Kumar Pathak, Vice Chancellor, Dr APJ Abdul Kalam University, Lucknow

✍ *"The efforts of the editorial the board are appreciable keeping in view the keen interest being taken in the journal both by academician and executives throughout the country."*

Prof. R. L. Tamboli, Professor & Head, Deptt of ABST,ML Sukhadia University, Udaipur

✍ *'The journal will be getting commanding heights in India, and thereafter abroad, positively.'*

Dr. A. K. Bajpai, Professor, Mechanical Engineering Dept, M.M.M. Engineering College, Gorakhpur

✍ *The outcome of this Journal from your Institution helps in development better academic environment in your College. The Engineering & Management community; Business and Industry and Society all are going to be benefited by your efforts.'*

Prof. Prithul Chakraborti, Head, CMS, JIS College of Engineering, Kalyan, Nadia

✍ *'I appreciate the quality of the contents of the journal.'*

Prof. V. Vijay Durga Prasad, Professor and Head, MBA, PS College of Engineering & Technology, Vijayawada

✍ *'The significant point which I liked is the feedback form about the articles published in the issue.'*

Prof. (Dr). G. K. Upadhyay, Director, Sri Sri Institute of Technology & Management, Kasganj

✍ *'It proves to be a result of great hard work & creativity'*

Dr R. K. Singh, Faculty, MONIRBA, University of Allahabad, Allahabad

✍ *'The journal is overall an excellent attempt'*

CONTENTS

An Empirical Study of Organizational Commitment of PNB and ICICI Banks with Special Reference to Ajmer Division

Dr. Inderpreet Chhabra*
Anupama Sharma**

ABSTRACT

In today's competitive environment the biggest challenge faced by organization is to retain its talented employees. Normally organization commitment and job satisfaction are positively related with each other. Organization try to put their efforts in strengthen the commitment level of employees towards the organization, so to achieve stability, profitability and to reduce costly turnover and absenteeism. Organizational commitment refers to the individual's psychological attachment to the organization. The purpose of this research paper is to provide guidance in predicting the factors like job security, work environment and pay satisfaction that contribute in anticipating the commitment level of employees. Data was collected from 150 managerial and non-managerial employees working in PNB and ICICI banks of Ajmer District. Data was analyzed using statistical techniques like t-test and ANOVA using SPSS 16.

Keywords: Organization Commitment, Job Security, Work Environment, Pay Satisfaction

1. INTRODUCTION

In Today's competitive era organization commitment is an issue of prime discussion, especially for the managers and employees of the organizations. Organization commitment affect employee's performance therefore treated as an issue of great importance (Shore & Martin, 2017). Organization commitment can be defined as the strength of feeling of responsibility than an employee as towards the mission of the organization. Organization commitment and job satisfaction are positively related and equally important for the profitability and growth of the organization as well as the main stability and reduce turnover and absenteeism cost of the organization.

Organization commitment is defined as an attachment to the organization characterized by an intention to remain in it, and identification with the value and goals of the organization and a willingness to exert extra efforts on its behalf An Individual psychological bound to the organization including a sense of job involvement loyalty and belief in the value of the organization.

Organization commitment is a feeling of bond and attachment which link the employee to the organization and unite them around a common goals and values (Balay, 2015). On the basis of above definitions the organization commitment has the following characteristics–

- It includes a feel of job involvement, trust in the organization.
- Organization objective and values are accepted by committed employees.
- The employees are willing to remain in the organization according to organization commitment.

Organization commitment plays a vital role in the banking industry. Organization like banking sector which are considered to be one of the stressed-out jobs in the world (Ebiringa, 2015). Long working hours and inefficient use of technology are the two main reasons of lack of job satisfaction and low commitment level among employees in the organization. Banking sector is one of the fanciest sectors for young business graduates. But the problems they face after joining the banking sector greatly affect their commitment level, and

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* Dr. Inderpreet Chhabra, Professor & Principal, Aryabhatta College of Management, Ajmer,
   drinderpreet.chhabra@gmail.com., Mobile:7822999969
** Anupama Sharma, Assistant Professor, Aryabhatta College of Management, Ajmer,
   anupama.2791@gmail.com, Mobile:7597723686

in turn raise the issue like turnover, absenteeism and under-performance.

TYPE OF ORGANIZATION COMMITMENT

Meyer and Allen describe organization commitment as a 2- Dimensional concept which consist of Affective and Continuance commitment, Later Allen redefine the model in 3-Dimensional model by adding a new concept or third dimension i.e. Normative commitment.

● **Affective Commitment—**Affective organization commitment defines how much employee likes to work in the organization, has a tremendous effect on employee and organization performance. Higher level of affective organization commitment encourage employee to put its greater efforts in the work of organization which improve the productivity and growth of the organization and maintain staility in the task of employee.

● **Continuance commitment—**The moderate level of Organizational Commitment is characterized by a reasonable acceptance of organizational goals and values as well as the willingness to exert effort to remain in the organization. This level can be viewed as are reasonable or average commitment, which implies partial commitment.

● **Normative commitment—**The individual commits to and remains with an organization because of feelings of obligation, the last component of organizational commitment. These feelings may derive from a strain on an individual before and after joining an organization.

2. LITERATURE REVIEW

Darwish Abdulrahman yousef (2017), has investigate direct and indirect relationship between job satisfaction, organization commitment and attitude towards organization change and their dimension. Results indicated in the investigation department are highly supervised whereas they are slightly with work condition, job security, but they have low satisfaction with pay and promotion facts of the job.

Kamasey et. al (2014), have examined the impact of sex and managerial status on occupational stress and organizational commitment in Ghanaian banking sector. The result exhibited that the male workers have higher level of commitment than female workers. On the other hand, there was no significant difference found between managers and non-managers regarding organizational commitment.

Sharon Glazer and Bradford Kruse (2008) examined affective organizational commitment (AOC) and continuance organizational commitment (COC) as moderators of the relationship between job-related anxiety and intention to leave among 506 Israeli nurses who completed self-administered surveys. Both AOC and COC buffered the relationship between job-related anxiety and intention to leave the hospital.

Omar and Shittu (2005) conducted a study of pay satisfaction among supermarket employees in the U.K. The researchers used a non-experimental, quantitative design of employees who worked for Tesco, Sainsbury, Asda, and Safeway, which are leading food retail organizations in the U.K. Omar and Shittu's (2005) literature review was thorough, current, and compared theories about pay satisfaction and job satisfaction.

Waldman, Kelly, Arora, and Smith (2004) conducted a study investigating the cost of employee turnover. The researchers examined the turnover cost of an academic medical center in the Southwest U.S. A sampling plan resulted in data produced from multiple databases at this academic medical center. Learning Curve (LC) algorithms were used to measure the costs of hiring, training, working, termination, and Cost of Reduced Productivity (CoRP).

Sharon Glazer and Bradford Kruse (2008) examined affective organizational commitment (AOC) and continuance organizational commitment (COC) as moderators of the relationship between job-related anxiety and intention to leave among 506 Israeli nurses who completed self-administered surveys. Both AOC and COC buffered the relationship between job-related anxiety and intention to leave the hospital.

3. HYPOTHESIS

H_{01} : There is no significant difference in the level of Organizational Commitment among

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Managerial and Non Managerial employees of PNB.

H_{02}: There is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of ICICI Banks.

H_{03}: There is no significant difference in the level of Organizational Commitment of Managerial employees of PNB and ICICI Banks.

H_{04}: There is no significant difference in the level of Organizational Commitment of Non Managerial employees of PNB and ICICI Banks.

H_{05}: There is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of PNB and Managerial and Non Managerial employees of ICICI Banks.

H_{06}: There is no significance difference in the level of organization commitment among the Managerial and Non-Managerial employee of PNB with respect to gender.

H_{07}: There is no significance difference in the level of organization commitment among the Managerial and Non-Managerial employee of ICICI with respect to gender.

H_{08}: There is no significance difference in the level of organization commitment among the Managerial and Non-Managerial employee of PNB with respect to income.

H_{09}: There is no significance difference in the level of organization commitment among the Managerial and Non-Managerial employee of ICICI with respect to income.

4. RESEARCH METHODOLOGY

Research Type—The research is exploratory in nature and tries to find out the factors which contribute in organization commitment between managerial and non-managerial employees of PNB and ICICI banks of Ajmer division.

Sample size—A sample size of 150 respondents was taken for research purpose out of which, 75 respondents were Managerial and 75 were Non-Managerial from PNB and ICICI banks of Ajmer division.

Sampling Technique—The sampling technique used for the sampling is convenience sampling.

Tools for Data Collection—To fulfill the objective of the study, primary data was collected from the field with the help of scale of **Anukool M. Hyde and Rishu Roy (2006)** and was used with which contain 30 variables. The split-half reliability coefficient was found to be 0.89.The reliability index was calculated, which indicate high validity on account of being 0.94.

Tools for Data Analysis—Data were analyzed using Statistical techniques like T-test and ANOVA.

Sample Design-

	PNB bank	ICICI bank
Managerial	68	87
Non-Managerial	84	70
		150

Organization Commitment

5. RESULT AND DISCUSSION

Reliability Test: Cronbach Alpha

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100
	Invalid	0	0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha based on Standardized Items	N of Items
.836	.849	30

The obtained alpha score is 0.836, which indicates that the scale has high internal consistency (reliability).Cronbach alpha is a reliability coefficient that indicates how well the items are positively correlated to one another. The closer the Cronbach alpha is to 1, the higher the internal consistency. As a thumb rule, values of below 0.6 are considered to be poor, 0.6 to 0.7

ranges are acceptable and those over 0.7 are excellent.

Test of Normality (One sample kolmogorov-Smirnov)

One-Sample Kolmogorov-Smirnov Test

		VAR00001
N		150
Normal Parameters[a]		
	Mean	111.8000
	Std. Deviation	11.21660
Most Extreme Differences		
	Absolute	.062
	Positive	.062
	Negative	-.047
Kolmogorov-Smirnov Z		.756
Asymp. Sig. (2-tailed)		.616

a. Test distribution is Normal.

It also shows an Asymp. Sig. (2-tailed) value of .616 (this is also known as the p-value). If the p-value is less than .05 reject the normality assumption and if the p-value is greater than .05 than proceed with the assumption of normality. Since the p-value is .616 which is greater than .05 there is no reason to doubt the distribution is normal.

RELATED HYPOTHESIS

H_{01}: There is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of PNB.

Group Statistics

Designation	N	Mean	Std. Deviation	Std. Error Mean
Total Managerial	11	1.18182	8.04759	2.42644
Non Managerial	61	1.07662	7.85681	1.00596

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	Upper
Total Equal variances assumed	.203	.654	4.076	70	.000	10.52608	2.58268	5.37509	15.67708
Equal variances not assumed			4.007	13.666	.001	10.52608	2.62670	4.87941	16.17275

The p value (.654) is not significant at 0.05 level. It means that there is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of PNB. The result of the study indicates that designation of government jobs of public Banks has no impact on level of Organizational Commitment as the Managerial and Non Managerial employees of public sector feels that their jobs are somehow secure and they will get all allowance and policies with their job and after retirement also. Commitment cannot be generated in overnight. Employees must stay at a considerable length of time in organization then only commitment will start generating in their minds. **Loui (2015)** for instance also found that designation did not affect commitment. Organizational Commitment was significantly related to trust, job involvement and job satisfaction.

Hence it may be concluded that employee's designation did not significantly affect the level of Organizational commitment of Nationalized Banks.

> H_{01} : Stands Not Rejected
> H_{11} : Stands Rejected

H_{02}: There is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of ICICI Bank.

Group Statistics

Designation	N	Mean	Std. Deviation	Std. Error Mean
Total Managerial	48	1.12422	13.08700	1.88895
Non Managerial	31	1.16422	11.92413	2.14164

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Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Total Equal variances assumed	1.765	.188	-1.374	77	.174	-4.00269	2.91399	-9.80518	1.79980
Equal variances not assumed			-1.402	68.407	.166	-4.00269	2.85565	-9.70043	1.69505

The p value (.188) is not significant at 0.05 level. It means that there is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of ICICI Banks. The result of the study indicates that designation of employees working in Private Banks have same level of Organizational Commitment as they starts with good salary package usually and their promotions will be based on their performance and commitment. They even cannot change their job very frequently because in Private Organization at the time of recruitment Organizations generally checks the commitment of their previous job. **Zeffane (2017)** stated that Private sector employees exhibit greater organizational commitment than public sector employees. The flexibility in management style was associated with greater commitment in the Private sector.

> **H$_{02}$: Stands Not Rejected**
> **H$_{12}$: Stands Rejected**

Hence it may be concluded that employee's designation did not significantly affect the level of Organizational commitment of Private Banks.

H$_{03}$: There is no significant difference in the level of Organizational Commitment of Managerial employees of PNB and ICICI Bank.

Group Statistics

Type of Organization		N	Mean	Std. Deviation	Std. Error Mean
Total	"PNB"	11	1.18182	8.04759	2.42644
	ICICI	48	1.12422	13.08700	1.88895

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Total Equal variances assumed	3.449	.004	1.396	57	.168	5.76515	4.12918	-2.50339	14.03369
Equal variances not assumed			1.875	23.924	.073	5.76515	3.07502	-.58243	12.11274

The p value (.002) is significant at 0.05 level. It means that there is a significant difference in the level of Organizational Commitment among Managerial employees of PNB and ICICI Bank. The level at which individuals work within an organization has some influence on their satisfaction. The result of the study indicates that employees working in both Nationalized and Private Banks are committed to their job, but comparing the mean of both Banks Organizational Commitment of Managerial employees of Nationalized Banks is higher than that of Private Banks, due to following factors job security, job satisfaction, pay satisfaction, low job stress, retirement plans, fix work schedule etc increases level of OC of Managerial employees whereas in case of Private Banks job security is less, no fix time schedule and have higher level of job stress to fulfill their target that might slightly reduce OC of Managerial employees of Private Banks. **Howard and Frink (2016)** found that job satisfaction was positively affected by Managerial

position. That is, Managerial employees were more satisfied with their jobs than their non-Managerial counterparts. In fact, being a Managerial employee indirectly increased satisfaction with co-workers, supervision, work motivation, and life satisfaction. The commitment of managers is essential for the survival and effectiveness of large work organizations because the fundamental responsibility of management is to maintain the organization in the state of health necessary to carry on its work". Howard and Frink (1996) found that job satisfaction was positively affected by Managerial position. That is, Managerial employees were more satisfied with their jobs than their non-Managerial counterparts. In fact, being a Managerial employee indirectly increased satisfaction with co-workers, supervision, work motivation, and life satisfaction. The commitment of managers is essential for the survival and effectiveness of large work organizations because the fundamental

responsibility of management is to maintain the organization in the state of health necessary to carry on its work".

Hence it may be concluded that employee's designation significantly affect the level of Organizational Commitment of PNB and ICICI Bank.

| H_{03} : Stands Rejected |
| H_{13}: Stands Not Rejected |

H_{04}: There is no significant difference in the level of Organizational Commitment of Non Managerial employees of PNB and ICICI Banks.

Group Statistics

Type of Organization	N	Mean	Std. Deviation	Std. Error Mean
NM Total "PNB"	60	1.0775E2	7.88826	1.01837
ICICI	31	1.1642E2	11.92413	2.14164

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Total Equal variances assumed	3.387	.001	-4.150	89	.000	-8.66935	2.08878	-12.81971	-4.51900
Equal variances not assumed			-3.656	43.958	.001	-8.66935	2.37143	-13.44879	-3.88992

The p value (.001) is significant at 0.05 level. It means that there is a significant difference in the level of Organizational Commitment among Non Managerial employees of PNB and ICICI. In this context the null hypothesis namely, "There is no significant difference in the level of Organizational Commitment among Non Managerial employees of Nationalized and Private Banks" is rejected. From the result it may be concluded that Non Managerial employees of Private Banks has a much higher percentage of marketing and sales functions which ultimately increases job stress among employees and on the other hand PNB Banks has a much higher percentage of administrative functions. Given the larger difference in presented functions, the observed difference between both sectors may be (partially) attributable to difference in job content, not to

difference in sector of employment. The results of the study reveal that overall organizational commitment of Non Managerial employees of both Banks differs in commitment level.

| $H_{04:}$ Stands Rejected |
| $H_{14:}$ Stands Not Rejected |

Hence it may be concluded that employee's designation significantly affect the level of Organizational Commitment of PNB and ICICI Banks.

H_{05}: There is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of PNB Banks and Managerial and Non Managerial employees of ICICI Banks.

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Group Statistics

Type of Organization		N	Mean	Std. Deviation	Std. Error Mean
Total	"PNB"	71	1.0937E2	8.72638	1.03563
	ICICI	79	1.1399E2	12.71834	1.43093

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Total Equal variances assumed	9.744	.002	-2.566	148	.011	-4.62114	1.80083	-8.17981	-1.06248
Equal variances not assumed			-2.616	138.708	.010	-4.62114	1.76637	-8.11365	-1.12864

The p value (.002) is significant at 0.05 level. It means that there is a significant difference in the level of Organizational Commitment among Managerial employees of PNB Banks and Non Managerial employees of ICICI Bank. In this context the null hypothesis namely, "There is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of Private Banks" is rejected. The elements of Organizational Commitment includes the actual work and its outcomes, or the intrinsic job satisfaction; pay, benefits, and other rewards directly associated with doing the work, or the extrinsic job satisfaction; and the environment in which the work is done, including relation with coworkers organizational culture, the organization's policies and procedures, participation in decision making, involvement with the organization, and job status. Managerial employees of both PNB and ICICI Banks generally get all these benefits, but Non Managerial employees of Private Banks are somewhat not satisfied with their job this might reduces their commitment level.

H_{05} : Stands Rejected
H_{15} : Stands Not Rejected

Hence it may be concluded that employee's designation significantly affect the level of Organizational Commitment of Nationalized and Private Banks

H_{06}: There is no significance difference in the level of organization commitment among the Managerial and Non-Managerial employee of PNB with respect to gender.

Group Statistics

Sex		N	Mean	Std. Deviation	Std. Error Mean
Total	Male	42	1.09932	9.20602	1.42052
	Female	30	1.08332	8.01866	1.46400

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Total Equal variances assumed	.755	.388	.764	70	.447	1.59524	2.08776	-2.56867	5.75914
Equal variances not assumed			.782	67.188	.437	1.59524	2.03990	-2.47620	5.66668

The p value (.388) is not significant at 0.05 level. It means that there is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of PNB with respect to gender. The Result of the study reveals that due to factors like job security and status employee's exhibit higher level of commitment in public sector organization. Public sector organizations provide higher level of perceived job security and there is a well defined system to hire and retrench employees from the organization. 'Government organizations provide higher level of security', this psychological makeup of employees in India is still valid and is same for both males and females. **Jai Prakash Sharma and Naval Bajpai (2010)** inhis research also concluded that development of public sector was based on the philosophy of 'social development' so in the initial days of development process, focus of public sectors area more on 'social security' and 'social development' instead of 'profit making'. Situation changed in 1991 when new industrial policy unveiled. Surrounding situation changed but the core psychology of Indians about government job has not been changed. As a result 'commitment' seems to be higher in public sector organization as 'job security' is higher in public sector organization.

H_{06} : Stands Not Rejected
H_{16} : Stands Rejected

Hence it may be concluded that gender of Managerial and Non Managerial employee's is not significantly affect the level of Organizational commitment of PNB.

H_{07}: There is no significance difference in the level of organization commitment among the Managerial and Non-Managerial employee of ICICI with respect to gender.

Group Statistics

Sex		N	Mean	Std. Deviation	Std. Error Mean
Total	Male	44	1.14612	12.65135	1.90726
	Female	35	1.13202	12.94286	2.18774

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Total Equal variances assumed	.004	.950	.488	77	.627	1.41364	2.89477	-4.35059	7.17786
Equal variances not assumed			.487	72.300	.628	1.41364	2.90239	-4.37176	7.19904

The p value (.950) is not significant at 0.05 levels. It means that there is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of ICICI Banks with respect to gender. In this context the null hypothesis namely, "There is no significant difference in the level of Organizational Commitment among Managerial employees of Private Banks with respect to gender" is not rejected. The result of the study indicates that commitment level of Managerial and Non Managerial employees working in ICICI Banks has no effect on gender employees. Commitment has become one of the main corporate objectives in recent years. Organization cannot reach competitive levels of quality, either at a product level or a customer service, if their personnel do not feel satisfied or do not identify with the company. Employers normally expect that people with higher level of job satisfaction will have higher level of Organization Commitment. If the employees are highly satisfied with their work, co-workers pay and supervision and drive high level of overall job satisfaction with their job they are more likely to be committed to the Organization.

Hence it may be concluded that gender of Managerial and Non Managerial employee's did not significantly affect the level of Organizational commitment of ICICI Banks.

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H₀₇ : Stands Not Rejected
H₁₇ : Stands Rejected

H$_{08}$: There is no significance difference in the level of organization commitment among the Managerial and Non-Managerial employee of PNB with respect to income.

ANOVA

Total	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	217.604	5	43.521	.556	.733
Within Groups	5166.382	66	78.279		
Total	5383.986	71			

The p value (.733) is not significant at 0.05 levels. It means that there is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of PNB with respect income. This result may suggest that income levels in PNB are good even for both Managerial and Non Managerial employees. Also job security and other benefits enhance OC of employees at all level. **Hom and Kinicki (2015)** also in his research found that Employee's turnover has a number of sole and combined causes depending on a variety of issues dealing with work-related and non-work-related matters dealing, and not just with money issues. Employees conflicting dissatisfaction may be combined of responsibilities of work, family, community, and personal. Employees often leave their jobs for a better job or for reasons unrelated to the job, they may be looking for a better opportunity and not suffer from job dissatisfaction.

Hence it may be concluded that income of Non Managerial employees did not significantly affect the level of Organizational commitment of Nationalized Banks.

H₀₈ : Stands Not Rejected
H₁₈: Stands Rejected

H$_{09}$: There is no significance difference in the level of organization commitment among the Managerial and Non-Managerial employee of ICICI with respect to income.

ANOVA

Total	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1495.962	7	213.709	1.364	.234
Within Groups	11121.026	71	156.634		
Total	12616.987	78			

The p value (.234) is not significant at 0.05 levels. It means that there is no significant difference in the level of Organizational Commitment among Managerial and Non Managerial employees of ICICI Banks with respect income. For any organization the most important challenge is to retain the talented work force. In order to retain the talented work force it is very important to identify what motivates them. The study revealed that the most important motivational factors for Managerial and Non Managerial employees of ICICI Banks were good wages, promotion/growth, job security, interesting work, and appreciation of work. The findings of this study provide valuable insights for the management to create a motivated and committed workforce. **Folger and Cropanzano (2014)** also in his research found that pay satisfaction relates to an employee's mindset regarding the payment or compensation received for the services rendered. Pay may include basic salary and any bonuses or other economic benefits that an employee receives during employment. Individuals have certain needs and desires which they seek to get satisfied. The degree of an employee's commitment towards an organization also depends on the extent of financial and personal rewards. An organization which supports its employees mostly gets the desired feedback from the employees, where the employees feel an obligation to reciprocate.

H₀₉ : Stands not rejected
H₁₉ : Stands rejected

Hence it may be concluded that income of Managerial and Non Managerial employees did not significantly affect the level of Organizational commitment of Private Banks.

6. IMPLICATION OF THE STUDY

This study examines the perception of Managerial and Non Managerial employees in term Organizational Commitment. Significant difference found between Managerial and Non Managerial employees of Banks. The research provides proofs for the organizations that whenever the workforce is not involved in their organization, commitment is adversely impacted. When an employee is not committed with the Organization, there are multiple effects. The first is the loss of that person's skills and knowledge. The second is the loss of productivity of the organization. The third is the financial impact of replacing that individual. The fourth is the impact on employee morale; depending on the reason the employee left the company. The following points should be taken care by bank to improve OC level—

7. IMPLICATIONS FOR THE BANKS

- These results help bank policy makers to design their HRM policies recommending that HRM practices are significant catalyst to make banking employees' more energetic, dedicated and enthusiastic. Thus, HRM practices need to be prioritized in the banks.

- Banks need to review existing pay practices so as to offer fair pay, provide challenging and meaningful work tasks, and foster positive co-worker relationships.

- The organizational success and significance depends on the performance excellence of employees by developing and adopting new approaches, techniques and skills.

- Organizations should exert efforts and nurture human capital to foster its commitment..

- Employees could be interviewed to determine their perceptions of management ability to address these issues.

8. CONCLUSION

Organizational Commitment play very important role in Human Resource Management. OC in a bank can be improved through the variety of instrumentalities like education and training, employees' communication, union participation, research project, involvement in decision making and appreciation of good performance. A good human resource practice would encourage all employees to be more productive while enjoying work. Improved Organizational Commitment leads to improved performance. Performance means not only physical output but also the behavior of the employees in helping his colleagues in solving job related problems, team spirit and accepting temporary unfavorable work conditions without complaints.

Limitation and Future Directions

- This present study is limited by number of factors in terms of time and resources.

- The sample population is limited in terms of its range and composition.

- The study is limited to only those employees who were available at the organization during the data collection period of this study.

- The numbers of respondent were 150, which may be small to represent the entire banking employees.

- The convenience sampling method has been used rather than other sampling procedures in order to simplify the research.

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A Study on Growth of Goods and Services Tax (GST) in India—An Innovative Instrument for Indian Corporate Sectors

Dr. P. Govindan*

ABSTRACT

The main objective of this research is to investigates that the revenue collection of Goods and Service Tax (GST) month wise and its growth. It also examines that total number of 3 (b) and GSTR 1 return filed in Goods and Service Tax (GST) month, quarter wise and its growth rates as on 28.02.2019 in India. This study used secondary data. This study used to descriptive statistical tools used such as tables, charts, percentage analysis for analysis and interpretation of data. Inferential statistical tools used such as correlation, paired t test to test various hypotheses of the study. The study period covered since its implementation to as on 28.02.2019.This results of study indicated that total number of 1, 28, 14,377 GST tax payer and totally 18, 11,442(Rs in Thousand Crore) collected India as on 28.02.2019.Out of twenty months positive growth having in eleven month and negative growth having nine months compared with previous month collections. This study finally suggested that government of India, ministry of finance, ministry of commerce and various State/UT governments to take necessary reforms in GST registrations, filing of GST return, payment of tax, refund, interest, penalty and various types GST exemptions different type of tax payers. It is finally concluded that the introduction of GST in India has replaced all indirect taxes in one tax and common market for entire nation it wills bring positive energy for entrepreneurs for staring new business ventures in India.

Key Words: GST, Tax, Finance, Tax Payers, Indirect Tax

1.1 INTRODUCTION

Taxation in India is entrenched from the period of Manu Smriti and Arthasastra. Present Indian tax system is based on this ancient tax system which was based on the theory of maximum social welfare. It is an obligatory liability for every citizen of the country[2]. This policies play an important role on the economy[3].Traditionally India's tax regime relied heavily on indirect taxes. Revenue from indirect taxes was the major source of tax revenue till tax reforms were undertaken during nineties[4]. India has seen a number of tax reforms in the past two decades[5]. The concept of Goods and Service Tax (GST) is one of the biggest revolutions in decades around the world[6]. Value added tax was first introduced by Maurice Laure[7], a French economist, in 1954[8]. GST was originated in France in 1954[9] and spread of Value Added Tax (VAT) or Goods and Services Tax (GST) system of Indirect taxes across the globe is showing an increasing trend with more than 160 countries[10]. It is the most logical steps towards the comprehensive indirect tax reform[11] in our country since independence[12]&[13]. It is a major reform in tax structure[14].

It is an indirect tax which will subsume[15] almost all the indirect taxes of central government and states governments into a unified tax[16].To remove cascading effect of taxes and provide a common nation-wide market for goods and services, India is moving towards introduction of Goods and Services Tax (GST)[17]. GST will merge all Indirect Taxes under an umbrella single tax[18]. GST is expected to create a common market across the country and accelerate economic growth. The expected benefits of GST include widening of the tax base of both Centre and states and significant improvement in the ease of doing business[19]. GST is also beneficial for consumers as there would be only one tax from the manufacturers and

*   Assistant Professor in Commerce, Department of commerce, K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode 637 215, Namakkal, Tamil Nadu, India, pgovind.cwa@gmail.com, pgovind.cma@gmail.com

service providers to the consumer leading to transparency and efficiency. It will prevent leakages from the system and provide relief in terms of reduced tax burden on most of the commodities[20], brings a new wave of economic reform in the country[21] and help in improving tax governance in India[22].

1.2 IMPORTANCE AND SIGNIFICANCE OF THE STUDY

The historic GST or goods and services tax has become a reality[23] of the new tax system was launched at a function in Central Hall of Parliament on 1st July, 2017[24]. It is a single indirect tax for the whole nation, one which will make India a unified common market[25].It is the survival of the India's economy in the face of increasing international competition consequent to globalization and liberalization[26] and GST have a positive impact on various sectors and industry[27] for tax reform would be to address the problems of the current system[28]. The impact of GST on inflation depends also on the change in tax rates due to the introduction of the new tax regime[29].The goods and services tax law in India is a comprehensive, multi-stage, destination-based tax that is levied on every value addition[30]&[31]. It is levied by both the national and the state governments[32].

 Indian taxing system is undergoing revolutionary change today. Tax is one of the most important sources of revenue to the Government and at the same time one of the deciding parameter for economic growth[33]. The fundamental aim of GST is to make uniform the scattered indirect tax system in India and avoid the cascading effect in taxation. The impact going to make by GST will be a transformation in the entire tax system[34]by simplify the indirect tax regime in India[35]. It is an instrument in the indirect tax system of the country[36]. GST is a destination based consumption tax and would be applicable on the supply of goods or services as against the earlier concept of tax on the manufacture or sale of goods or provision of services. This means that tax would accrue to the State or the Union Territory where the consumption takes place[37]. In this surrounding this present is essential to indentify the total revenue collection of Goods and Service Tax (GST) month wise, quarter wise and total number of various types of total registered tax payers as on 28th February, 2019.

1.3 REVIEW OF LITERATURE

Sachin Abda (2017[38]), studied that the objective of the study is to understand the concept, benefits and features of GST. This study found that comparing challenges with its advantages, it is clearly visible that its advantages are more compared to challenges.

Mohapatrar et al., (2018[39]), concluded that there is still a lack of awareness about the new tax reform and also a deficiency of understanding and knowledge which can be attributed to various reasons like lack of government initiatives towards digitization, awareness campaigns, lack of internet connectivity, and glitches in GSTIN.

Mohamad et al., (2016[40]), findings indicated that the level of awareness of the GST is still not reached a satisfactory level. It also showed that the level of awareness was moderate and the majority of respondents give a high negative perception to the impact of GST.

Pallavi Chaturvedi et al.,(2017[41]).GST will give a major boost to the 'Make in India' initiative of the Government of India by making goods and services produced in India competitive in the National as well as International market.

Azharuddin Mohammad Mussaiyib (2016[42]), concluded that GST will surely bring the economic well being for the country. It will strengthen the tax system of India and will impact various industries in a positive manner.

Chandu Ravi Kumar (2015[43]), found that significantly help in removing economic biases caused by present complex tax structure and will help in progress of a common national market.

Dash (2017[44]), Results Indicated that the Impact the GST we need to wait for the time and the Government needs to communicate more and more about the systems. It could be a good way to reduce the black money and good effort by the Government of India after the Demonetization. In these surroundings the present investigation differs from the early researches in different approaches and contributed the existing literature.

1.4 Research Methodology used

The research study is based on the secondary data collected from various national and international articles, journals, working papers and various government ministries of India and non-government websites. This study used to descriptive statistical tools used such as tables, charts, percentage analysis for analysis and interpretation of data. Inferential statistical tools used such as correlation, paired t test to test various hypotheses of the study.

The study period covered since its implementation to as on 28.02.2019.

1.5 Objectives of the study

The following are the objectives of the present study.

1. To study on total revenue collection of Goods and Service Tax (GST) month wise and its growth rates as on 28th February, 2019.
2. To examine the total number of 3 (b) and GSTR 1 returns filed in Goods and Service Tax (GST) month wise and its growth rates as on 28.02.2019.
3. To investigate the total number of 3 (b), GSTR 1 and GSTR 4 returns filed in Goods and Service Tax (GST) month, quarter wise and its growth rates as on 28.02.2019.

2. DESCRIPTIVE STATISTICAL TOOLS RESULTS—ANALYSIS AND INTERPRETATION OF DATA

2.1 Registration of Goods and Service Tax (GST) As on 28th February, 2019

Table 1 Registration of Goods and Service Tax (GST) As on 28th February, 2019

S. No.	Details	As on 28.02.2019
1	No. of transited (migrated) taxpayers	66,25,077
2	Total No. of new applications received for registration	74,89,804
3	No. of applications approved	63,82,804
4	No. of applications rejected	10,53,602
5	No. of taxpayers who have opted for composition scheme	17,74,379
6	Total No. of taxpayers; new + migrated (1 + 3)	1,28,14,377

Source: www.cbic.gov.in

Table 1 show that the total number of 1,28,14,377 GST tax payer in India as on 28.02.2019. Out of them transited or migrated tax payer are 66,25,077. Total number of new applications for registration are 74,89,804 out of this 63,82,804 applications were accepted remaining applications were rejected. 17,74,374 GST tax payer opted composition scheme as on 28.02.2018.

2.2 Total Revenue Collection of Goods and Service Tax (GST) As on 28.02.2019

Table 2 Total Revenue Collection of Goods and Service Tax (GST) As on 28.02.2019

S. No.	Revenue Collected in the Month of	Amount (in Rs. Thousand crore)	% Total GST as on 28th February, 2019	% (+/-) compared with previous month
1	July, 2017	21,572	1.19	-
2	August, 2017	95,633	5.28	343.32
3	September,2017	94,064	5.19	-1.64
4	October, 2017	93,333	5.15	-0.78
5	November, 2017	83,780	4.63	-10.24
6	December, 2017	84,314	4.65	0.64
7	January, 2018	89,825	4.96	6.54
8	February, 2018	85,962	4.75	-4.30
9	March, 2018	92,167	5.09	7.22
10	April, 2018	1,03,458	5.71	12.25
11	May, 2018	94,016	5.19	-9.13
12	June, 2018	95,610	5.28	1.70
13	July, 2018	96,483	5.33	0.91
14	August, 2018	93,960	5.19	-2.61
15	September, 2018	94,442	5.21	0.51
16	October, 2018	1,00,710	5.56	6.64
17	November, 2018	97,637	5.39	-3.05
18	December, 2018	94,726	5.23	-2.98
19	January,2019	1,02,503	5.66	8.21
20	February, 2019	97,247	5.37	-5.13
	Total	18,11,442	100	

Source: www.cbic.gov.in

Table 2 and chart 1 clearly exhibits that the total amount of revenue collection of Goods and Services Tax (GST) month wise (Rs in Thousand Crore) from its implementation to as on 28.02.2019 in India. Totally 18,11,442 (Rs in Thousand Crore) collected during the period. Out of this fourteen months are having collection of more than five percentage of total GST collection

Chart 1 Revenue Collection of Goods and Service Tax (GST) As on 28th February, 2019 (in Rs. Thousand crore)
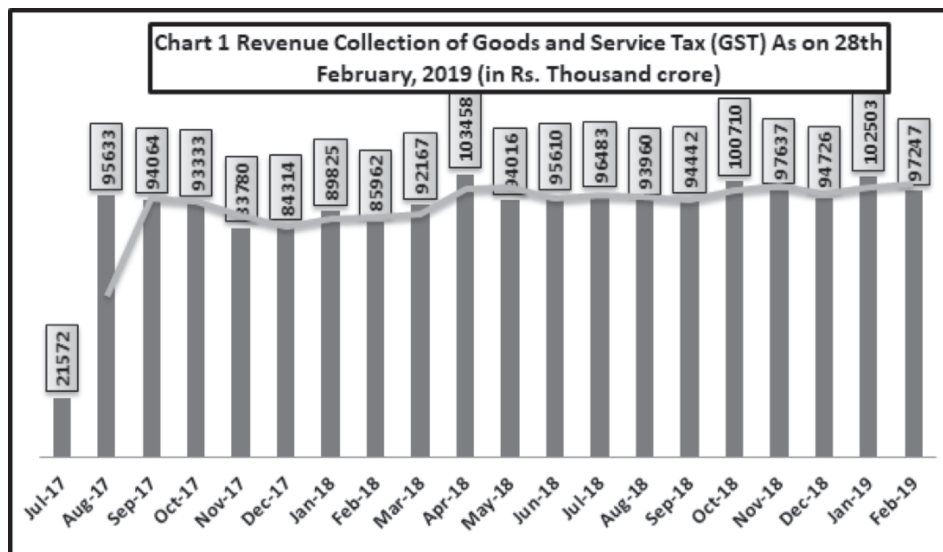
in India. Out of twenty months positive growth having in eleven month and negative growth having nine months compared with previous month collections.
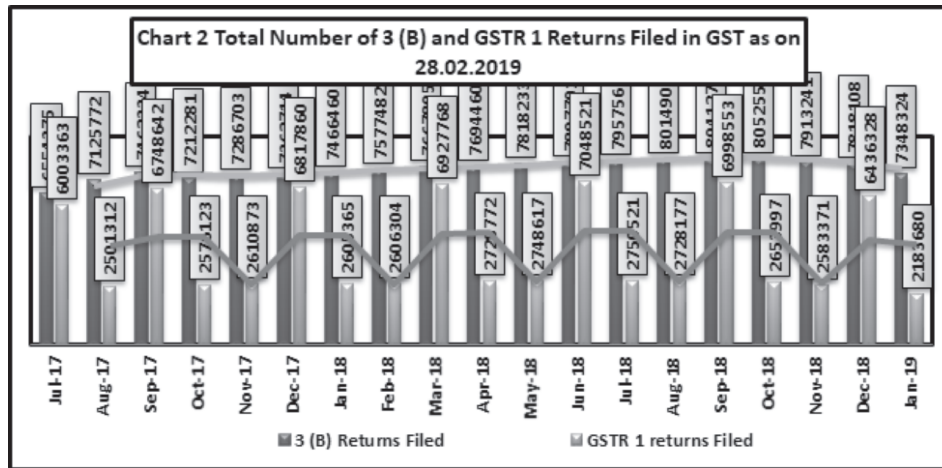
2.3 Total Number of 3 (B) and GSTR 1 Returns Filed in Goods and Service Tax as on 28.02.2019

Table 3 and chart 2 shows that total numbers of 3(B) and GSTR-1 returns were filed in GST as on 28.02.2019 in India. Starting from July 2017 to January 2019 totally nineteen months results shows that total numbers of 3(B) returns were filed in GST tax payer has increasing trend in fifteen months decreasing trend only in four months compare with previous month tax payers. Total numbers of GSTR-1 returns were filed in GST tax payer has positive growth in ten months negative growth only in nine months compare with previous month tax payers.

Table 3 Total Number of 3 (B) and GSTR 1 Returns filed in GST as on 28.02.2019

S. No.	Month and Year	Total Returns Filed as on 28.02. 2019			
		3 (B) Returns Numbers	compared month with previous % (+/-)	GSTR 1 returns Numbers	compared with previous month % (+/-)
1	July, 2017	6554375	-	6003363	-
2	August, 2017	7125772	8.72	2501312	-58.33
3	September,2017	7462334	4.72	6748642	169.80
4	October, 2017	7212281	-3.35	2576123	-61.83
5	November, 2017	7286703	1.03	2610873	1.35
6	December, 2017	7362714	1.04	6817860	161.13
7	January, 2018	7466460	1.41	2605365	-61.79
8	February, 2018	7577482	1.49	2606304	0.04
9	March, 2018	7667805	1.19	6927768	165.81
10	April, 2018	7694460	0.35	2728772	-60.61
11	May, 2018	7818233	1.61	2748617	0.73
12	June, 2018	7897701	1.02	7048521	156.44
13	July, 2018	7957565	0.76	2750521	-60.98
14	August, 2018	8014906	0.72	2728177	-0.81
15	September, 2018	8041279	0.33	6998553	156.53
16	October, 2018	8052558	0.14	2653997	-62.08
17	November, 2018	7913241	-1.73	2583371	-2.66
18	December, 2018	7818108	-1.20	6436328	149.14
19	January,2019	7348324	-6.01	2183680	-66.07

Source: www.cbic.gov.in

Chart 2 Total Number of 3 (B) and GSTR 1 Returns Filed in GST as on 28.02.2019

2.4 Total Number of GSTR 4 returns filed in Goods and Service Tax (GST) as on 28.02.2019

Table 4: Total Number of GSTR 4 returns filed Quarterly in Goods and Service Tax (GST) As on 28.02.2019

		GSTR 4 returns filed as on 28th February, 2019	
S. No.	Quarter & Year	Number	% (+/-) compared with Previous Quarter
1	July-September, 2017	9,92,729	-
2	October-December, 2017	14,91,561	50.25
3	January-March, 2018	15,42,871	3.44
4	April-June, 2018	15,06,595	-2.35
5	July-September, 2018	14,53,121	-3.55
6	October-December, 2018	13,71,088	-5.65

Source: www.cbic.gov.in

Table 4 and chart shows that total number of GSTR-4 returns filed quarterly. It shows that July 2017 to September 2017 quarter 9, 92,729 were filed and followed by next quarter14, 91,561 were filed. Its shows positive growth (50.25%) comparing with last quarter. During the 2018 the first quarter 15, 42,871 were field and shows positive growth (3.44%) comparing with last quarter. Second quarter 15, 06,595 were field and shows negative growth (-2.35%) comparing with last quarter. Third quarter 14, 53,121 were field and shows negative growth (-3.55%) comparing with last quarter. Finally last quarter 13, 71,088 were field and shows negative growth (-5.65%) comparing with last quarter.

Chart 3 Total Number of GSTR 4 returns filed in Goods and Service Tax (GST) As on 28.02.2019
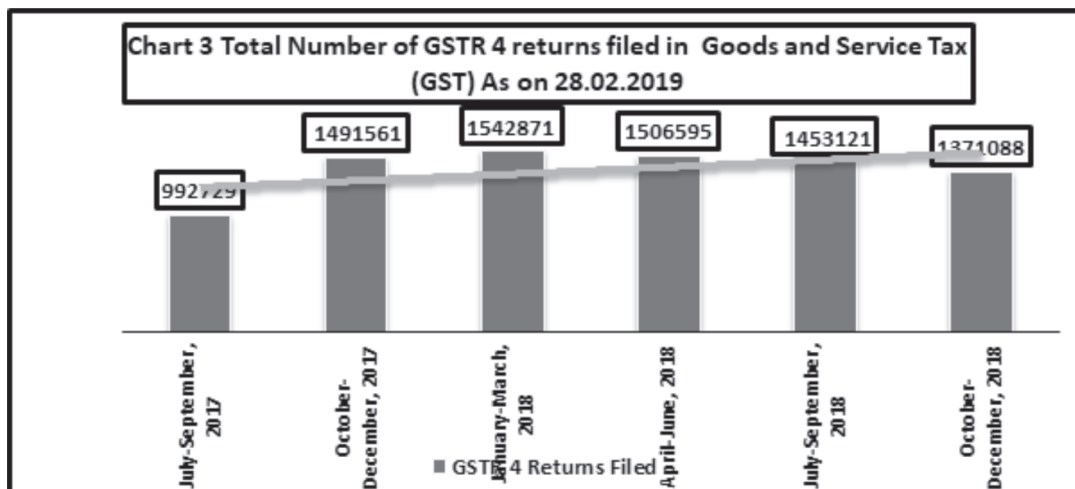
3. INFERENTIAL STATISTICAL TOOLS RESULTS -PAIRED SAMPLES T-TEST STATISTICS RESULTS

The table 5 indicated that results of paired samples t-test statistics. Totally nine hypotheses were tested and seven variables used in the study.

Table 5: Paired Samples T-Test Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	VAR1	7593279.00	19	388571.63	89144.44
	VAR2	4118849.84	19	2049412.15	470167.39
Pair 2	VAR3	90220.79	19	17465.39	4006.84
	VAR1	7593279.00	19	388571.63	89144.44
Pair 3	VAR3	90220.79	19	17465.39	4006.84
	VAR2	4118849.84	19	2049412.15	470167.39
Pair 4	VAR4	22820662.83	6	1135504.26	463567.67
	VAR5	12679077.83	6	1299806.27	530643.69
Pair 5	VAR4	22820662.83	6	1135504.26	463567.67
	VAR7	1392994.17	6	204641.62	83544.59
Pair 6	VAR5	12679077.83	6	1299806.27	530643.69
	VAR7	1392994.17	6	204641.62	83544.59
Pair 7	VAR4	22820662.83	6	1135504.26	463567.67
	VAR6	268615.33	6	30991.31	12652.15
Pair 8	VAR5	12679077.83	6	1299806.27	530643.69
	VAR6	268615.33	6	30991.31	12652.15
Pair 9	VAR7	1392994.17	6	204641.62	83544.59
	VAR6	268615.33	6	30991.31	12652.15

Paired Samples Correlations results

The table 6 shows that results of paired samples correlations. Totally nine hypotheses were tested and seven variables used in the study.

Table 6 Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	VAR1 & VAR2	19	-0.015	0.952
Pair 2	VAR3 & VAR1	19	0.700	0.001
Pair 3	VAR3 & VAR2	19	-0.273	0.258
Pair 4	VAR4 & VAR5	6	-0.666	0.149
Pair 5	VAR4 & VAR7	6	0.584	0.224
Pair 6	VAR5 & VAR7	6	-0.891	0.017
Pair 7	VAR4 & VAR6	6	0.913	0.011
Pair 8	VAR5 & VAR6	6	-0.864	0.026
Pair 9	VAR7 & VAR6	6	0.800	0.056

3.1 Hypotheses Testing-1

(1) Null and Alternative Hypotheses

The following null and alternative hypotheses need to be tested:

H0: μ1 = μ2: There is no difference between total number of 3(B) returned filed GST tax payers and GSTR1 returned filed GST tax payers for month wise as on 28.02.2109.

H0 μ1 ≠ μ2: There is difference between total number of 3(B) returned filed GST tax payers and GSTR1 returned filed GST tax payers for month wise as on 28.02.2109.

This corresponds to a two-tailed test, for which a t-test for two paired samples be used.

(2) Rejection Region:

Based on the information provided, the significance level is $\alpha = 0.05$, and the degrees of freedom are **df = 18.** Hence, it is found that the critical value for this two-tailed test is **tc = 2.101,** for $\alpha = 0.05$ and **df = 18.** The rejection region for this two-tailed test is **R = {t:#"t#">2.101}.**

The 95% confidence interval is **934632.964<ìD <1314124.703**.

(3) Test Statistics: The t-statistic is computed as shown in **t = 7.241**

(4) Decision about the null hypothesis

Since it is observed that **| t | =7.241 > tc=2.101, it is then concluded that** *the null hypothesis is rejected.* Using the P-value approach: The p-value is **p=0** and since **p=0<0.05, it is concluded that the null hypothesis is rejected.**

(5) Conclusion

It is concluded that the null hypothesis **Ho is rejected.** Therefore, **there is enough evidence to claim that population mean μ1 is different than μ2, at the 0.05 significance level.**

3.2 Paired t Test Hypotheses Testing- 2

(1) Null and Alternative Hypotheses

The following null and alternative hypotheses need to be tested:

H0: μ1 = μ2: There is no difference between Total GST Revenue collected from tax payers and total number of 3(B) returned filed GST tax payers for month wise as on 28.02.2109.

H0 μ1 ≠ μ2: There is difference between Total GST Revenue collected from tax payers and total number of 3(B) returned filed GST tax payers for month wise as on 28.02.2109.

(2) Rejection Region

Based on the information provided, the significance level is $\alpha = 0.05$, and the degrees of freedom are **df = 18.** Hence, it is found that the critical value for this two-tailed test is **tc=2.101,** for $\alpha = 0.05$ and **df = 18.** The rejection region for this two-tailed test is **R= {t:ltl >2.101}.** The 95% confidence interval is **7684553.119<μD <7321563.302.**

(3) Test Statistics: The t-statistic is computed as shown in **t = 86.853**

(4) Decision about the null hypothesis

Since it is observed that **ltl=86.853>tc =2.101,** it is then concluded that *the null hypothesis is rejected.* Using the P-value approach: The p-value is **p=0,** and since **p=0<0.05,** it is concluded that the *null hypothesis is rejected.*

(5) Conclusion

It is concluded that the null hypothesis **Ho is rejected.** Therefore, **there is enough evidence to claim that population mean μ1 is different than μ2, at the 0.05 significance level.**

3.3 Hypotheses Testing-3

(1) Null and Alternative Hypotheses

The following null and alternative hypotheses need to be tested:

H0: μ1 = μ2: There is no difference between total GST Revenue collected from tax payers and total number of GSTR1 returned filed GST tax payers for month wise as on 28.02.2109.

H0 μ1 ≠ μ2: There is difference between total GST Revenue collected from tax payers and total number of GSTR1 returned filed GST tax payers for month wise as on 28.02.2109.

This corresponds to a two-tailed test, for which a t-test for two paired samples be used.

(2) Rejection Region

Based on the information provided, the significance level is **α=0.05**, and the degrees of freedom are **df=18**. Hence, it is found that the critical value for this two-tailed test is **tc=2.101,**

for α=**0.05** and **df=18.** The rejection region for this two-tailed test is **R={t:lt+>2.101}.** The 95% confidence interval is **5018747.367<µD < 3038510.738.**

(3) Test Statistics: The t-statistic is computed as shown in **t= 8.548.**

(4) Decision about the null hypothesis

Since it is observed that l**tl=8.548>tc =2.101**, it is then concluded that *the null hypothesis is rejected.* Using the P-value approach: The p-value is **p=0,** and since **p=0<0.05, it is concluded that the null hypothesis is rejected.**

(5) Conclusion

It is concluded that the null hypothesis **Ho is rejected.** Therefore, **there is enough evidence to claim that population mean µ1 is different than µ2, at the 0.05 significance level.**

3.4 Hypotheses Testing-4

(1) Null and Alternative Hypotheses

The following null and alternative hypotheses need to be tested:

H0: µ1 = µ2: There is no difference between total number of 3(b) return filed and total number of GSTR1 return filed in quarter wise by GST tax payers as on 28.02.2109.

H0 µ1 ≠ µ2: There is difference between total number of 3(b) return filed and total number of GSTR1 return filed in quarter wise by GST tax payers as on 28.02.2109.

This corresponds to a two-tailed test, for which a t-test for two paired samples be used.

(2) Rejection Region

Based on the information provided, the significance level is α=**0.05,** and the degrees of freedom are **df = 5.** Hence, it is found that the critical value for this two-tailed test is **tc=2.571,** for α=**0.05** and **df=5.** The rejection region for this two-tailed test is **R={t:ltl>2.571}.** The 95% confidence interval is **7808018.64<µD <12475151.36.**

(3) Test Statistics: The t-statistic is computed as shown in **t =11.172**

(4) Decision about the null hypothesis

Since it is observed that l**tl=11.172>tc =2.571,** it is then concluded that *the null hypothesis is*

rejected. Using the P-value approach: The p-value is **p=0.0001,** and since **p=0.0001<0.05, it is concluded that the null hypothesis is rejected.**

(5) Conclusion

It is concluded that the null hypothesis **Ho is rejected. Therefore, there is enough evidence to claim that population mean µ1 is different than µ2, at the 0.05 significance level.**

3.5 Hypotheses Testing-5

(1) Null and Alternative Hypotheses

The following null and alternative hypotheses need to be tested:

H0: µ1 = µ2: There is no difference between total number of 3(b) return filed and total number of GSTR 4 return filed in quarter wise by GST tax payers as on 28.02.2109.

H0 µ1 ≠ µ2: There is difference between total number of 3(b) return filed and total number of GSTR 4 return filed in quarter wise by GST tax payers as on 28.02.2109.

This corresponds to a two-tailed test, for which a t-test for two paired samples be used.

(2) Rejection Region

Based on the information provided, the significance level is α=0.05\alpha = 0.05α=0.05, and the degrees of freedom are **df = 5.** Hence, it is found that the critical value for this two-tailed test is **tc=2.571,** for α=**0.05** and **df=5.** The rejection region for this two-tailed test is **R={t:ltl>2.571}.** The 95% confidence interval is **20347286.192<µD <22508051.141.**

(3) Test Statistics: The t-statistic is computed as shown in **t =50.983**

(4) Decision about the null hypothesis

Since it is observed that l**tl=50.983>tc =2.571,** it is then concluded that *the null hypothesis is rejected.* Using the P-value approach: The p-value is **p=0,** and since **p=0<0.05, it is concluded that the null hypothesis is rejected.**

(5) Conclusion

It is concluded that the null hypothesis **Ho is rejected. Therefore, there is enough evidence to claim that population mean µ1 is different than µ2, at the 0.05 significance level.**

3.6 Hypotheses Testing-6

(1) Null and Alternative Hypotheses

The following null and alternative hypotheses need to be tested:

H0: µ1 = µ2: There is no difference between total number of GSTR 1 return filed and total number of GSTR 4 return filed in quarter wise by GST tax payers as on 28.02.2109.

H0 µ1 ≠ µ2: There is difference between total number of GSTR 1 return filed and total number of GSTR 4 return filed in quarter wise by GST tax payers as on 28.02.2109.

This corresponds to a two-tailed test, for which a t-test for two paired samples be used.

(2) Rejection Region

Based on the information provided, the significance level is **α=0.05,** and the degrees of freedom are **df=5.** Hence, it is found that the critical value for this two-tailed test is **tc=2.571,** for α**=0.05** and **df=5.** The rejection region for this two-tailed test is **R={t:ltl>2.571}.** The 95% confidence interval is **9727587.111<µD <12844580.223.**

(3) Test Statistics

The t-statistic is computed as shown in **t= 18.615**

(4) Decision about the null hypothesis

Since it is observed that l**tl=18.615>tc =2.571,** it is then concluded that *the null hypothesis is rejected.* Using the P-value approach: The p-value is **p=0,** and since **p=0<0.05, it is concluded that the null hypothesis is rejected.**

(5) Conclusion

It is concluded that the null hypothesis **Ho is rejected.** Therefore, there is enough evidence to claim that population mean **µ1** is different than **µ2**, at the **0.05** significance level.

3.7 Hypotheses Testing-7

(1) Null and Alternative Hypotheses

The following null and alternative hypotheses need to be tested:

H0: µ1 = µ2: There is no difference between total number of 3(B) returned filed and total GST Revenue collected from tax payers by quarter wise as on 28.02.2109.

H0 µ1 ≠ µ2: There is difference between total number of 3(B) returned filed and total GST Revenue collected from tax payers by quarter wise as on 28.02.2109.

This corresponds to a two-tailed test, for which a t-test for two paired samples be used.

(2) Rejection Region

Based on the information provided, the significance level is α**=0.05,** and the degrees of freedom are **df = 5.** Hence, it is found that the critical value for this two-tailed test is **tc =2.571,** for α**=0.05** and **df=5.** The rejection region for this two-tailed test is **R={t:ltl>2.571}.** The 95% confidence interval is **21390018.786<µD <23714076.214.**

(3) Test Statistics: The t-statistic is computed as shown in **t= 49.889.**

(4) Decision about the null hypothesis

Since it is observed that l**tl=49.889>tc =2.571**, it is then concluded that *the null hypothesis is rejected.* Using the P-value approach: The p-value is **p=0**, and since **p=0<0.05**, **it is concluded that the null hypothesis is rejected.**

(5) Conclusion

It is concluded that the null hypothesis **Ho is rejected. Therefore, there is enough evidence to claim that population mean µ1 is different than µ2, at the 0.05 significance level.**

3.8 Hypotheses Testing-8

(1) Null and Alternative Hypotheses

The following null and alternative hypotheses need to be tested:

H0: µ1 = µ2: There is no difference between total number of GSTR4 returned filed and total GST Revenue collected from tax payers by quarter wise as on 28.02.2109.

H0 µ1 ≠ µ2: There is difference between total number of GSTR4 returned filed and total GST Revenue collected from tax payers by quarter wise as on 28.02.2109.

This corresponds to a two-tailed test, for which a t-test for two paired samples be used.

(2) Rejection Region

Based on the information provided, the significance level is α**=0.05,** and the degrees of

freedom are **df=5.** Hence, it is found that the critical value for this two-tailed test is **tc =2.571**, for **α=0.05** and **df=5.** The rejection region for this two-tailed test is **R={t:|t|>2.571}.** The 95% confidence interval is **11018199.92<µD <13802725.08.**

(3) Test Statistics: The t-statistic is computed as shown in **t= 22.914.**

(4) Decision about the null hypothesis

Since it is observed that **|t|=22.914>tc =2.571**, it is then concluded that *the null hypothesis is rejected.* Using the P-value approach: The p-value is **p=0**, and since **p=0<0.05**, **it is concluded that the null hypothesis is rejected.**

(5) Conclusion

It is concluded that the null hypothesis **Ho is rejected. Therefore, there is enough evidence to claim that population mean µ1 is different than µ2, at the 0.05 significance level.**

3.9 Hypotheses Testing-9

(1) Null and Alternative Hypotheses

The following null and alternative hypotheses need to be tested:

H0: µ1 = µ2: There is no difference between total of GSTR4 returned filed and total GST Revenue collected from tax payers by quarter wise as on 28.02.2109.

H0 µ1 ≠ µ2: There is difference between total number of GSTR4 returned filed and total GST Revenue collected from tax payers by quarter wise as on 28.02.2109.

This corresponds to a two-tailed test, for which a t-test for two paired samples be used.

(2) Rejection Region

Based on the information provided, the significance level is **α=0.05,** and the degrees of freedom are **df=5.** Hence, it is found that the critical value for this two-tailed test is **tc =2.571,** for **α=0.05** and **df=5.** The rejection region for this two-tailed test is **R={t:|t|>2.571}.** The 95% confidence interval is **934632.964<µD <1314124.703.**

(3) Test Statistics: The t-statistic is computed as shown in **t=15.233**

(4) Decision about the null hypothesis

Since it is observed **|t|=15.233>tc =2.571**, it is then concluded that *the null hypothesis is rejected.* Using the P-value approach: The p-value is **p=0,** and since **p=0<0.05**, **it is concluded that the null hypothesis is rejected.**

(5) Conclusion

It is concluded that the null hypothesis **Ho is rejected.** Therefore, there is enough evidence to claim that population mean **µ1** is different than **µ2**, at the **0.05** significance level.

		Paired Differences					t	df	Sig. (2-tailed)	Results of Hypotheses Testing
Variables		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference					
					Lower	Upper				
Pair 1	VAR1 - VAR2	3474429.16	2091609.16	479848.05	2466305.81	4482552.50	7.24	18	0.00	Difference
Pair 2	VAR3 - VAR1	-7503058.21	376557.51	86388.22	-7684553.12	-7321563.30	-86.85	18	0.00	Difference
Pair 3	VAR3 - VAR2	-4028629.05	2054253.13	471277.99	-5018747.37	-3038510.74	-8.55	18	0.00	Difference
Pair 4	VAR4 - VAR5	10141585.00	2223639.33	907796.95	7808018.64	12475151.36	11.17	5	0.00	Difference
Pair 5	VAR4 - VAR7	21427668.67	1029489.03	420287.13	20347286.19	22508051.14	50.98	5	0.00	Difference
Pair 6	VAR5 - VAR7	11286083.67	1485080.64	606281.63	9727587.11	12844580.22	18.62	5	0.00	Difference
Pair 7	VAR4 - VAR6	22552047.50	1107289.17	452048.91	21390018.79	23714076.21	49.89	5	0.00	Difference
Pair 8	VAR5 - VAR6	12410462.50	1326677.43	541613.79	11018199.92	13802725.08	22.91	5	0.00	Difference
Pair 9	VAR7 - VAR6	1124378.83	180807.53	73814.37	934632.96	1314124.70	15.23	5	0.00	Difference
* variables used										
VAR1	Number of 3 B return filed in month wise									
VAR2	Number of GSTR-1 return filed in month wise									
VAR3	Revenue collected in month wise(Rs in Thousands Crore) in month wise									
VAR4	Number of 3 B return filed in Quarter Wise									
VAR5	Number of GSTR-1 return filed in Quarter Wise									
VAR6	Revenue collected in month wise(Rs in Thousands Crore) in Quarter Wise									
VAR7	Number of GSTR-4 return filed in Quarter Wise									

Table 7 Paired Samples t Test

CONCLUSION

This research study results shows that total number of 1, 28, 14,377 GST tax payer in India. Out of them transited or migrated tax payer are 66, 25,077.Total number of new applications for registration are 74,89,804 out of this 63,82,804 applications were accepted. 10,53,602 applications were rejected. 17, 74,374 GST tax payer opted composition scheme as on 28.02.2018. Totally 18, 11,442(Rs in Thousand Crore) collected during the period. Out of this fourteen months are having collection of more than five percentage of total GST collection in India. Out of twenty months positive growth having in eleven month and negative growth having nine months compared with previous month collections.

This study results also reveals that total numbers of 3(B) returns were filed in GST tax payer has increasing trend in fifteen months decreasing trend only in four months compare with previous month tax payers. Total numbers of GSTR-1 returns were filed in GST tax payer has positive growth in ten months negative growth only in nine months compare with previous month tax payers. This study finally suggested that government of India, ministry of finance, ministry of commerce and various State/UT governments to take necessary reforms in GST registrations, filing of GST return, payment of tax, refund, interest, penalty and various types GST exemptions different type of tax payers. It is finally concluded that the introduction of GST in India has replaced all indirect taxes in one tax and common market for entire nation it wills bring positive energy for entrepreneurs for staring new business ventures in India.

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Impact of Innovative Human Resource Practices on Organisational Performance

Ravi Kumar*

ABSTRACT

The purpose of this study is to examine the impact of Innovative human resource practices on organisational performance. Innovative human resource practices include extensive training; competency development; performance-management; performance-appraisal; performance-based compensation. Census method has been used for data collection from employees working in education sector in Jammu city. The scales have been duly validated with the help of CFA and reliability has been checked through Cronbach's alpha. The hypotheses were tested with the help of structural equation modeling. The results showed that Innovative human resources practices have a significant impact on organisational performance. Out of five innovative human resources practices, extensive training, competency development and performance-management are found to have significant impact on organisational performance. Further managerial implications have also been put forth.

Key Words:- Innovative human resource practices; extensive training; performance-management; performance-appraisal; performance-based compensation; competency development; organisational performance

1. INTRODUCTION

In modern era, the success of any organisation depends on the competence and skills of the human resources (HR). No organisation can exist and grow without appropriate human resource capabilities. Human resource is a valuable asset in an organisation unlike other assets because all other resources such as material resources (raw and semi-manufactured) can be better utilized by motivating human resources.

Human resource management (HRM) refers to the policies, practices and systems that influence employees' behaviour, attitudes and performance (Noe *et al.*, 2007). It include human resource planning, recruitment, selection, screening, orientation, training, performance-appraisal, performance management, performance-based compensation, empowerment, competency development, job analysis, recognisition, and health and safety (Mohamad *et al.*, 2012; Osman *et al.*, 2011; Absar *et al.*, 2010; Stumpf *et al.*, 2010; Evans and Davis 2005).

The main task of HR is to help the organisation to accomplish the set objectives effectively by improving the performance of the organisational units. HR are a source of competitive advantage and emphasises the positive relationship with organisational performance (collins, 2007; Chew and Basu, 2005). In a competitive environment, innovative HR practices, whose objective is to enhance the competitive advantage are required. The role of innovative HR practices in a organisational performance has been discussed by many researchers such as Lopez *et al.*, 2005; Sun *et al.*, 2007; Syed and Yan, 2012. Delaney and Huselid (1996) remarked that, HRM best practices are aimed to improve the overall performance of employees within an organization, ultimately resulting in enhanced organisational performance.

There is growing evidence that innovative HR practices can have a significant impact on organisational performance (Arthur, 1994; Huselid, 1995). Innovative HR practices such as extensive training (Wei *et al.*, 2010; Huselid, 1995), performance management (Huselid, 1995), performance appraisal, performance-based compensation (Wei *et al.*, 2010; Gurbuz, 2009; Lopez *et al.*, 2005; Huselid, 1995), and

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* Physical Training Instructor, Government Degree College, Billawar, Jammu and Kashmir, Email: phyedrk12@gmail.com

competency development are relevant to improve the performance of the organisational by motivating more skillful and committed workforce. It is observed that innovative HR practices increased the effectiveness of an organisation (Sun *et al.*, 2007).According to Garavan *et al.* (2000), no study is conducted yet to evaluate properly the extent in which human resource development and other human resource practices promote improve the performance of the organisational. Thus, the aim of this study is to examine the impact of five innovative HR practices, which are extensive training, performance management, performance appraisal, performance-based compensation, and competency development on organisational performance of education sector of Jammu. Therefore the study can contribute to the growing literature by examining the impact of innovative human resource practices on organisational performance in Jammu context where published research on HR is relatively limited.

The paper is structured as follows. After introduction, review of literature focussing on innovative HR practices and organisational performance is presented. Next, we develop a theoretical framework illustrating the impact of innovative HR practices on organisational performance. The paper is concluded by highlighting on Innovative HR implications, limitations, and future research.

2. REVIEW OF LITERATURE

2.1. Innovative Human Resource Practices

Innovative HR practices are those practices which enhance the employee competencies, skill, ability, and ultimately pave way for improving organisational performance (Wei et *al.*, 2010; Lopez *et al.*, 2005). Innovative HR practices are also known as best practices (Lopez *et al.*, 2005). As cited in Gurbuz (2009), Huselid et al. (1997) have identified that innovative HR practices can be referred to "as internally consistent set of policies and practices that a firm's human capital contributes to the achievement of organisational objectives" (pp.110-123). Different scholars have identified innovative HR practices in varied sectors. Extensive training (Wei *et al.*, 2010; Huselid, 1995), performance management

(Huselid, 1995), performance-based compensation (Wei *et al.*, 2010; Gurbuz, 2009; Lopez *et al.*, 2005; Huselid, 1995). The other empirical studies namely Absar *et al.*, 2010; Stumpf *et al.*, 2010; Katou, 2008; Mohamad *et al.*, 2009; Evans and Davis, 2005 on human resource practices such as performance management, performance appraisal, training and development, induction, recognition, recruitment and selection, information technology and its relationship with organisational performance are found in the literature.

Based on the existing literature, following innovative HR practices which are widely accepted and hence selected for present study as follows:-

a)   Extensive training

b)   Competency development

c)   Performance management

d)   Performance appraisal

e)   Performance-based compensation

2.2. Organisational Performance

Organisational performance is dependent on the skill, knowledge and experience of the employees to achieve efficiency, effectiveness, innovation, satisfaction of the employees and customers, quality of products or services, and ability to maintain a unique human pool (Absar *et al.*, 2010; AlDamoe *et al.*, 2010). Organisational performance includes financial and non-financial perspectives. The financial perspectives is used by the researchers (Lopez *et al.*, 2005; Mohamad *et al.*, 2009) and include measures like profitability, return on investment, sales growth, sales revnue. Similarly non-financial perspectives is used by researchers (Mohamad *et al.*, 2009, Absar *et al.*, 2010; katou, 2008; Salim and Sulaiman, 2011) and include measures like employee and customer satisfaction, market share and product and service quality. Hoskisson et al. (2000) identified that the various difficulties face to the measurement of financial aspects in developing economies. They noted that some issues such as: Lack of market-focused financial reporting, lack of fairness in financial reporting, insufficient regulatory mechanism and enforcement about financial reporting. In the case

of non-financial measure, it always compels decision-makers to take into consideration organisational goals when assessing its performance. Besides, Boselie *et al.* (2005), Huselid (1995), Chang and Chen (2002), Guest (1997), Batt (2002), Delaney and Huselid (1996), have been included the other factors in performance such as productivity, absenteeism, employee turnover intentions, job satisfaction, subordinates' stress level, quality of product and service, trust in management, commitment etc. In the words of Dyer and Reeves (1995), Organisational performance can be defined in terms of HR related outcomes such as turnover, absenteeism, job-satisfaction, commitment, and others, or organisational outcomes such as productivity, quality, service, efficiencies, customer satisfaction and others. It can also be defines in terms of financial indicators like profits, sales, return on assets or investment, or capital market outcomes like market share, stock price, and growth.

The objective of this study explores the relationship between innovative human resource practices and organisational performance. A theoretical framework focusing on innovative human resource practices and organisational performance is developed.

The relevant literature on innovative human resource practices and organisational performance is discussed as under:

Noruzy et al. (2013) explored the relations between transformational leadership, organisational learning, knowledge management, organisational innovation, and organisational performance among Iranian manufacturing companies. The data for the study were collected through a questionnaire survey of 180 large and small manufacturing companies having more than fifty employees. 380 questionnaires were distributed to senior, executives, administrative, and managers of the companies. Out of 380, 280 questionnaires were returned representing about 73 percent response rate. Based on SEM, the results of this study revealed that transformational leadership directly impacts organisational learning and knowledge management; organisational learning directly and positively impacts knowledge management; organisational learning and knowledge management directly influence

organisational innovation; and organisational learning and organisational innovation directly influence organisational performance. In addition to this, transformational leadership also positively influence organisational innovation and organisational performance. Further, it is also established that transformational leadership positively and indirectly influence organisational innovation through organisational learning and knowledge management. Lastly, knowledge management and organisational learning impact organisational performance indirectly through organisational innovation. The major limitations of this study included the following: firstly, data are based on self-reports; secondly, the study is cross-sectional in nature and lastly, this study is limited to five manufacturing companies i.e., food industries, car-utility manufacturing companies, pipe-faucet industries, electric utility companies, and clothing industries. The authors suggested that future research should be conducted in other antecedents and consequences leadership in manufacturing companies and should focus on a longitudinal study.

Aleem et al. (2012) examined the relationship between human resource (HR) practices and perceived employee performance in the health sector of Pakistan. HR practices included compensation, performance appraisal, employee relations, job security, promotion, employee participation, and pension fund. The study hypothesised that HR practices (compensation, promotion, performance evaluation, job security, employee participation, employee relations, and pension programs practices) have direct impact on perceived employee performance, and the relationship between HR practices and perceived employee performance is moderated by satisfaction with HR practices. The simple random sampling technique was used to collect the data. 300 questionnaires were distributed to the employees (top management, middle management, lower management) of autonomous medical institutions of the health department in Punjab (Pakistan). Out of 300, 220 questionnaires were found to be usable for analysis. The correlation and regression result revealed that employee performance in health sector is significantly related with compensation, employee relations, job security, promotion, and pension.

However, the employee participation and performance appraisal are not significantly related with employee performance. The study also revealed that satisfaction with HR practices is a moderating variable between HR practices and perceived employee performance. The study is conducted amidst certain limitations. First, limitation of this study is its relatively small sample size. Second, since job-security and pension-programme are provided only to the permanent employees and hence, it ignored the contractual employees. Third, this study is conducted on limited HR practices and other relevant HR practices such as career management, placement/transfer, recruitment and selection, training, job clarity, profit sharing, employee ownership, and employee sharing are ignored. Lastly, since the study is conducted only in the public health sector and its comparison with the private health sector has not been kept in the purview of the study.

Bowra et al. (2012) examined the relationship between human resource practices and employees perceived performance in banking sector of Pakistan. The study hypothesised positive relationship between compensation practices, performance evaluation, promotion practices, and employee perceived performance of banking sector in Pakistan. The random sampling technique was used to collect the data from 300 employees of public and private banks of Pakistan. Out of 300, 235 questionnaires were found usable for analysis. The multiple regression analysis results revealed positive and significant relationship between employee perceived performance and human resource practices. Whereas the compensation practices is not significantly related with employee perceived performance. The main limitation of this study is related with limited human resource practices. The authors remarked that the other human resource practices like recruitment and selection practices, training and development practices, placement and grievance practices should be considered in future.

Chan and Mak (2012) explored the mediating role of occupational safety health on the relationship between high performance human resource practices and organisational performance. The study hypothesised that high performance human resource practices are positively associated to organisational performance, and the relationship between high performance human resource practices and organisational performance is mediated by perceived safety climate. The snowballing sampling was used to select the sample of 280 HR professionals in Hong Kong. Out of 280, 227 questionnaires were found usable for analysis and the response rate was found to be 81.1 percent. The result, based on multiple regression analysis, revealed that high performance human resource practices have positive influence on organisational performance. It is also revealed that perceived safety climate serve as a mediator between high performance human resource practices and organisational performance. The major limitation of this study is that only one item of occupational safety health has been framed in the high performance human resource practices measurement. More items need to be framed in the high performance human resource practices measurement for the generalisability of the findings. Secondly, this study is cross-sectional in nature. Longitudinal studies should be conducted in future research.

Khasawneh and Alzawahreh (2012) examined the relationship between high-performance work practices (HPWPs), organisational innovation and organisational performance. High-performance work practices included extensive employee training, result-oriented appraisal, employee participation and empowerment, team working, job rotation, flexible work schedules, internal promotional policies, performance-based compensation, and employment security. The study hypothesised that employee perception of HPWP are significantly related organisational performance and organisational innovation, and that organisational innovation mediates the relationship between perceptions of HPWPs and organisational performance. Purposive and convenience techniques were used to collect the data from 170 employees working in 15 different chain restaurants locating in Jordan. The results revealed that HPWPs significantly predict organisational innovation and in turn, organisational innovation significantly predict organisational performance. Hence organisational innovation mediates the relationship between

HPWPs and organisational performance. The main limitation of this study is that it is limited to only one sector i.e. service sector and considers only one mediator variable i.e. organisational innovation. The future research agenda suggested other sectors such as manufacturing sector and mediators such as organisational culture and learning transfer climate that foster organisational performance need to be examined.

3. THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

A theoretical framework that shows how differential innovative human resource practices influences organisational performance is discussed as under:
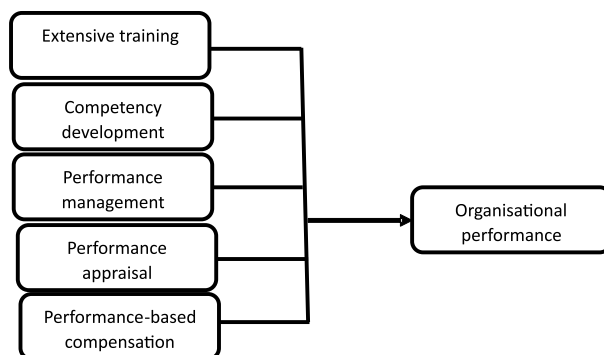

Figure 1: Theoretical framework representing innovative HR practices and organisational performance linkage

Hypotheses Development

Linkage between Innovative human resource Practices and Organisational Performance

HR plays an important role in the performance of organisational units, as any competitive organisation would not exist without either of them. A number of theoretical and empirical studies have linked innovative human resource practices to organisational performance. The literature include studies that focus on the impact of innovative human resource practices on organisational performance (Huselid,1995; Evans and Davis, 2005; Lopez *et al.*, 2005 Sun *et al.*, 2007; Gurbuz, 2009; Chan and Mak, 2012; Syed and Yan, 2012). Innovative human resource practices are considered as the source of competitive advantage. The aim of innovative human resource practices is to enhance the

performance of employees and ultimately result in an increase the performance of an organisation (Delaney and Huselid, 1996). This study identified that innovative human resource practices are not only beneficial for the employers but also their employees through enhance the performance of an organisation.

The variables that are being considered are described in the theoretical frame work (fig.1). Organisational performance is the dependent variable, which is going to be checked for a relationship with extensive training, performance management, performance appraisal, performance-based compensation, empower-ment, and competency development that are independent variables.

Extensive training

Extensive training is an important key factor related to the improvement of organisational performance. The training programme used by the organisation should result to the development of employees and train employees to capture, store and access the new ideas in order to enhance the performance of organisational. The extensive training mainly focused on developing employees who are capable to obtain internal and external information and turning it into achievement of organisational goal and long term objectives (Asghar *et al.*, 2011). Extensive training also plays a vital role to increase employees' skills, abilities, attitude and behaviour to ensure improvement of products and services and performance of the organisational, in addition to increase interactions between employees that result in shared new ideas and closer interpersonal ties that positively affect on organisational performance (Naphapiet and Ghoshal, 1998; Absar *et al.*, 2010). It also provides a clear understanding about the company's aims and goals would help ensure a right direction for improving the organisational performance (financial performance, employee performance, and operational performance) (Huselid, 1995; Delaney and Huselid, 1996; Ahmad and Schroeder, 2003; Lopez *et al.*, 2006; Apospori, 2008; Chand, 2010, Gurbuz and Mert, 2011). Further extensive training activities, employees are able to expand their knowledge, and generate new understanding and new ideas, all of which will be able to improve the

performance of organisational. On the same lines, extensive training programmes are crucial for employees to promote the learning process in the organisation that improve the business performance. Such training programme motivate the employees to share their experience, generate new knowledge, and utilise the knowledge that enable business growth (Moorman and Miner, 1998). Based on this aspect, the present study proposes the following hypothesis:

Hypothesis 1. Extensive training positively influences on organisational performance.

Competency development

Competency development refers to increase in the competence levels of employees which help in achieving the organisational goals (Johansson and Hurria, 2003). It involves building of the knowledge and skills of employees and improve the organisational performance. In an organisation, competency can be developed through financial, employee and operational performance. Further, competency development enables the organisation to retain productive employees by enhancing their knowledge, skill and ability to take up future challenging roles (Agarwal and Ferratt, 1999). Hence, the following hypothesis is proposed:

Hypothesis 2. Competency development has a positive influence on organisational performance.

Performance management

Performance management is a continuous process. "It is based on the principle of management by agreement or contract rather than management by command" (Armstrong, 2006). In the organisation, performance can be managed through daily or weekly interaction between superior and subordinates within an organisation (Gary Dessler 2007, p. 310). According to Robert (2001) performance management is a very important concept that ensures how performance is successfully carried out in any organisational enterprises. In addition to this, performance management focuses on maintaining, development and motivating the employees at work to generate better results. In short, it refers to the process of creating a good

work environment of openness, mutual trust, co-operation and team spirit in which individuals are enabled to achieve to the best of their abilities, in turn they help to improve the organisational performance. In addition to this, performance management emphasizes improvement, learning and development in order to achieve the organisational goals. In the words of Armstrong and Baron (1998), it is a strategic and integrated approach to accelerate the efficiency of administration by improving the performance of the employees and by developing the capabilities of teams and individual. It helps in directing and sustaining employees to work effectively and efficiently according to organisational needs. Based on this aspect, the present study proposes the second hypothesis:

Hypothesis 3. Performance management has a positive influence on organisational performance.

Performance Appraisal

Performance appraisal is used to evaluate the performance of the employees (Lee *et al.*, 2010). It focuses on long-term objectives in order to enhance the performance of an organisation (Lopez *et al.*, 2005). In addition to appraisal process supervisors should provide the employees continued feedback on their competencies and skill, this also served to improve the attributes of an organisation (Cabrales et al., 2009).Absar et al., 2010; Lee et al., 2010 argued that there is a positive relationship between performance appraisal and organisational performance. Further appraisal process gives the employees continuous feedback about their competencies and knowledge acquired, this also improve the attributes of an organisation (Lopez-Cabrales et al., 2009). Besides this, human resource process are initiated for the good performers such as rewards, recognitions, incentives, higher packages, promotion, etc. For poor performers training is given to fill the gap. For smooth working of the organisation, it becomes necessary to carry out performance appraisal of every employee (Balyan *et al.,* 2011). Based on above discussion, the following hypothesis is proposed:

Hypothesis 4. Performance appraisal has a positive influence on organisational performance.

Performance-based compensation

Most of the studies have considered performance-based compensation as one of the innovative human resource management practices (eg. Arthur, 1994; Huselid, 1995; Syed and Yan, 2012). Performance-based compensation include incentives and rewards received by the employees on the basis of their performance at work. Organisation must set up incentives scheme in order to increase the employee performance. Through incentives and rewards system, organisation can be motivated the employees to achieve the organisational goal and enhance the organisational performance (Absar *et al.*, 2010). Performance-based compensation is essential to motivate the employees to take the challenging work, generate and utilise the knowledge effectively that ensure to improve the performance of the business. The following hypothesis is proposed in this regard:

Hypothesis 5. Performance-based compensation has a positive influence on organisational performance.

4. RESEARCH METHODOLOGY:

Sample

Data collected from the employees working in education sector in Jammu. Questionnaires were sent to 272 employees, 226 useable questionnaires were returned and response rate was found to be 83%.

Generation of scale items

The items under different variable covering all aspects of innovative human resource practices and organisational performance have been generated from different sources. The items for innovative human resource practices i.e. extensive training (4 items), competency development (7 items) performance management (6 items), performance appraisal (9 items), and performance-based compensation (6 items) have generated from (Pare et al., 2000; Pare and Tremblay, 2000; Lopez *et al.*, 2005; Som, 2008; Wei *et al.*, 2010) and ten items used in organisational performance have been generated from (Venkatraman and Ramanujam. V, 1986; Katou and Budhwar, 2008). All measures are based on five point likert scale. The scaling is-5 for completely satisfied, 4 for satisfied, 3 for neither satisfied nor satisfied, 2 for dissatisfied, 1 for completely dissatisfied.

Results

Before testing the hypotheses we assessed the reliability of the construct with the help of confirmatory factor analysis (CFA). CFA was conducted to assess the measurement model fit and structural model has been estimated for hypothesis testing.

Measurement Models

Confirmatory factor analysis (CFA) has been used to test whether a relationship exist between the manifest and latent variables. Items with standardised regression weights (SRW) less than 0.50 were deleted (Hair *et al.*, 2009).One dimension of organisational performance i.e. operational performance got deleted in CFA. Goodness of Fit of the measurement models has assessed with various global fit indices like goodness of fit index (GFI), adjusted goodness of fit index (AGFI), comparative fit index (CFI), normed fit index (NFI), root mean square error (RMR) and root mean square error of approximation (RMSEA). The models proved acceptance of all the value of absolute goodness of fit (GFI and AGFI), incremental fit (NFI and CFI) and badness of fit (RMR and RMSEA) being within prescribed limit (Table 1).

Table 1: Model Summary of fit Indices

Constructs	CMIN/DF	RMR	GFI	AGFI	NFI	CFI	RMSEA
Extensive training	1.815	.033	.924	.884	.912	.958	.067
Competency development	3.127	.031	.941	.882	.892	.922	.108
Performance management	2.122	.036	.929	.873	.889	.937	.078
Performance appraisal	2.794	.020	.892	.910	.968	.978	.099
Performance-based compensation	2.103	.023	.969	.927	.934	.964	.078
Organisational performance	2.423	.028	.953	.899	.922	.952	.088

Reliability

To check the internal consistency Cronbach's alpha has been used as it is the indicator of the reliability of the construct (Cronbach, 1951). Alpha value equal to or greater than 0.70 indicate good reliability (Nunally, 1970; O'Leary-Kelly and Vokurka,1998). In the present studies alpha value for all construct are greater than 0.70. Composite reliability for all constructs is above 0.70. Thus the Cronbach's alpha and composite reliability indicate that the scales are quite reliable.

Impact of innovative human resource practices on Organisational performance

Structural Equational Modeling (SEM) has been used to test the hypotheses of the proposed framework, it is a multivariate statistical process that allows testing the casual relations among observed and latent variable (Kaplan, 2000). In the present study, the relationship between innovative human resource practices and organisational performance have been assessed.

Through structural equation modeling, we assess the dimension wise impact of innovative human resource practices on organisational performance (Figure 2, 3).
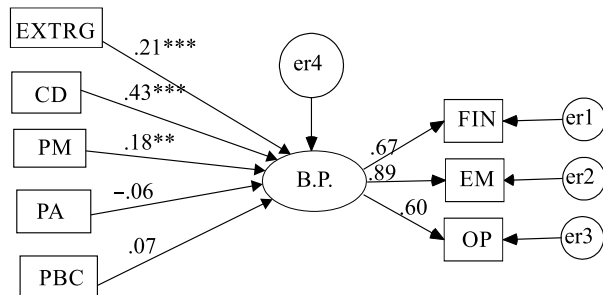

Figure 2

In the present study, the relationship between extensive training, performance management, performance appraisal, performance-based compensation, competency development and organisational performance have been explored. Initially, five paths have been traced out of which three paths were significant and two were found to be insignificant. Due to these insignificant paths, the model fitness was poor. In first step, the insignificant paths were removed which resulted in excellent model fit (CMIN/DF=1.456, RMR=.026, GFI=.984, AGFI=.946, NFI=.983, CFI=.995, RMSEA=.056) (Figure 3).
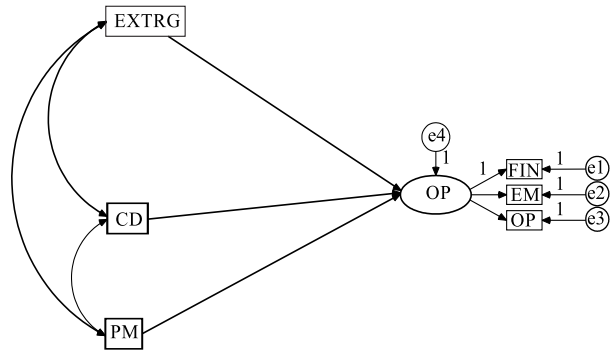

Figure 3

Firstly, we studied that the extensive training has a significantly impact on organisational performance (SRW=.21, P<.05). Therefore, H1 stands accepted.

Secondly, Competency development has a significantly impact on organisational performance (SRW=.32, P<.05). Hence H2 accepted.

Thirdly, Performance management has a significantly impact on organisational performance (SRW=.43, P<.05). Therefore, H3 stands accepted.

Fourth, Performance Appraisal has a significantly impact on organisational performance (SRW=.08, P>.05). Therefore, H4 stands rejected.

Lastly, Performance-based compensation has a significantly impact on organisational performance (SRW= -.06, P>.05). Therefore, H5 stands rejected.

5. DISCUSSION AND CONCLUSION

This paper investigates empirically the relationship between innovative human resource practices and organisational performance in education sector in Jammu. The empirical finding support the innovative human resource practices contribute to improve the organisational performance in education sector. In particular, it is found that innovative human resource practices will have a positive influence on the effectiveness of an organisation. Whereas performance appraisal and performance-based compensation are not significantly related to organisational performance and thus extend research by Huselid (1995); Lopez *et al.* (2005); Sun et al. (2007); Katou (2008) who found a positive relationship between innovative human resource practices and organisational performance. Further, in term

of theoretical contributions, this research examined for the first time, the impact of innovative human resource practices on organisational performance in education sector in Jammu. The main implications of this study are that organisation should make it compulsory for all the employees to undertake continuous training provided by superior. This will increase their knowledge about latest advancements in the organisation and they can cope up with outside challenges and prepare themselves for further promotion. Such initiatives can help to improve the organisational performance. Further, organisation should pay bonuses based on team performance in order to motivate employees to engage in organisational learning initiatives. Such bonuses system encourages employees to suggest ideas for innovation and can make the better performance of the business. Additionally, organisation should encourage the employees to acquire the knowledge through join formal and informal nets made up by people outside the

company and generate new ideas for innovation and improve the performance of the organisations. Lastly, employees should always ensure interdepartmental coordinate to manage their organisational learning initiatives successfully that helps to boost up the organisational performance.

6. LIMITATIONS OF THE STUDY

This study is not free from limitations. Few limitations of this study need to be acknowledged. First, this study is limited to education sector in Jammu city. Future research should be expanded in other regions, which could improve the generality of the findings. Further, future research could also be expanded in other services sectors such as health, banking and insurance. Second, this study evaluated the impact of innovative human resource practices on organisational performance. In future research, author can explore the other outcomes also such as organisational commitment, organisational-citizenship behaviour, job satisfaction, etc.

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A Time Series Cross Sectional Analytical Study of Dependence of Internet Users of India on China and United States

Prof. (Dr). Keya Das Ghosh*
Prof. (Dr). Suddhasanta De**
Prof. Sandeep Bhattacharjee***

ABSTRACT

In the modern era of communication, Internet has outclassed every other form of communication. Multiple growth advancements can be seen in almost every domain in Asia, Europe, United States and the rest of the world. In this research paper, we aim to study the growth of internet users in India with contrast to China and United states. An analytical approach has been undertaken on data obtained from open secondary source from internet. Auto correlation function and cross correlation function has been performed on time series data for **percentage of Individuals using the Internet** for India, USA and China from the year 2000 to 2017 using SPSS version 16. A strong autocorrelation between time series values for India china and united states has been observed. A high cross correlation was found at lag 1, and medium cross correlation for India and China at lag 2. A medium cross correlation was found at lag 1 and comparatively low cross correlation at lag 2 was observed for India and United States. This research can use for further in depth study of telecom industry studies with respect to use of products and services.

Keywords: Internet, India, China, United states, Import, Export

1. INTRODUCTION

According to a report by Internet and Mobile Association of India (IAMAI). India has nearly 451 million monthly active internet users at end of financial year 2019 which is next to China in terms of internet users.

Source: (https://economictimes.indiatimes.com/tech/internet/india-has-second-highest-number-of-internet-users-after-china-report/articleshow/71311705.cms?from=mdr)

The same report also indicates almost 192 million active internet users in urban areas which seems has more percentage penetration as compared to rural areas. There still exists is a clear gender disparity when it comes to internet usage in India as there were less number of female Internet users in India as compared to male internet users.

In the neighboring country of china, which accounts for nearly 21% of the world Internet users has seen little slowness in terms of growing internet users. The usage growth in china has primarily been determined by an augmentation of people spending more time in watching short-form videos, that points to a swing in internet engagement. Most of the Internet users have generally drifted away from text and still images to content videos and other mobile-friendly content.

As seen in Table 1, India has seen a sharp growth with base year 2000, an estimated 11,100% which has been the highest recorded growth in the world (in percentage). Also, china has witnessed phenomenal growth of internet (3,695%), with current number of 854 million users. (see table 1).On the other hand, united states has almost 292 million users of internet which is third largest (in frequency users). This shows some kind of correlation between internet users in these three countries i.e. China, India and United States.

* Associate Professor, Amity school of Commerce & Finance, Amity University, Kolkata-700156
** Associate Professor, Amity school of Commerce & Finance, Amity University, Kolkata-700156
*** Assistant Professor, Amity school of Business, Amity University, Kolkata-700156, sandeepbitmba@gmail.com

A Time Series Cross Sectional Analytical Study of Dependence of
Internet Users of India on China and United States
● Prof. (Dr). Keya Das Ghosh
● Prof. (Dr). Dr. Suddhasanta De
● Prof. Sandeep Bhattacharjee

Table 1. Top 5 countries with highest number of internet users - June 30, 2019

TOP 20 COUNTRIES WITH HIGHEST NUMBER OFINTERNET USERS - JUNE 30, 2019

SI No.	Country or Region	Population, 2019 Est.	Population, 2000 Est.	Internet Users 30 June 2019	Internet Users 31 Dec 2000	Internet Growth 2000-2019
1	China	1,420,062,022	1,283,198,970	854,000,000	22,500,000	3,695%
2	India	1,368,737,513	1,053,050,912	560,000,000	5,000,000	11,100%
3	United States	329,093,110	281,982,778	292,892,868	95,354,000	207%
4	Indonesia	269,536,482	211,540,429	171,260,000	2,000,000	8,463%
5	Brazil	212,392,717	175,287,587	149,057,635	5,000,000	2,881%

(Source: https://www.internetworldstats.com/top20.htm)

Therefore, there exists the requirement to identify the existing relationship between internet users of these countries.

In this research paper, we have tried to find the existing correlation between the internet users within these countries and among these countries.

2. LITERATURE REVIEW

In modern age, Internet has turned out to be one of the most significant and essential information source for human lives and work. With the acceleration of Internet,the much needed information is becoming more complex in a rapidly expanding domain. To marginalize the complexity, many researchers have undertaken the work of understanding and marginalize or reduce them using various tools and methods.

In the early 2015, there was shortage of many internet facilities in educational institutions as highlighted by the study of **Chikkamanju & Kumar** (2015) that reflected most of the under graduate college libraries are affected due to inadequate fund, manpower, proper infrastructure facilities, audio 46 visual materials, as well as e-resources, and trained manpower to handle the digital library operations. Another area of potential usage of internet for research by **Biega, Mele and Weikum** (2014) 8 confer monitoring web browsing behavior has benefited many data mining applications, such as top-K discovery and anomaly detection. This has multiple uses in academics, corporate and research applications.

As pointed by **Phoa & Sanchez** (2013) the usage of internet can also be understood from data analysis viewpoint, which facilitates marvelous opportunities to gather observational data on a large-scale. In similar context, Parodi (2013) also discussed about users accessing the Internet,the devices used for internet communication, and creating tools for understanding user choices.

More research indicates another pertinent usage of internet users related to use of ecommerce. Gunasekaran, Marri, **McGaughey, & Nebhwani (2002)** presented a new viewpoint of electronic commerce within organizational systems in "E-commerce and its impact on operations management", which included internet in its existing relation with e-trading and implementable in almost every field of business.

From social capital point of view, Horrigan (2002) had connected Social Capital to internet communication technologies access in institutions by observing relatively how Internet can act as the appropriate medium that reduces transaction costs, and hence helps build Social Capital. Some of the other factors that drives internet usage can be outcome expectations, level of social interactions, shared knowledge and language drive the quality and quantity of knowledge sharing (Chiu, et al, 2006).

Based on the literature and discussions, the following alternate hypothesis can be considered:

Alternate Hypothesis:

1. Time series values of percentage change internet users and past values of percentage change internet users in India are correlated to each other. (H_{11}).

2. The change in values of percentage internet users in India is highly correlated on change in values of percentage internet users in china. (H_{12}).

3. The change in values of percentage internet users in India is highly correlated on change in values of percentage internet users in United states. (H$_{13}$**).**

3. RESEARCH METHODOLOGY

We have collected data from the secondary source (https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx). This data reveals the Percentage of Individuals using the Internet from the year 2000-2017) from different countries including India, China and United States. This data has been systematically arranged so that comparative growth of internet users can be analyzed for dependency within the time period of country and cross correlation between India, China and United states internet users (in percentage). The methods used were time series ACF calculation using natural log transform analysis for India, china and United States. Cross

correlation was also used for identifying CCF for India, china and United States to understand using cross correlation natural log transform analysis. Both analysis were performed using SPSS version 16. We have tried to develop to individual models that can be used for future analysis of similar types of data in telecom and related sectors.

4. ANALYSIS & DISCUSSIONS

1. DESCRIPTIVE MEASUREMENTS

As observed in figure 1, Values for 18 years (year 2000 to 2017) were used for analysis with standard error of skewness (0.536)for India, China and united states. This indicates similar movements in terms of skewness. Also, standard error of kurtosis (extreme tail movement has been 1.038 for the values of India China and United states.

Figure 1. Descriptive measures of time series values

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
India	18	...	3.44500E1	9.1517E0	9.46057320E0	1.356	.536	1.482	1.038
China	18	1.7759E0	5.43000E1	2.6414E1	1.95282291E1	.115	.536	-1.722	1.038
United States	18	4.3079E1	8.72661E1	6.9010E1	1.08753077E1	-.797	.536	1.266	1.038
Valid N (listwise)	18								

(Source : Author analysis)

2. INTER CORELATION model and analysis

A. Model Description:

Figure 2. Model for Auto correlation function using independence model

Model Description

Model Name		MOD_1
Series Name	1	India
	2	China
	3	United States
Transformation		Natural logarithm
Non-Seasonal Differencing		0
Seasonal Differencing		0
Length of Seasonal Period		No periodicity
Maximum Number of Lags		5
Process Assumed for Calculating the Standard Errors of the Autocorrelations		Independence(white noise)
Display and Plot		All lags

Applying the model specifications from MOD_1

a. Not applicable for calculating the standard errors of the partial autocorrelations.

(Source : Author analysis)

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As seen in Figure 2, This model has been built using three time series data (**percentage of Individuals using the Internet)** for India, USA and China from the year 2000 to 2017 (18 years data) . Natural logarithm method has been used for transformation.(due to variation in variable inputs as observed) 5 lags has been used to understand the predictability correlation of percentage of internet users in India, US and china. 5 lags can indicate the strength of the model in inter comparison within each country's predictability feature with yearly growth values for this model.

B. ACF of India (**percentage of Individuals using the Internet).**

Figure 3. ACF for India using Box-Ljung statistic
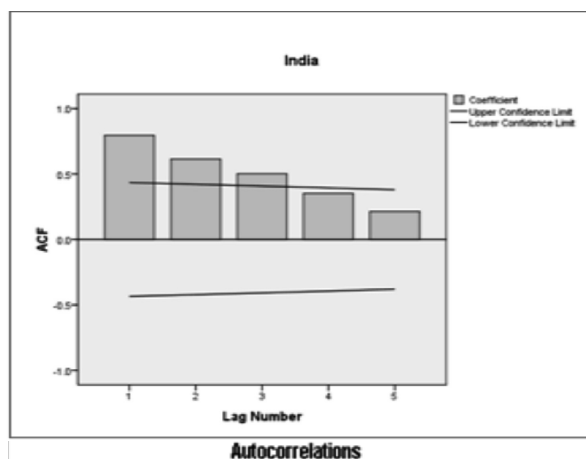
Autocorrelations

Series:India

Lag	Autocorrelation	Std. Error[a]	Box-Ljung Statistic		
			Value	df	Sig.[b]
1	.795	.217	13.398	1	.000
2	.614	.211	21.873	2	.000
3	.503	.204	27.940	3	.000
4	.352	.197	31.129	4	.000
5	.214	.190	32.397	5	.000

a. The underlying process assumed is independence (white noise).

b. Based on the asymptotic chi-square approximation.

(Source : Author analysis)

As seen in Figure 3, analysis depicts increasing standard errors for each lag as seen (0.217, 0.211, 0.204, 0.197, 0.190) for lag 1,2,3,4,5 respectively. ACF tends to decrease (0.795, 0.614, 0.503, 0.352, 0.214) for lag 1,2,3,4,5 respectively. The autocorrelation is based on asymptotic chi square approximation using

independence model standard error method (Box-Ljung statistic *).

$$Q = n\,(n+2) \sum_{k=1}^{h} \frac{\hat{\rho}_k^2}{n-k}$$

Where n is the sample size $\check{\rho}_k$ is the sample autocorrelation at lag k, and h is the number of lags being tested. Under H_0 the the statistic Q asymptotically follows a $\chi^2_{(h)}$. For significance level α, the critical region for rejection of the hypothesis of randomness is:

$$Q > \chi^2_{1-\alpha,h}$$

Note: The Ljung–Box test is a type of statistical test of whether any of a group of autocorrelations of a time series are different from zero. Instead of testing randomness at each distinct lag, it tests the "overall" randomness based on a number of lags, and is therefore a portmanteau test.

C. ACF of United States (**percentage of Individuals using the Internet)**

Figure 4. ACF for United states using Box-Ljung statistic
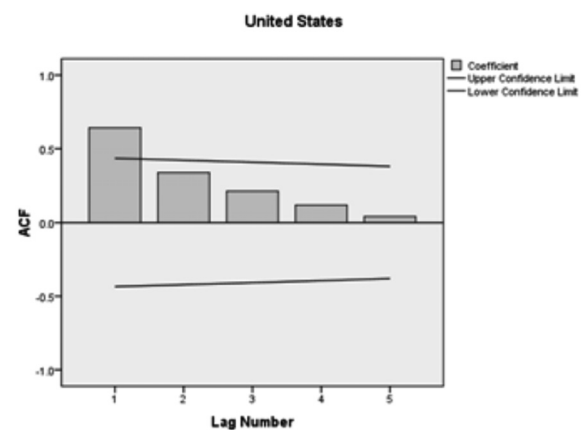
Autocorrelations

Series:United States

Lag	Autocorrelation	Std. Error[a]	Box-Ljung Statistic		
			Value	df	Sig.[b]
1	.642	.217	8.726	1	.003
2	.337	.211	11.279	2	.004
3	.211	.204	12.348	3	.006
4	.116	.197	12.695	4	.013
5	.042	.190	12.743	5	.026

a. The underlying process assumed is independence (white noise).

b. Based on the asymptotic chi-square approximation.

(Source: Author analysis)

The above figure, as observed depicts increasing standard errors for each lag as seen (0.217,

0.211, 0.204, 0.197, 0.190) for lag 1,2,3,4,5 respectively. ACF tends to decrease (0.642, 0.337, 0.211, 0.116,0.042) for lag 1,2,3,4,5 respectively. (see Figure 4)

D. ACF of China (percentage of Individuals using the Internet)

Figure 5. ACF for China using Box-Ljung statistic
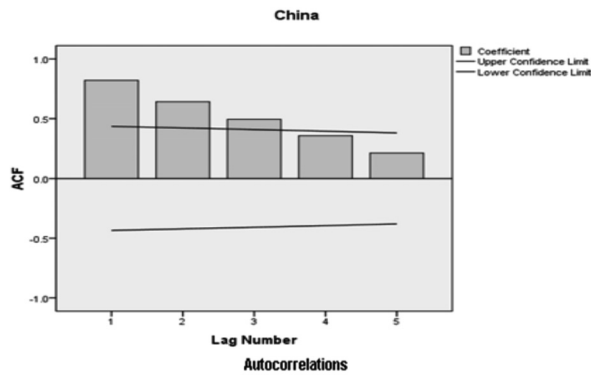
Autocorrelations

Lag	Autocorrelation	Std. Error[a]	Box-Ljung Statistic		
			Value	df	Sig.[b]
1	.820	.217	14.242	1	.000
2	.641	.211	23.494	2	.000
3	.494	.204	29.356	3	.000
4	.356	.197	32.614	4	.000
5	.211	.190	33.852	5	.000

a. The underlying process assumed is independence (white noise).

b. Based on the asymptotic chi-square approximation.

(Source : Author analysis)

The above figure, as observed depicts increasing standard errors for each lag as seen (0.217, 0.211, 0.204, 0.197, 0.190) for lag 1,2,3,4,5 respectively. ACF tends to decrease (0. 820, 0.641, 0.494, 0.356, 0.211) for lag 1,2,3,4,5 respectively. (see **Figure 5.)**

3. (INTRA-CORELATION) model and analysis:

A. Model Description:

Figure 6. Model for Cross correlation function using independence model

Model Description

| Model Name		MOD_3
Series Name	1	India
	2	China
	3	United States
Transformation		Natural logarithm
Non-Seasonal Differencing		0
Seasonal Differencing		0
Length of Seasonal Period		No periodicity
Range of Lags	From	-5
	To	5
Display and Plot		All lags

Applying the model specifications from MOD_3

(Source : Author analysis)

This model has been built using Three time series data from the year 2000 to 2015. Natural logarithm has been used for transformation.(due to variation in variable inputs as observed) 5 lags has been used to understand the predictability correlation of percentage of internet users in India, US and china. 5 lags can indicate the strength of the model in **intra comparison between two country's** dependency feature for this model. (see figure 6).

B. India VS. China percentage of Individuals using the Internet

Figure 7. CCF for India vs. China using natural log transform

Cross Correlations
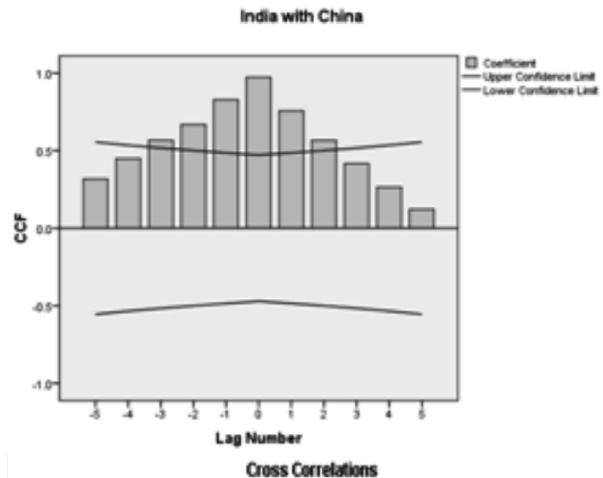
Series Pair India with China

Lag	Cross Correlation	Std. Error[a]
-5	.317	.277
-4	.448	.267
-3	.567	.258
-2	.668	.250
-1	.828	.243
0	.972	.236
1	.756	.243
2	.566	.250
3	.416	.258
4	.263	.267
5	.121	.277

a. Based on the assumption that the series are not cross correlated and that one of the series is white noise.

(Source : Author analysis)

As observed in figure 7, indicates the cross correlation between **India VS. China** time series data depicts increasing standard errors for each lag as seen **+**(0.236, 0.243, 0.250, 0.258, 0.267,0.277) for lags **+**(0, 1, 2,3,4,5) respectively. CCF tends to decrease from 0.972 at 0 lag to 0.756 at 1 lag and so on till 5 lag. This shows

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corresponding consistent relation between values of India and China that reflects inter dependency for mutual growth and development for internet usage.

C. India VS. United States percentage of Individuals using the Internet

Figure 8. CCF for India vs. United States using natural log transform
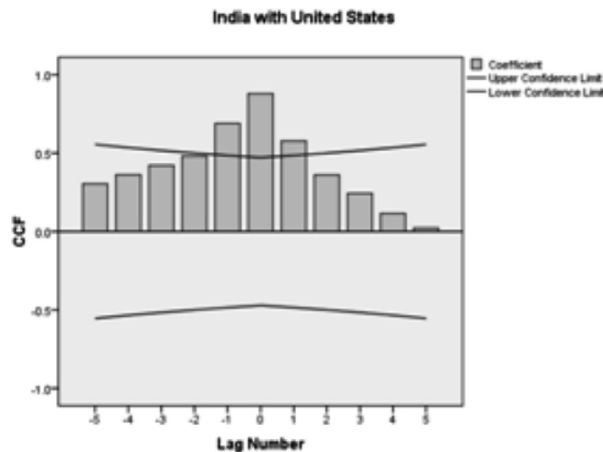
Cross Correlations

Series Pair:India with United States

Lag	Cross Correlation	Std. Error[a]
-5	.304	.277
-4	.362	.267
-3	.421	.258
-2	.481	.250
-1	.689	.243
0	.879	.236
1	.576	.243
2	.361	.250
3	.243	.258
4	.115	.267
5	.022	.277

a. Based on the assumption that the series are not cross correlated and that one of the series is white noise.

(Source : Author analysis)

As seen in figure 8, indicates the cross correlation between **India vs. United States** time series data depicts increasing standard errors for each lag as seen (0.236, 0.243, 0.250, 0.258, 0.267, 0.277) for lags **+**(0, 1, 2,3,4,5)respectively. CCF tends to decrease from 0.879 at 0 lag to 0.576 at 1 lag and so on till 5 lag. This shows corresponding consistent relation between values of India and United States that reflects inter dependency for mutual growth and development for internet usage.

D. China VS. United States percentage of Individuals using the Internet

Figure 9. CCF for China vs. United States using natural log transform
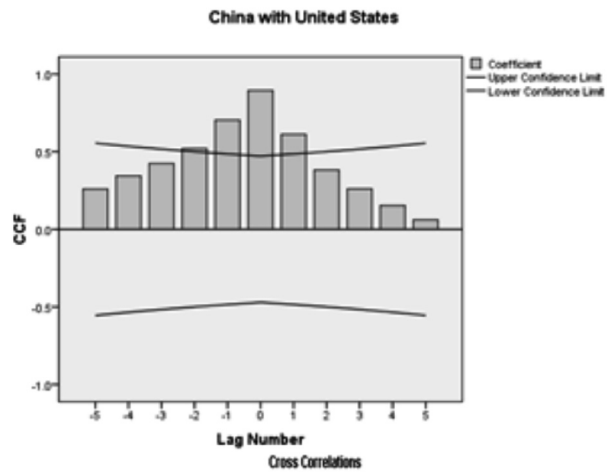
Cross Correlations

Series Pair:China with United States

Lag	Cross Correlation	Std. Error[a]
-5	.258	.277
-4	.344	.267
-3	.424	.258
-2	.520	.250
-1	.703	.243
0	.893	.236
1	.612	.243
2	.382	.250
3	.260	.258
4	.153	.267
5	.062	.277

a. Based on the assumption that the series are not cross correlated and that one of the series is white noise.

(Source: Author analysis)

As seen in the figure 9, the cross correlation between **China VS. United States** time series data depicts increasing standard errors for each lag as seen **+**(0.236, 0.243, 0.250, 0.258, 0.267, 0.277) for lags **+**(0, 1, 2,3,4,5) respectively. CCF tends to decrease from 0.893 at 0 lag to 0.612 at 1 lag and so on till 5 lag. This shows corresponding consistent relation between values of China and United States that reflects inter dependency for mutual growth and development for internet usage.

5.FINDINGS

1. Inter correlation depicts strong autocorrelation between time series values for India china and united states with variance of (0.795, 0.614), (0.642, 0.337), (0. 820, 0.641) at (lag 0, lag1) respectively.

2. Cross correlation indicates the interdependency of each country's telecom growth as seen from the year 2000 to 2017.

3. A high cross correlation was found at lag 1 (0.756), and medium cross correlation at lag 2 (0.566) for India and China.

4. A medium cross correlation was found at lag 1 (0.576), and comparatively low cross correlation at lag 2 (0.361) for India and United States.

5. A medium cross correlation was found at lag 1 (0.612), and medium cross correlation at lag 2 (0.566) for United states and China.

6. CONCLUSION

Therefore, from the above findings, H_{11} stands true which states that time series values of percentage internet users in India and past values of percentage internet users in India are correlated to each other. (H_{11}). Also, high cross correlation (India and china at 0.756 agrees with the hypothesis (H_{12}) i.e. the change in values of percentage internet users in India is highly dependent on change in values of percentage internet users in china. H_{13} remains moderately doubtful with medium cross correlation observed at lag 1 (0.576).

This strong cross correlation between India and China also substantiates the report by world bank report (Source: http://siteresources.world bank.org/INTDEBTDEPT/Resources/468980-1206974166266/4833916-1206974192224/PRWP4304.pdf). The report highlights the speedy economic growth of both China and India with increase in rapid growth in their trade. Another report by economic times, stated Chinese exports to India were electronic items 26.12, per cent, (Source: Economic times, July 2019) (Source: https://economictimes.indiatimes.com/news/economy/foreign-trade/india-china-bilateral-trade-declines-by-3-59-pc-in-first-5-months-of-this-year/articleshow/70147029.cms?from=mdr).

According to to the United Nations COMTRADE database on international trade, India Imports from China of Electrical, electronic equipment amounted to around US$23.24 Billion during the year 2018. (Source: https://trading economics.com/india/imports/china/electrical-electronic-

equipment) China's world trade percentage in electronics to India.

Figure 10. Categories of India's Imports from china (2011-2016)

Major items imported into India from China

(Source:https://scroll.in/article/818241/think-before-you-fall-for-boycottchina-breaking-trade-ties-will-hurt-indian-business)
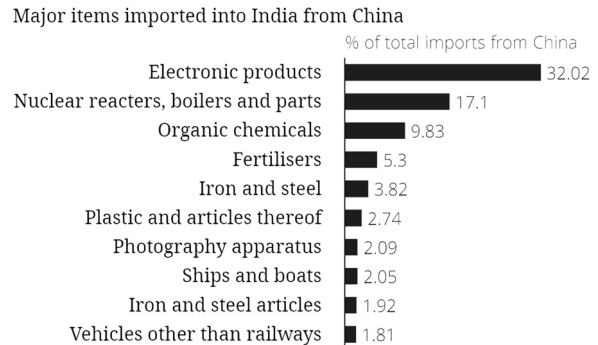
As seen in figure 10, there exists a dependency of India on Chinese imports to such an extent that during 2011 to 2016 India's global trade shrinkage, by almost 20% owing to a global slowdown, the Chinese imports grew by a stable 11.5%. This indicates India's heavy electronics dependence on China which continues to increase and expected to rise further with companies such as Xiaomi, Huawei set to expand in future. (See Figure 10).

Figure 11. China's electronics exports (year 2016-2017)

(Source https://wits.worldbank.org/CountryProfile/en/CHN)

India continues to be the sixth major electronic export market for China (see in figure 11) during the year 2016 -2017 fiscal year report, as observed in world bank website. While India accounted for 3.47% (**34042479**.02 US $) exports in machineries and electronics in the year 2017, China accounted for 27% (**22237476**.14- MFN Duty Free Imports in US$ Thousand). (as Seen Figure 11).

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7. IMPLICATIONS

The following research can be used to further explore the possibilities of telecom growth in India with respect to number of users. The correlation discovered between India, China and United States suggests the impact of relativity among telecom users India, China and United States respectively. This can also have some kind of determining impact on tools and methods being used in internet usage in either or all of these countries with technology brands promoting their products and services. Export- import studies between the above mentioned studies can also be weighed up based on the inferences drawn from this paper.

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Decoding the Code-Insolvency Bankruptcy Code

Dr. Vidhi Agrawal*

ABSTRACT

Any financial fragility in the banking system may halt the economic progress of the country as the banking sector is one of the major precinct that is responsible for the economic growth of a country. Existing literature on economic growth advocates a strong correlation between banking sector development and growth performance in a country. (Fink, Haiss, & Vuksic, 2009; Beck & Levine, 2004; Garcia & Liu, 1999; Levine & Zervos, 1998; Naceur & Ghazouani, 2007; Yartey, 2008). Inefficient monitoring of the financial systems may be disastrous for the economic health of any country. (Moshirian & Wu, 2012; OECD, 1999).Thus, it is mandatorily required that banks must have an integrated and efficient system of supervision. According to Bencivenga, Smith, & Starr, 1995; Esso, 2010; King & Levine, 1993a) there is a positive impact on the growth of an economy with well managed financial services system. The financial, economic and developmental plans of the country are dependent up to a major extent on the banks financial stability. There are various indicators of financial stability of the banks out of which asset quality review is one of the indispensible factor(Rajan, R., & Dhal, S. C. (2003). that reflects the efficiency of banks in maintaining credit functioning and profitability .A major threat to the smooth functioning of the banks is the existence of NPAs. Rise in the non performing loans can adversely impact the survival and growth of the banks.(yagnik,2018) . Currently Indian banking sector is going through the dreading phase as there is a continuous rise in the NPAs. By March 2018 Indian bank gross NPAs raised up to Rs 10.25 Lakh crore.[1] Increasing NPAs have become the major reason for stymie in the economic growth of country.The Indian government is trying to overhaul the dampening effects of the problem. One of the remarkable reform that has got the nod of the ministry in 2016 is The Insolvency and Bankruptcy Code.(IBC) .Although IBC has proved its toil to clean the debt up to a major extent but still facing lots of dodges that diminishes the influence of this act. The objective of the present paper is to explore and analyze the impact of IBC on the financial health of our country. The author in the paper has highlighted the ambiguities in the IBC CODE with the help of the few cases reported under the IBC till date and has tried to explore the possible solutions. The article is based on the secondary data collected from government website, reports, newspapers. The paper concludes that although government has taken the right steps to resolve the issues of stressed assets but still it is showcasing the downward phase.

Keywords: Non Performing Assets, Profitability, Economic growth, Banking sector.

INTRODUCTION

For developing economies like India, Banking Sector is one of the financial service sector that plays an imperative role in the economic upliftment and social development of the country. The financial, economic and developmental plans of the country are dependent up to a major extent on the banks financial stability. There are various indicators of financial stability of the banks out of which asset quality is one of the indispensible factor(Rajan, R., & Dhal, S. C. (2003). that reflects the efficiency of banks in maintaining credit functioning and profitability. A major threat to the smooth functioning of the banks is the existence of NPAs. Rise in the non performing loans can adversely impact the survival and growth of the banks. (yagnik, 2018).

According to Financial stability report of June 2018 of RBI, risk to the banking sector stability has been elevated with the continuous deterioration in profitability and asset quality.[2]

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* Assistant Professor, Ajay kumar Garg Institute of Management, Ghaziabad, dr.vidhiagrawal@gmail.com
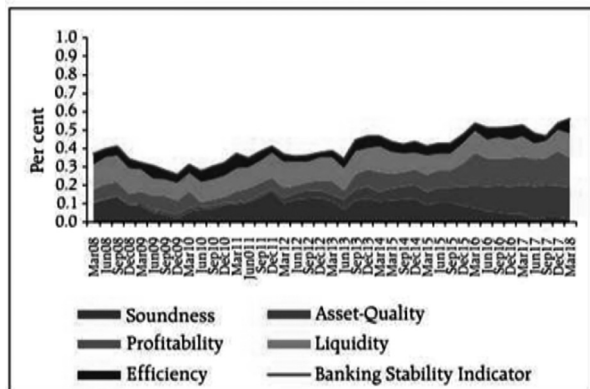
Note: Increase in indicator value shows lower stability. The width of each dimension signifies its contribution towards risk.
Source: RBI supervisory returns and staff calculations.

Chart 1 indicates the low stability in the banking sector. The main reason for decreasing stability is the increase in non performing assets.

Currently Indian banking sector is going through the dreading phase as there is a continuous rise in the NPAs. By March 2018 Indian bank gross NPAs raised up to Rs 10.25 Lakh crore.[3] Increasing NPAs have become the major reason for stymie in the economic growth of country. According to RBI FSR 2018, Scheduled commercial banks GNPA ratio has been increased from 10.2 percent to 11.6 percent in March 2018 while stressed advance ratio rose from 23.9 percent to 24.8 percent[4]. This has further raised the concern for the banking sector as it weakens the power of the banking sector to fight with the unexpected losses and make the banks vulnerable.

The Indian government is trying to overhaul the dampening effects of the problem. One of the remarkable reform that has got the nod of the ministry in 2016 is The Insolvency and Bankruptcy Code (IBC). IBC as an act has been introduced to reduce the malice effects of the stressed assets on the economy of our country. The objective of the IBC is to provide speedy redressal to the problems of the lenders/ creditors/ bankrupt companies. The code aims to reduce the ill effects of stressed assets/ NPAs on the Indian economy

IBC AND THE STRESSED ASSETS

If you dream big, you must work accordingly and that's true in the case of Indian government. With the inception of the IBC law the government is trying to work on the NPAs(Non Performing Assets) problem but there are lot of hurdles which requires the immediate attention of the government.

From last so many decades there are lot of the legislations in India, available to deal with the stressed assets. Multiple overlapping laws increased the complexity in dealing with the stressed assets and defaulters. To deal with the situations of over regulation of laws there was a stiff need to develop a simple platform that can be utilized as a substitute to all multiple regulations and can act as a measure for speedy redressal of the problems of lenders. Government of India with the objective of a debt cleans up introduced insolvency and bankruptcy law in May 2016. When the Act was passed it was treated as a tool to clear the loopholes in the debt recovery system in India. The IBC was introduced with the objective to deal with the issues of recovery of funds from the debtors who borrowed the amount and failed to pay the debt.

IBC as a code is a measure to fight against the epidemic of delays in the matters related with stressed assets and NPAs. Insolvency and bureaucratic code has been designed with the objective to provide a win win solution to both the debtor and the lender. The code was passed in May 2016 as a major economic reform that was passed in the era when the BJP led government is in rule. The code includes the legal mechanisms that not only supports the bankrupt companies or individuals to come out with the solution but also is leading as a pathway to the bankers and the creditors to deal with the stressed assets.

Provisions under the act are designed to provide a speedy resolution to the creditors/bankers/ lenders and debtors . Till August 2018, IBC has been amended twice. First amendment was done in the year 2017 and the second amendment is done in the year 2018.

Insolvency resolution process

A procedure to deal with the cases of insolvency has been described under the code. An application for corporate insolvency resolution and liquidation can be filed by operational creditor, financial creditor or the corporate debtor. There is a strict procedure that an applicant is under an obligation to follow if he wants to go with the root

of solving his case through insolvency and bankruptcy code. Under IBC, there can be two situations. First situation is of insolvency and the other situation is of Bankruptcy.

When the company is not able to repay the debt in its ordinary course of business, any creditor can file an application to the adjudicating authority against such company. This is the case of insolvency. While when the defaulter company itself surrenders or declares its inability to pay the debt it is the case of bankruptcy.

The specialty of IBC is that it deals with both these kinds of situations. Two options are available to resolve any case i.e. **Resolution** and **liquidation.**

Progress report of Insolvency resolutions

The Internal Advisory committee of Reserve bank

of India declared the first list of 12 corporate defaulters in its first meeting on June 12 2017[5.] It was stated that 25% of NPAs reported are just because of the defaults by these companies. Companies included in the list were Bhushan Steel,Essar Steel,Jyoti Structures,Lanco Infrastructure,Era Infratech,Jaypee Infratech,Alok Industries,Bhushan Power and Steel,Monnet Ispat,ABG Shipyard,Amtek Auto. Out of 12 cases, 7 cases have been resolved till September 2018[6]

According to the latest report of IBBI[7], 12 large accounts were initiated by the banks as directed by RBI, and resolution plan for six out of them have been approved. Other accounts are at the different stages of the resolution process. Detailed output of Six large accounts that have been resolved are stated in the table mentioned below

Six Large Accounts					(Amount in Rs. crore)
Name of Corporate Debtor	Claims of Financial Creditors Dealt Under Resolution			Realisation by all Claimants as a Percentage of Liquidation Value	Successful Resolution Applicant
	Amount Admitted	Amount Realised	Realisation as Percentage of Claims		
Electrosteel Steels Ltd.	13175	5320	40.38	183.45	Vedanta Ltd.
Bhushan Steel Ltd.	56022	35571	63.50	252.88	Bamnipal Steel Ltd.
Monnet Ispat & Energy Ltd.	11015	2892	26.26	123.35	Consortium of JSW and AION Investments Pvt. Ltd.
Essar Steel India Ltd.	49473	*	*	266.65	Arcelor Mittal India Pvt. Ltd.
Alok Industries Ltd.	29523	5052	17.11	113.9%	Reliance Industries Limited, JM Financial Asset Reconstruction Company Ltd., JMFARC – March 2018 – Trust
Jyoti Structures Limited	7365	3684	50.02	386.75	Group of HNIs led by Mr. Sharad Sanghi

*Apportionment between FCs and OCs is under consideration by NCLAT.
Note: Due to failure of implementation of approved resolution plan in Amtek Auto Limited, which was earlier included in the completed list, the process has restarted.

Source: https://ibbi.gov.in/QUARTERLY_NEWSLETTER_FOR_Jan_Mar._2019.pdf

Loophole in IBC

It's worth to note that IBC till date has worked well as the first batch of bankrupt companies cases has either cleared the resolution process or about to clear it. The code has assisted in resolving the issues of NPA but still there are various loopholes that puts the question mark on the sanctity of this law.

As on 31st March 2019, total 1858 cases have been reported out of which only 94 cases were closed through the gateway of resolution. (Refer Table). 378 companies were refereed for liquidation and other 152 cases were admitted for appeal/review. Rest of 1143 cases are still sitting in the list of pendency.[8]

Corporate Insolvency Resolution Process							(Number)
Quarter	CIRPs at the beginning of the Quarter	Admitted	Closure by				CIRPs at the end of the Quarter
			Appeal/ Review/ Settled	Withdrawal under Section 12A	Approval of Resolution Plan*	Commencement of Liquidation	
Jan – Mar, 2017	0	37	1	0	0	0	36
Apr – Jun, 2017	36	129	8	0	0	0	157
July – Sept, 2017	157	232	18	0	2	8	361
Oct – Dec, 2017	361	147	38	0	7	24	439
Jan – Mar, 2018	439	195	20	0	11	59	544
Apr – Jun, 2018	544	246	20	1	14	51	704
Jul – Sept, 2018	704	238	29	27	32	86	768
Oct – Dec, 2018	768	275	7	36	14	77	909
Jan – Mar, 2019	909	359	11	27	14	73	1143
Total	NA	1858	152	91	94	378	1143

*These exclude 3 resolutions which have since yielded into liquidation
Source: Compilation from website of the NCLT

Source: https://ibbi.gov.in/QUARTERLY_NEWSLETTER_FOR_Jan_Mar._2019.pdf

Inspite of the best efforts by all the concerned authorities, still the speed of redressal is low in the cases related with the insolvency. One of the reason cited by the elites is the poor infrastructure, over regulation of laws, lack of adequate number of judiciary officials required to solve the cases. The above cited reasons are significant to look into the issues of delays but there are some other hidden dodge that act as the speed breakers to the whole insolvency process.

IBC Cases under the lens of Review

The in depth analysis of the Cases under IBC sates the reasons of delays in the resolution proceedings. Author in this part has tried to explore the possible reasons of delays with the help of the few cases reported under the IBC till date and has tried to explore the possible solutions in the resolution process.

Binani Cement

In the case of **Binani cement** there were two bidders Aditya Birla Group Ultratech and Dalmia Bharat. Total outstanding liability reported on Binani cement was equal to Rs. 7290 crore. The case was admitted to insolvency proceedings in NCLT's Kolkatta Bench in July 2017. Ten months later, things again came back to the first step of resolution procedure. Dalmia bid for Rs 6932 crore for Binani Cement and emerged as a highest bidder but out of surprise of everyone, Kolkatta Bench passed an order stating to extend the resolution process to June 24, 2018 .In the second round of bid as expected, Ultra tech won the race as On November 14, 2018,National Company Law Appellate Tribunal (NCLAT) approved UltraTech's bid of Rs. 7950 crore. On November 14, 2018 Dalmia moved the Supreme Court against the NCLAT order but supreme court upheld the an order of the National Company Law Appellate Tribunal (NCLAT) approving its revised 7,900 crore bid to buy debt-laden Binani Cement Ltd. **This case raised a question on the sanctity of the IBC process. Multiple rounds of bids could lead to endless negotiations. It not only hurts the sentiments of the winning bidder but also becomes the cause of unnecessary delays in the resolution procedure.**

Bhushan Power and Steel Ltd.

Another case that puts the question on the sanctity of IBC is the case of **Bhushan Power and Steel Ltd**. Total outstanding liability reported on BPSL was Rs. 47000 crore . There were three contenders in the race of bid for this company. Tata Steel with the offer of Rs. 17000 crore, JSW steel with the offer of Rs. 11000 crore and Britain's liberty house with the bid offer of Rs. 18500 crore. . Technically if seen Britain's liberty house was the highest bidder but the lead banker Punjab National Bank raise an objection on the Bid of Britain' liberty house as it was late submission of bid by 12 days . Later on Committeee of creditors also raised an objection and finally disqualified the bid. Liberty house approached NCLT with the request of appeal on this decision. On April 23, 2018 NCLT passed an order to reopen bid and suggested the lead banker PNB to consider late bid submitted by UK based liberty house.

On May 8, 2018, Tata steel challenged the NCLT's order on the consideration of Liberty's bid in the appellate tribunal. Finally JSW with the bid offer of Rs. 19700 crore won the race.

This case raised a question on the legal sanctity of the provisions related with the time limit in IBC as it advocated the break of rules by the parties involved.

Essar Steel India Ltd.

Arcelor Mittal and Numetal both bid for Essar Steel India Ltd. but resolution professional declared them ineligible in the ambit of Sec. 29 A. Arcelor Mittal had a stake in two of the defaulter companies to Essar Steel which are named as Uttam galva and KSS Petron, while Rewant Ruia, son of Essar group Ravi Ruia was a beneficiary in Numetal. Both the bidder challenge the rejection of the bid in NCLT. NCLT, Ahmedabad asks resolution professional to reexamine first round of bids, saying RP rejected their offer without putting it in front of committee of creditors.

On september7,2018, NCLT holds Numetal's bid valid after it severs tie with Ruia's . Arcelor Mittal was asked to clear dues of Rs. 7000 crore of Uttam Galva and KSS petron in three days.

On September 10, 2018, Arcelor Mittal revises offer to Rs. 42000crore including Rs. 7000 crore

of past dues. Arcelor Mittal finally won.

Financial creditors are the creditors to whom a financial debt is owed. Under IBC, financial creditors have been given more power to decide and vote in the resolution plan. Operational creditors are the creditors who have given credit to the borrower for operational expenses. They have been assigned lower powers as compared to the financial creditors.it is the decision of the financial creditors that get prior significance over the decision of operational creditors. For example in the case of Essar Steel, Numetal and Arcelor Mittal both submitted their bids for Essar Steel. And Arcelor steel wons the bid as it gained 96% votes of committee of creditors. Essar steel promoters also offered Rs54389 crore but it was neglected . In this case Financial creditors were given the main importance and the interest of operation creditors was neglected. As a result on November 19, 2018 operational creditors GAIL, GETCO, GSIC, IOC, BPCL rejected Arcelor Mittal bid and appealed in NCLT .(Economic times Nov.19, 2018). This case again puts a question mark on the provisions covered by IBC in relation to the creditors as **Financial Creditors are given more power than the operational creditors.**

Challenges for successful; implementation of the IBC.

The law has gone through various amendments till its inception and still at the stage of improvement .IBC is one of endeavour which is trying to inculcate better credit culture as the code advocates for stringent rules and regulations for the cases of corporate insolvencies. The code needs a more vivid approach so as to facilitate speedy recovery of the problems reported . Following are The major challenge for the successful implementation of the provisions of IBC

✓ to deal with the speed breakers that cause an unaccepted delay in the proceedings.

✓ Criteria to select insolvency professionals

✓ To have the sound infrastructure.

✓ To come up with some concrete provisions to avoid late bids

✓ Framework in which both Financial creditors and operational creditors must receive equal powers.

CONCLUSION

To reduce the ill effects of NPAs on the growth of the developing economies like India, bankruptcy laws like IBC are in the great requirement. The IBC like laws,if implemented efficiently may nullify the effects of stressed assets upto a major extent. It is the high time, where the policy makers are under an obligation to go for the stiff re-evaluation of the reasons for the loopholes in the IBC. Right directions and quick actions on the problems may result in reducing the financial fragilities in the banking system as a whole. To have more stabilized system of lending and to address the internal irregularities in the banking system,the reforms like IBC needs continuous check and evaluation on various parameters. The output of the evaluation must be assessed and any irregularity if comes,must be addressed promptly. Policies designed under IBC framework must be flexible enough so as to address the ambiguities if any. With the right thinking, right plan and right directions,at the right time, Insolvency and bankruptcy code can be used as a best tool to reduce the ill and dampening effects of the Stressed assets in India.

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A Study of the Financial Constraints for Potential Entrepreneurs: A Literature Survey

Ms. Anupama Sharma*
Dr. Inderpreet Chhabra**
Samarth Singh***

ABSTRACT

Financing constraints are ever-present and always affecting potential entrepreneurs around the world. Solving Financial and Funding problem for future entrepreneurs is an important goal for Policymakers around the world. In this paper, we are reviewing major streams of analysis examining the connectedness of funding limitation for entrepreneurship. We will then introduce a structure that gives an amalgamated view on these analysis streams, thereby highlighting some important areas for future analysis and policy analysis in entrepreneurial finance. Study of current and prospective entrepreneurs counsel that getting sufficient access to capital is one in every of the largest barrier to commence and grow a replacement business. Given the crucial role that entrepreneurship is supposed to play within the method of artistic destruction – and thence economic process – it is not stunning that tries to alleviate finance constraints for would-be entrepreneurs is a crucial goal for policy manufacturers around the world.

Key-words: Financial constraints, entrepreneurship, finance, entrepreneurs, economic process, Artistic Destruction

1. INTRODUCTION

A Vital role is played by Entrepreneurship in creation of jobs and in development of economy. Governments of many countries have set up policy programs and organizations aimed directly at promoting entrepreneurship because of these constructive and positive characteristics. Amongst the most-referred obstructions to entrepreneurship are Financial Constraints, and because of these Financial constraints, low wealth entrepreneurs are restrained to begin a new business. Constraints like these are majorly responsible for less entrepreneurial activity and hence lower economic development, so policy schemes are often introduced to make it easier to access financing and assuaging financing constraints. The fundamental idea behind the entrepreneurial policies is that there are necessary frictions within the credit markets preventing high-quality entrepreneurs with reasonable ideas from entering into product markets as a result of they are not able to access necessary capital to commence a brand new business.

Plentiful of the tutorial literature has thus targeted on analyzing the character of those frictions, the impact they need on access to finance, and also the impact of reduced finance constraints on rates of entrepreneurship. This article reviews major streams of labour examining the relationship of finance constraints for entrepreneurship. Individual and household wealth is usually used to finance Initial capital, insurance and financial security in most of the new businesses. **(Gartner et al. 2004),** shows the level of entrepreneurial activity is crucially affected by assets. In their decisive studies, **Evans and Jovanovich (1989), Dunn and Holtz-Eakin (2000), and Holtz-Eakin et al. (1994)** found factual evidence that entrepreneurs are constrained by credit, and financially sound entrepreneurs who are much more capable of availing extensive amounts of starting capital, are more likely to get indulged in entrepreneurial activities. **Hurst and Lusardi**

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* Assistant Professor, Aryabhatta College of Management, Ajmer, anupama.2791@gmail.com,Contact: 7597723686

** Professor & Principal, Aryabhatta College of Management, Ajmer, drinderpreet.chhabra@gmail.com Contact: 7822999969

*** Assistant Professor, Aryabhatta College of Management, Ajmer, samarth619619@gmail.com Contact: 9887099619

(2004), on the other end, show that wealth effects are important only for the top 5% of the wealth distribution.

The research is formed on the information that covers start-ups and potential entrepreneurs and, as such, points in the direction of examine the effects of wealth early in the process of the creation of business. Many research areas consider the effect of economic market development on entrepreneurship. These papers typically use variations across regions to look at however variations in perceptible characteristics of economic sectors (e.g., the extent of competition among banks, the depth of credit markets) relate to entrepreneurs' access to finance and accomplished rates of firm formation. The second research area employs variations across people to look at however propensities to begin new businesses relate to private wealth or recent changes. The idea behind this research is the association of individual wealth and propensity for self-employment or firm creation ought to be ascertained provided that monetary constraints for entrepreneurship exist. These areas of research have remained principally separate literatures inside social science, driven in giant half by the various levels of research. Traditionally their general results are principally complementary.

In addition, recently, however, enquiry exploitation individual-level variation has questioned the extent to that finance constraints are necessary for entrepreneurship in advanced economies. This new work argues that the sturdy associations between the monetary resources of people and entrepreneurship ascertained in previous studies are driven to giant extents by unobserved non uniformity instead of substantive finance constraints. Money help for entrepreneurs is additionally high on the agenda within the EEC and OECD, wherever member states area unit urged to push the provision of working capital finance for entrepreneurs.

We have a tendency to highlight the areas wherever they appear to create a lucid puzzle supported doubtless contradictory implications and then develop a framework that may reconcile these contradictory findings and description a collection of implications for current analysis and policy analysis within the space of funding constraints and entrepreneurship.

How to Measure Financial Constraint:

A consequential step of a study consists of a definition of a good measure of financial constraint. To surrogate financial constraint, an agent's level of capital is generally used. However, the amount of the entrepreneur's first loan is a good proxy for their financial constraint. It is assumed that the smaller is the amount of first loan obtained, the higher is the borrower's liquidity constraint, this variable is positively correlated with the borrower's personal level of wealth since the richer the agent, the higher his borrowing capacity due to the collateral securities being available with him. The reason is that a lender is particularly disinclined to provide a large amount of funds for an initial loan to a new borrower (Petersen and Rajan, 1994). For that, a borrower need to offer a trustworthy and reliable proof of their repayment capability, mainly via easily measurable security, for example frozen saving, to particularly via easily sizable collateral such as frozen savings, to apply for a large loan. There are two more aspects to study in this regard.

First, because credit obtained from external sources is expensive, so in order to decrease the financing costs, richer individuals could opt to borrow only to a limited extent from external sources. As an alternative, the first loan amount would not be good substitute of the borrower's financial constraint In this case. To fix this, we need to assume that the wealthier the entrepreneur is, the larger their initial investment will be. To put it differently, most of the time, entrepreneur applies for the maximum they are required and will obtain the maximum they can handle. It is very sound statement that the share of initial investments entrepreneurs make, is directly proportional to the entrepreneurs wealth, considering the fact that the Bigger the investment is, the Bigger are the chances to earn absolute profit. Nevertheless, we make use of instrumental variables approach to fix this potential bias.

Secondly, there is a common assumption that it is not so easy to secure additional financing from other lenders like commercial banks, Micro Financing Institutions or money lenders for an entrepreneur. Moreover, firms that borrowed from Micro Financing Institutions were not authorized

to simultaneously borrow from other financial intermediaries. Therefore there are very few clients borrowing from another Micro Financing Institutions. As a result, clients are required to use an additional source of financing.

Sources of Entrepreneurial Financing

1. Financial Bootstrapping: Financial Bootstrapping is a term used to cover different methods to avoid using the financial resources of external investors. It involves risks for the founders but allows for more freedom to develop the venture. Different types of financial bootstrapping: Owner financing, Sweat Equity, Minimization of accounts payable, Subsidy Finance and Personal Debt Minimization of inventory, Delaying Payment.

2. External Financing: The Sources of Financing from external investors: Angel Investment, venture capital, as well as with less prevalent crowd-funding, hedge funds, and alternative asset management. While owning equity in a private company may be generally grouped under the term private equity.

3. Business Angels: A business angel is a private investor that invests part of his or her own wealth and time in early-stage innovative companies. It is estimated that angel investment amounts to three times venture capital. Its beginnings can be traced to Frederick Terman, widely credited to be the "Father of Silicon Valley".

4. Venture Capital: Venture capital is a way of corporate financing by which a financial investor takes participation in the capital of a new private company in exchange for cash and strategic advice. Investors look for fast-growing companies with low leverage capacity and high-performing management teams. They expect profitability higher than the market to compensate for the increased risk of investing in young ventures. In addition to this, there are also corporate venture capitalists that strongly focus on strategic benefits.

5. Buyouts: Buyouts are forms of corporate finance used to change the ownership or the type of ownership of a company through a variety of means. The central goal of buyout is to discover means to build this value. This may include refocusing the mission of the company, selling off non-core assets, freshening product lines, streamlining processes and replacing existing management. Companies with steady, large cash flows, established brands and moderated growth are typical targets of buyouts. There are several variations of buyouts:

- **Leveraged Buyout:** Combination of debt and equity financing with an intention to unlock hidden value through the addition of substantial amounts of debt to the balance sheet of the company.

- **Management Buyout:** Private equity becomes the sponsor of a management team that has identified a business opportunity with a price well above the team's wealth. The difference is in the position of the purchaser: the management is already working for the company (MBO), the management is new (MBI) or a combination (BIMBO).

- **Buy and Built:** The acquisition of several small companies with the objective of creating a leader (highly fragmented sectors such as supermarkets, gyms, schools, private hospitals).

- **Recaps:** Re-leveraging of a company that has repaid much of its LBO debt.

- **Secondary Buyout:** Sale of LBO-company to another private equity firm.

- **Public-to-private:** Takeover of public company that has been 'punished' by the market, i.e. its price does not reflect the true value.

2. LITERATURE REVIEW

A large empirical literature has studied the importance of financial frictions to entrepreneurship. The literature concerning the determinants of entrepreneurship and firm creation is abundant. An important focus of this literature is the study and interpretation of the observed relationship between entry into entrepreneurship and wealth. A positive relationship between entry into entrepreneurship and wealth is often seen as evidence in favour of borrowing constraints. The influence of financial constraint on entrepreneurship has also been abundantly documented. A large body of research has highlighted the role of financial constraint to explain an individual's decision to start or not to a business.

Banerjee et al. (2015) argues that financially

constrained entrepreneurs can only access diminishing-returns technology while less financially constrained entrepreneurs can access technologies with higher fixed costs but also with higher returns.

Nguimkeu (2014) confirmed this phenomenon, documenting that entrepreneurial choice and entrepreneurial earnings are positively related to initial wealth. Interestingly, simulations show that allowing an individual to borrow up to three times the value of their average wealth will increase their average earnings by more than 30%.

Field et al. (2013), Focusing on the duration of loans granted by a micro finance institution in India, Field et al. (2013) find that microfinance loans with a two-month grace period encouraged small entrepreneurs (who were financially constrained by the terms of their standard microfinance loans) to acquire non liquid assets and enabled them to better optimize their investments. The above-mentioned studies suggest that in the presence of simultaneous local labor market and credit failures (a quite common situation in developing countries), poor people may face difficulty both obtaining decent paid employment and securing enough external financing to start a business properly.

William Kerr, Ramana Nanda, (2009) stated in their study "Financing Constraints and Entrepreneurship" that the financial constraints are major concerns affecting prospective entrepreneurs all over the world. The main concentration is put on Financing Constraints in order to understand the Several Areas of Financial constraints and their affect on Entrepreneurial environment. In this paper, two main streams of research are highlighted to examine this question. In this research, many of the findings are critical; some of the results establish confusion regarding the level to which financing constraints can be a problem for entrepreneurs in economies.

Our structure is an initial point for resolving these apparent contradictory findings. The segment of entrepreneurship examined is important for the proper positioning of research on financing constraints, but researches too often fall short to consider this area in the final verdict drawn from observed results. Researchers need to be careful about unobserved aspects while looking at the problem of financing constraints in Entrepreneurship. This structure is helpful in deciding about the proper role of public policy in inspiring entrepreneurship. Encouraging entrepreneurship is an important objective of many governments, and researchers need to define for policy makers a more amalgamated view for how researches and results fit together.

Nanda (2008), shows that entry subsequently dropped after a tax reform in Denmark that made external financing more expensive. Similarly, Hvide and Møen (2010) and Nanda (2011) show that the quality of wealthy entrants is lower because wealthy entrants do not face the discipline of the external market. In comparison, we assess the quality of the marginal entrant by studying individuals who start a business after receiving windfall wealth.

Hurst and Lusardi (2004) have found that the relationship between wealth and the probability of starting a business is positive only for households in the top five percent of wealth distribution. Their explanation is that lending markets are efficient in the US and manage to funnel resources to would-be entrepreneurs in necessity. As a result, individual wealth is less critical in the US due to the smooth-functioning of capital markets. However, financial constraint continues to impede entrepreneurship, especially in developing countries, where capital markets face many frictions. They also show that the average starting capital of small businesses is small. The estimated model is also consistent with this observation as a large fraction of entrants do so with low wealth levels, and therefore, at a small scale.

Looking again through the lens of the model, this fact implies that a substantial fraction of the entrants have a large relative ability as entrepreneurs, i.e., large ability as entrepreneurs relative to their ability as workers.

Paulson and Townsend (2004) Focusing on Thailand, Paulson and Townsend find that wealthier households are more likely to start businesses. They also document that the richer the household the larger the starting capital invested. The size of the starting capital available may therefore influence not only the decision to

start an enterprise, but also how the enterprise is launched.

Objective of the Study: The Objective of this research study is to examine about the relevance of financial constraints on entrepreneurship. The study is focused on the interpretation of the observed relationship between entry into entrepreneurship and wealth, investigating wealth effects early in the process of business creation. Further to introduce a structure providing a unique perspective on these research streams, thereby highlighting some important areas for future research and policy analysis in entrepreneurial finance.

The following objective is taken for the study of relevance of financial constraints:

● To study the association between wealthier entrepreneurs and wealth distribution in India.

● To study the difference between amounts of the entrepreneur's first loan and external funding.

3. RESEARCH METHODOLOGY

Research Type: The study is exploratory in nature and tries to find out the factor which contributes examining the connectedness of funding limitation for entrepreneurship.

Sampling Techniques: The sampling technique followed for the study was Convenience Sampling.

Tools for Data Collection: This research paper is based on secondary data collected through several literature studies. The recent achievements within each of these research streams are briefly reviewed. According to our framework, the initial level of financial constraint should affect the likelihood to migrate across business sectors.

4. RESULT & DISCUSSION

Financial Market Development and Entrepreneurship: Measures of Monetary Market Development Measures the advantage with that people where external finance access the specified capital and the premium they pay to purchase these The character entrepreneurship plays in connecting a country's monetary market development to its resulting economic process is the new technologies and ideas displace

incumbents with recent technologies, resulting in a continuing increase in economic process and productivity, since most startups got to increase capital so as to apply their new ideas, cross-sectional variations within the ability of capital markets to pick and finance the foremost promising entrepreneurs could result in essential variations in entrepreneurship and productivity increment across economies (Greenwood and Jovanovic 1990; Jayaratne and Strahan 1996; Levine 1997; gesture et al. 2000; Guiso et al. 2004).

Thus a growing line of research has inspected the sources of friction in the capital markets that will result in funding constraints and therefore negatively impacting productivity furthermore, in the following sub-sections, we have a inclination to define essential mechanisms through those frictions in the capital markets resulting in funding constraints for entrepreneurs. Moreover, though the number of banks fell over this era, the numbers of bank branches increased drastically, reflecting bigger competition and increased shopper selection in local markets. From a theoretical point of view, these changes would have had a major constructive impact on entrepreneurship if startups featured substantial credit constraints.

A. Personal Wealth and Entrepreneurship: This can be explained as the second most important area of research on financial constraints in entrepreneurship which evaluate the tendency of people to become entrepreneurs depending on their money resources. Entrepreneurs are likely to be considerably richer than those that add paid employment. The canonical model to know this connection in between entrepreneurship and individual wealth was developed by Evans and Jovanovic (1989).

In their model, the number a person will borrow to fund a replacement venture may be operate of the collateral that he or she will be able to post, that successively may be a operate of non-public wealth. So, a central prediction of this model is that, a null relationship between entrepreneurship and wealth would advise that borrowing constraints don't seem to be binding for prospective entrepreneurs.

B. Research trends on Law, Finance and

Entrepreneurship: This segment provides hypothesis about, and proof on, how law and policy can improve approach to entrepreneurial finance and urge entrepreneurial activity and also emphasize key policy lessons and requirements for future research, considering the trends. The growth in the interest in tax and entrepreneurship was significantly more distinct from 2000 to 2017 than any other area, and give details on the growth related to law and entrepreneurship.

C. Public Policy and Entrepreneurial Finance: The main goal of public policy for entrepreneurial finance is to rectify market failures. Lerner(2009), Cumming & Johan (2013), and others give explanation that there are some potential market breakdowns or explanations for public policy to help entrepreneurial finance. Some examples are mentioned below;

- Research and development are contributed disproportionately bye small, private, innovative firms, though there is dispute on this topic and the proof differs over time and across studies.

- The social rate of return to innovation is more than the private rate of return, which means that a finest level of innovation requires government support.

- Financing innovation is too unsafe for private, small firms, and/or their employees do not always have appropriate incentives to take on the risk.

- It is very hard for private investors to grow necessary skill set to be good venture capitalists. Government programs are introduced for individuals to become better venture capitalists.

- Government rewards to entrepreneurs certify their quality and, allow them to conquer information asymmetries and acquire funds from other investors in the future. Some government programs in response to these probable market breakdowns have been successful also.

D. Tax and Entrepreneurship Taxation is an important policy to enhance entrepreneurship. Two crucial forms of taxation are capital gains taxation and income taxation which affects the quality and level of entrepreneurship, as well as of the entrepreneurial finance (Kanniainen and

Keuschnigg, 2004; Keuschnigg, 2004a, b; Keuschnigg and Nielsen, 2001, 2003a, b, 2004a, b, c). In general, lower levels of taxation encourage entrepreneurial activity. although, taxation must not be so low so that it causes distortions to overall economic infrastructure and public support, which then hurts economic activity and the environment for entrepreneurship.

High level of income tax and lower levels of capital gains tax promote more employees to engage in entrepreneurship, as the relative costs of taxation are higher for an employee. There are so many of crucial insights about the effect of taxes upon entrepreneurial finance and venture capital, viz., in Poterba(1989), Kanniainen & Keuschnigg (2004), Keuschnigg (2004a,b), Keuschnigg and Nielsen (2001, 2003a,b,c), Armour and Cumming (2006). Low capital gain taxes are crucial in a vivid venture capital market. Venture capitalists invest to seek capital gains not to collect dividends on equity or interest on debts. Usually by way of an IPO or acquisition sale after investing in a start-up for 3 to 5 years (Cumming and Johan,2013). Keuschnigg and Nielsen (2004a,b,c) show that lowering capital gains taxes is more crucial than other policy levers for promoting venture capital activity. Observed evidence from all over the world in Jeng and Wells (2000) and Armour and Cumming (2006) is constant with this finding. Tax relief associated with capital gains strengthens incentives to generate economic returns. Capital gains tax relief is related with greater entrepreneurial performance, at the same time subsidies are related to lower performing entrepreneurial and venture capital markets.

F. Other regulations pertinent to entrepreneurship: Entrepreneurship and entrepreneurial finance is affected by a variety of other legal rules. Here we have a few examples mentioned as under:

1. There are regulations pertaining to new technologies, just like equity crowd-funding regulations, like Basel regulations, are faced by small institutions as well as large. Obedience of these regulations has associated fixed costs, and therefore the costs are relative to the asset base of a large firm are much smaller than the asset base of a small firm.

2. Activities that create regulatory risk are banned.

These regulatory changes are important around the world for entrepreneurs. Expansion in the numbers of entrepreneurs is majorly affected by regulatory risk.

3. There are different types of legal rules related to commencing up a business that are different around the world. These rules and the quality of rules in different countries around the world include the number of processes necessary to commence a business creating difficulty in enforcing contracts, and other related items.

4. Corruption is significantly different all other the world, that can have huge implications for commencing and growing a new business, withdrawing the ability to bribe through rules such as those intended to limit foreign corrupt practices imposes costs on bigger businesses.

5. SUGGESTIONS

1. Try living without the debit and credit cards for a few weeks, as Debit and credit cards assist us in paying without having actual money, it develops unhealthy money habits, because you are spending what you actually don't have and therefore the difference between what will we be able to afford to acquire and what we will be able to actually buy with the cash will diminish. But it is very easy to get an approximate idea, if we can afford something or not.

2. Track your expenses – keep an eye on your expenses for a few weeks. Keep a journal of each day on how you spend your money and on which things, because sometimes there is money in our hand however it never lasts long enough, by keeping record of your expenses you will be able to identify the unnecessary expenses and eliminate them thus managing the cash better and saving some of it.

3. You must try to keep an eye on your expenses which are certain to happen, for example occasional coffee meets or what you usually buy from stores because it's easy to keep a track of them rather than to track uncertain expenses. To do this you need to make paying data for a few weeks and then examine it.

4. To reduce monetary issues you must Plan or budget your monthly payment, by this you will be able to find out unnecessary expenses and

eventually reduce your monetary issues.

5. By creating a Monthly arrangement of your expenses and payments you will be helping yourself a lot for your finances. Because having an outline of expenses solves monetary and money managing issues for most people

6. Always pre plan or make a payment budget it will make life easier because you will be having a guide to decide that how you wish to spend your cash.

6. SUMMARY AND FINDINGS

We noticed a significant rate of sector changes (approximately one third among MFI small business clients in Madagascar), which is explained by the literature as opportunity entrepreneurs motivated by profit by entry mistakes in a certain sector, but here we propose a different interpretation. An adverse relationship was found between the borrower changing business sector and the size of the initial loan obtained from the MFI.

We can explain this result in relation to the financial constraint that restrain small entrepreneurs from investing at the required level of investment for their business to succeed or the sector they wish to enter in. Now these small entrepreneurs are bound to start a business and once they are financially able they change the business sector and start a new business which they initially wanted to commence with, because of limited opportunities in job market. There is plenty of literature on the relationship between financial constraint and entrepreneurship. But to our knowledge, we are the first to record these sector migrations, and to suggest that financial constraints might be the reason due which entrepreneurs tend to change their business sector. We also found that the difference between "necessity entrepreneurs" and "opportunity entrepreneurs" is not very clear as previously thought. We think that there are "constrained entrepreneurs" among "necessity entrepreneurs" who are opportunity entrepreneurs who are unwilling to run business in their current sector rather than reluctant to run a business in it. So we reached at a conclusion, that because o0f this there might be a big loss of efficiency due to variance between entrepreneurial activity and

entrepreneurial talent. It would require understanding and knowledge of the reason that entrepreneurs select their initial business sector, to properly answer to the questions raised by this observation. For an example, we were not able to tell with surety what the entrepreneurs first choice sector might have been because of the lacking information on an entrepreneur's family background social ambitions and education.

Furthermore, while our hypothesis about scarce opportunities in the local business market seems quite reasonable in a developing country like Madagascar where less than 10% of the active population has a formal job. Finding accurate knowledge about the constraints which are faced by entrepreneurs is hard. To understand more accurately that how credit influences the starting business sector which an entrepreneur chooses as well as subsequent sector changes, much more work needs to be done. Indeed, as we only have information on entrepreneurs who have obtained short-term financing, we were not able to find the role of the initial amount borrowed as a substitute of financial constraint in sector migration. For example, finding constrained entrepreneur who obtained long-term finance or lower interested rates changed sectors more rapidly than others would be interesting to know. More broadly, findings in this research indicates that entrepreneurship in developing countries is a very intricate occurrence which must not be reduced to a discussion of the contrasts between necessity and opportunity entrepreneurs, where the former is defined as simply lacking in growth potential and business talent.

7. CONCLUSIONS

Financing constraints are omnipresent in entrepreneurial environment and is major concern affecting potential entrepreneurs all over the world. Tutorial literature has focused on understanding several areas of financing constraints. In this Critical analysis, we are studying significant areas of analysis examining this question. While many of the findings are critical, some of the results establish confusion regarding the degree to which financing constraints can be a problem In advance economies. Our structure is an initial point for resolving these apparent contradictory findings. The segment of entrepreneurship examined is important for the proper positioning of research on financing constraints, although researches too often fall short to consider this area in the final verdict drawn from observed results. The researchers must focus on the unobserved factors that could be replicated by a firm in the selection of wherever within the area of capital intensity and technological novelty while they examine the question of financial constraints in entrepreneurship. This structure is helpful in deciding about the proper role of public policy in inspiring entrepreneurship. Encouraging entrepreneurship is an important objective of many governments, and researchers need to define for policy makers a more amalgamated view for how researches and results fit together. Now we will focus on some of the observations which were found while doing this research.

8. LIMITATION OF THE STUDY

The basic limitation of the study is that the data so collected for this study is mainly gathered from secondary sources i.e. study is mainly based on the secondary data taken from the annual reports of selected units and websites and the data relating to history, growth and development of entrepreneurial Industries, which have been collected mainly from the books and magazine relating to the industry and published paper, report, article and from news papers, bulletins and other various research reports published by industry and research organization and websites of the selected units.

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Influence of Celebrity Endorsements on Product buying Decisions (A Study of Varanasi District of Uttar Pradesh)

Dr. Amit Agrawal*
Abhishek Kumar Singh**

ABSTRACT

Celebrity is an individual who enjoys appreciation and attention among the common people due to bring in the field of exposure or media eyes some reasons mainly arising as a result of his/her profession or achievements. Companies tie up with these celebrities to give their brands the same recognition and acceptance enjoyed by these high profile individuals. A celebrity endorsing a brand referred to as the 'brand ambassador' for particular brand. In current era of media, the celebrity endorsements have increased rapidly and share of celebrity endorsements in the endorsement world has gone up from 5-7% of last decade to 65% in Indian market. In the present paper an attempt has been made to study the whether celebrity endorsements influence the product purchase decisions.

Key words: *celebrity, celebrity endorsement, product, purchase decision, intention, attractiveness, brand*

1. INTRODUCTION

India is such a country in which people are star-struck by film stars, cricketers, politicians, and internet stars etc. people admire these celebrities and when they are seen in promotional advertisement of some brand, it grabs the attention of all people. The backbone of any brand strategy is that how that brand can communicate with target audience and engage them. Here celebrities become that voice of that communication. Now a days, not only film stars are endorsing the brands but sports persons and social media stars are also bagging endorsing deals. Celebrity endorsement in India is not new as it is prevailing since 1941 when Leela Chitnis, the first Indian actress, endorsed the soap brand Lux. India's top 20 celebrities endorsed a total of 314 product brands in 2018, compared to 272 in 2017. According to **Duff and Phelps** report, the number of celebrity engagements has risen at a compound annual growth rate of 10% between 2007 and 2017 to stand at 1660 engagements[1].

It is a true fact that celebrity endorsement most of the time real huge rewards for a brand and this is the main reason for which companies approach celebrities. To be a desirable brand ambassador, a celebrity must have following qualities:

- Credibility and market perception- knowledge and skills that the celebrity stand for.
- Attractiveness
- Star-power- the mass appeal that affects the consumer's buying behavior.
- Reliability- consumers should relate themselves to the endorser
- Return on Investment- the 'what's in it for me' question for the brand company.

2. LITERATURE REVIEW

Numerous studies have been conducted on the celebrity endorsement and its related aspects. Some selective studies have been cited below:

Arpita & Bhattacharya (2018) in their study investigated the determinants of positive abnormal stock-market returns, analyzing 149 endorsements news events from 2003 to 2014. The results of the study reveal that, in India, variables such as endorsement announcement specifically, the reputation of the endorsing celebrity, and whether the endorsing company is of Indian origin can generate positive abnormal returns.

Bergkvist and Zhou (2016) in their paper presented a narrative review of celebrity

*　Assistant Professor (Commerce) Raza PG collage Rampur (U.P)
**　Research Scholar (Faculty of Commerce), B.H.U. Varanasi-221005 (U.P.) Abhishekbhu008@gmail.com

endorsement research that covers the six areas of research on celebrity endorsement i.e. celebrity prevalence, campaign management, financial effects, celebrity persuasion, non-evaluative meaning transfer, and brand to celebrity transfer. They have studied the psychological processes underlying celebrity endorsements efforts.

Hafiz Fawad Ali (2019) in his study has examined the impact of celebrity endorsements on variables like buying behavior, effectiveness and influence of the advertisement and target market's perception about quality of the product. Besides he has also studied that how celebrity endorsements influences the trust of target market. The study revealed that buying behavior, quality, effectiveness, trust and image of celebrity are positively related with celebrity endorsements of products.

Knoll and Mathews (2017) in their research find out that male endorsers were much effective in endorsing those products which matched with their image. They also reported that an endorsement did not work when a female celebrity such product which did not match with her image.

Kahle and Homer (1985) conducted a research study to find out that which of the characteristics namely attractiveness and credibility resulted in positive consumer attitude. They find out that celebrities' physical appearance and attractiveness have a positive effect on consumer attitude and it also enhanced the image of brand.

Malodia, Singh, Goyal and Sengupta (2017) conducted research on Post graduate students to study the impact of brand-celebrity congruence on brand recall, brand associations, brand personality and attitude towards the brand and purchase intention. The study reveals that in case of high brand celebrity personality congruence, brand recall is better and resultant attitude towards the brand and purchase intention is strong.

Roy, Gommaoh, and Koh (2012) conducted a study on Post graduate respondents to observe the relation between the credibility, product and the endorser. They observed that for an endorsement to deliver the desired results there should be a match between the consumer and celebrity endorser, the product and endorser, and also between the message and endorser.

Sharma (2015) has conducted a research on north Indian post-graduate students to study the comparative efficacy of celebrity endorsements on luxury and non-luxury brands. The results revealed that celebrity endorsements have a significant impact on perceived quality and brand loyalty of non-luxury brands. However, celebrity endorsements did not show a significant impact on luxury brands' perceived quality and loyalty.

3. RESEARCH METHODOLOGY

The present study covers Varanasi district of state of Uttar Pradesh. A sample of 630 respondents is taken for the present study by random sampling method. All respondents are citizens of India. Primary data is collected through interviewing the respondents by structured questionnaire and secondary data is from journals and magazines. The data collected is analyzed using the Percentage method.

Limitations of the Study

Following are some limitations of the study:

1. Study is restricted to Varanasi district only.
2. A small sample size is taken for study.
3. The respondents may have their own prejudices, presumptions, perceptions so their responses may be biased.

Objectives of the Study

1. To study the influence of celebrity endorsement on product purchase decision on the consumer
2. To study the credibility of celebrity endorsements

Data Analysis and Interpretation

Gender-wise distribution of the Respondents

Table 1: Gender-wise distribution of Respondents

Gender	No. of Respondents
Female	380
Male	250

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Figure 1: Gender-wise distribution of Respondents

Area-wise distribution of the Respondents

Table 2: Area-wise distribution of Respondents

Area	No. of Respondents
Rural	275
Urban	355

Figure 2: Area-wise distribution of Respondents

Table 3: Demographic Profile of Respondents

Factors	No. of Respondents	Percentage
Age wise Distribution of Respondents		
18 to 25 Years	147	23.33
26 years to 30 years	238	37.77
31 years to 40 years	178	28.25
Above 40 years	67	10.63
Educational Qualification of the Respondents		
10th	46	7.30
12th	78	12.38
Graduation	289	45.87
Post-Graduation & Above	217	34.44
Occupation of the Respondents		
Govt. Employees	37	5.87
Private Sector Employees	238	37.77
Self Employed	103	16.34
Students	228	36.19
Unemployed	24	3.80
Annual Income of the Respondents		
Rs.10000- Rs.15000	127	20.15
Rs.15000-Rs.30000	332	52.69
Rs.30000-Rs.40000	112	17.77
Above Rs.40000	59	9.36

4. Which mode of Advertisement persuaded you the most while making purchase decision of a Product?

Table 4: Modes of Advertisement persuaded the most to purchase decision

Modes	No. of Respondents
Television	479
Radio	15
News Papers	32
Magazines	10
Internet	85
Word of Mouth	09
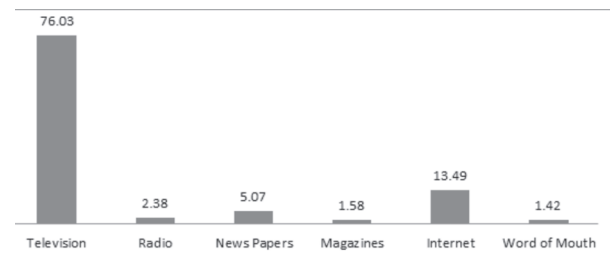
Figure 3: Modes of Advertisement persuaded the most to purchase decision

Table and figure show the responses about various modes of advertisement that persuaded while making purchase decisions. 76.03% respondents opted for TV, 2.38% opted for radio, 5.07% respondents opted for newspapers and 1.58% opted for magazines. 13.49% respondents opted for internet as mode of advertisement for purchase decision, while 1.42% respondents opted for family, friends and colleagues recommendations for product purchase.

5. What factor you consider the most while purchasing a product?

Table 5: Factor considered the most while purchasing a product

Factor	No. of Respondents
Price	278
Quality	139
Value of Money	75
Celebrity Endorsement	138

Figure 4: Factor considered the most while purchasing a product

44.12% respondents responded that they considered price as most important factor while making purchase decision. 22.06% respondents considered quality of the product as most important factor. 11.9% respondents considered value of money though 21.9% respondents considered celebrity endorsement as most important factor for product purchase decision.

6. Which is your favorite type of Celebrity as Brand Ambassador?

Table 6: Favorite Type of Celebrity as Brand Ambassador

Type	No. of Respondents
Film Stars	342
Sports Persons	237
Famous Personalities (musicians, painters, dancers etc.)	11
Common Man	40
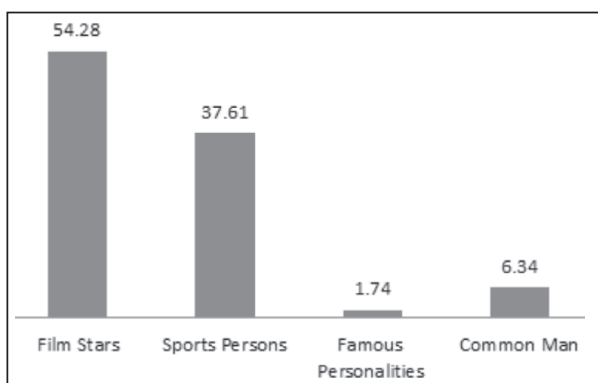
Figure 5: Favorite Type of Celebrity as Brand Ambassador

While asking about their favorite celebrity, 54.28%

respondents opted for film stars as brand ambassador. 37.61% respondents opted for sports persons. 1.74% respondents opted for famous personalities other than film stars, though 6.34% respondents opted for common man as brand ambassador.

7. Do you purchase the product based on the attractiveness of the celebrity (in case of cosmetics & skincare products, fashion accessories etc.)?

Table 7: Product Purchase decision based on the Attractiveness of the Celebrity

Response	No. of Respondents
Agree	437
Disagree	149
Can't Say	44
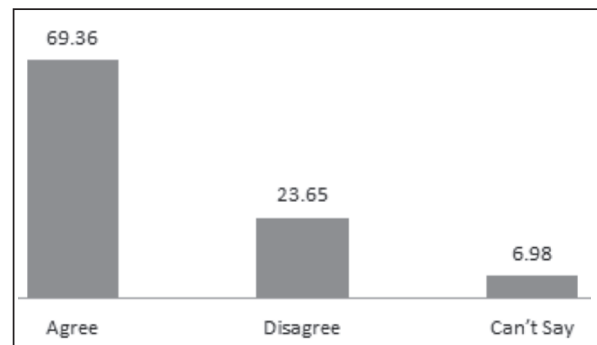
Figure 6: Product Purchase decision based on the Attractiveness of the Celebrity

In response of statement that whether product purchase decisions are based on the attractiveness of celebrities, 69.36% respondents were agreed with the statement. 23.65% respondents were disagreed and 6.98% respondents had given no response.

8 Do you think celebrity endorsement plays an important role while making product purchase decision?

Table 8: Celebriaty Endorsement plays an important role in Product Purchase Decision

Response	No. of Respondents
Agree	587
Disagree	32
Can't Say	11

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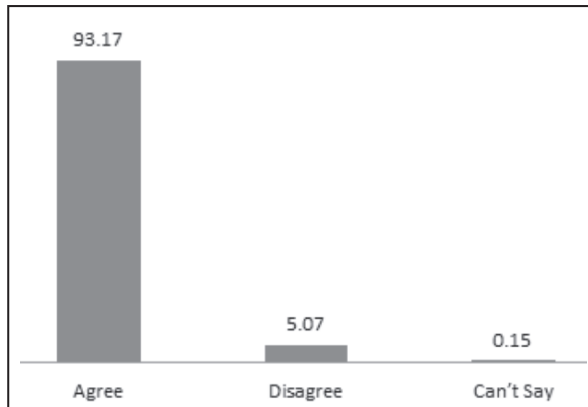
Figure 7: Celebrity endorsement plays an important role in Product Purchase Decision

93.17% respondents were agreed with the statement that celebrity endorsement plays an important role in product purchase decision. 5.07% respondents were disagreed and 0.15% respondents have given no opinion.

9. Do you think that a person remembered a brand only because a specific celebrity endorses it?

Table 9: Product Remembrance due to Celebrity Endorsement

Response	No. of Respondents
Agree	468
Disagree	73
Can't Say	89
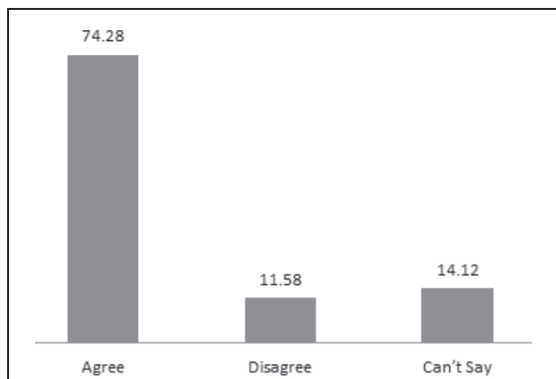
Figure 8: Product Remembrance due to Celebrity Endorsement

74.28% respondents were agreed about the statement that they remember a product because a specific celebrity endorses it. 11.58%

respondents were disagreed with the statement. 14.12% respondents had given no answered for the statement.

10. Do you purchase the products because your favorite celebrities are using those products as well?

Table 10: Product purchased because Celebrities are using the same

Response	No. of Respondents
Agree	376
Disagree	237
Can't Say	17
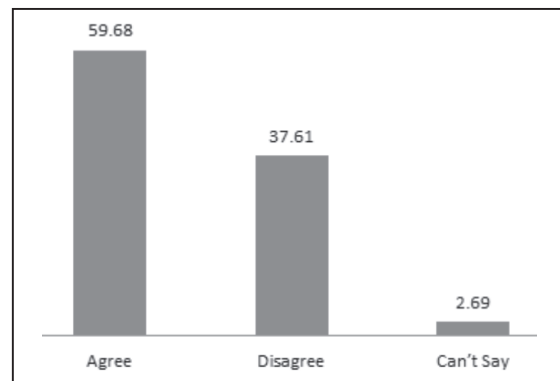
Figure 9: Product purchased only because Celebrity is using the same

While asking the question that whether they purchase the products because their favorite celebrities are using those products as well, 59.68% respondents were agreed with the statement. 37.61% respondents were disagreed with the statement and 2.69% respondents had given no opinion about the statement.

11. Do you believe that celebrities themselves are using the endorsed brands?

Table 11: Celebrities themselves are using the Endorsed Brands

Response	No. of Respondents
Agree	338
Disagree	149
Can't Say	143
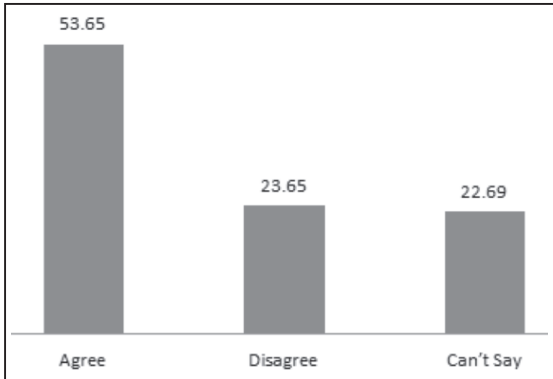
Figure 10: Celebrities themselves are using the Endorsed Brands

The sampled respondents were asked that whether they believed about the fact that celebrities themselves used their endorsed brands, 53.65% respondents answered in positive. 23.65% respondents answered in negative, and 22.69% respondents have given no answer. This data show that a good number of respondents are not fully confident about the fact and it poses a question to the credibility of celebrities.

12. Do you compare between the products you actually use and products endorsed by celebrity?

Table 12: Comparison made between Products Used and Products Endorsed

Response	No. of Respondents
Agree	529
Disagree	87
Can't Say	14
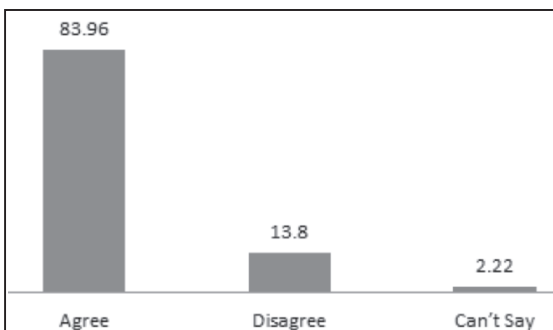
Figure 11: Comparison made between Products Used and Products Endorsed

While asking to respondents that whether they compare between the products they actually use

and products endorsed by celebrities, 83.96% respondents agreed with the statement. 13.8% respondents answered in negative, and 2.22% respondents had not given any answer.

13. Do you believe products endorsed by celebrities are of good quality?

Table 13: Products Endorsed by Celebrities are of Good Quality

Response	No. of Respondents
Agree	349
Disagree	81
Can't Say	200
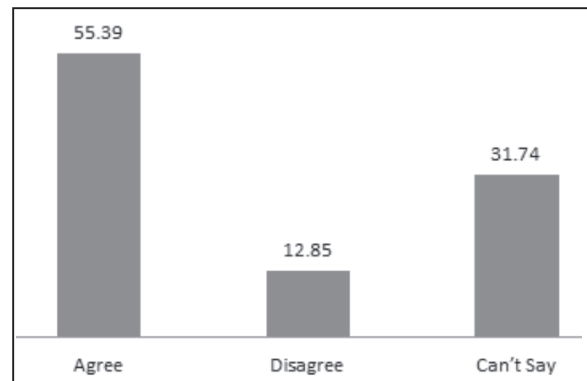
Figure 12: Products Endorsed by Celebrities are of Good Quality

The sampled respondents were asked that whether they believe that the products endorsed by celebrities are of good quality, 55.39% respondents were agreed with the statement. 12.85% respondents were disagreed with the statement. And 31.74% respondent had given no answer. This data also pose a question to the credibility of celebrities.

14. Do you think that investing a large sum on celebrity endorsements increases the profits/revenue of companies?

Table 14: Investing a Large Sum on Celebrity Endorsements Increases the Profits/ Revenue of Companies

Response	No. of Respondents
Agree	587
Disagree	38
Can't Say	05

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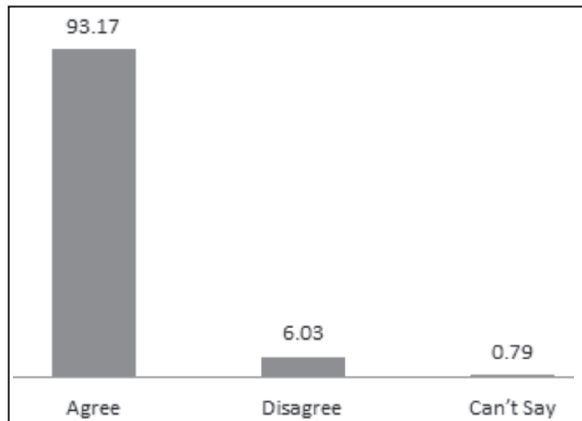● Dr. Amit Agrawal
● Abhishek Kumar Singh

Figure 13: Investing a Large Sum on Celebrity Endorsements Increases the Profits/Revenue of Companies

The sampled respondents were asked that whether by investing a large sum on celebrity endorsements increases the profits/revenue of companies, 93.17% respondent agreed with the statement. 6.03% respondents answered in negative. A negligible number of 0.79% respondents have given no answer.

15. Do you think that celebrity endorsement is a powerful and effective brand promotion strategy?

Table 15: Celebrity Endorsement as Powerful and Effective Brand Promotion Strategy

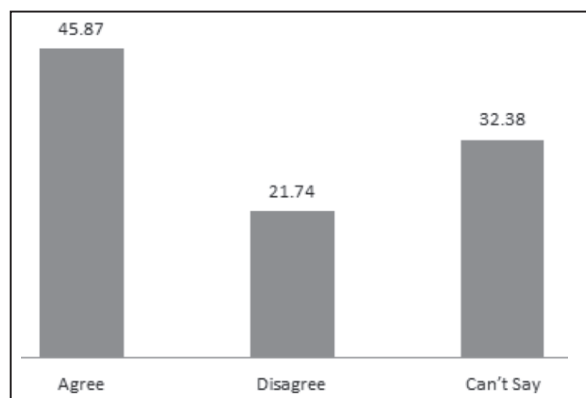| Response	No. of Respondents
Agree	449
Disagree	154
Can't Say	27
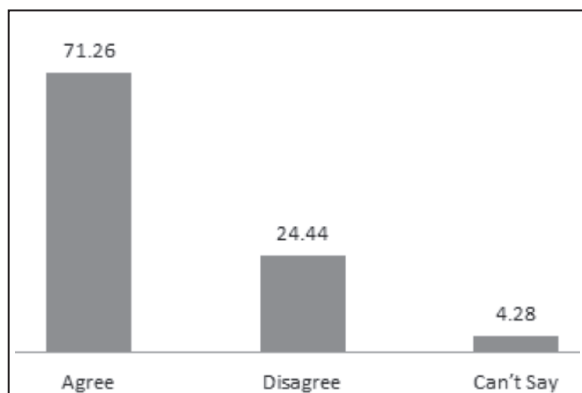
Figure 14: Celebrity Endorsement as Powerful and Effective Brand Promotion Strategy

71.26% of the sampled respondents were agreed with the statement that celebrity endorsement is a powerful and effective brand promotion strategy. 24.44% respondents had answered in negative. 4.28% respondents had given no answer about the statement.

16. In your opinion, why companies go for celebrity endorsement as brand promotion strategy?

Table 16: Reasons Companies go for Celebrity Endorsement as Brand Promotion Strategy

Reason	No. of Respondents
For easy recognition of products	127
For increase in sales & profits	235
To compete strongly in market	157
For customer creation & retention	111
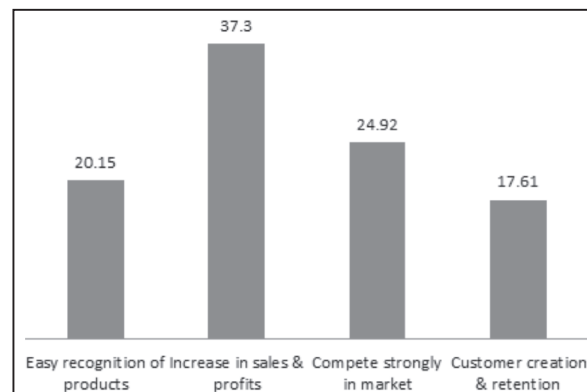
Figure 15: Reasons Companies go for Celebrity Endorsement as Brand Promotion Strategy

The sampled respondents were asked that why companies go for celebrity endorsement as brand promotion strategy, 20.15% respondents said that celebrity endorsement is used for easy recognition of the products. 37.3% respondents said that celebrity endorsement is used by companies for increase in sales and profits. 24.92% respondents opined that companies want to compete strongly in the market. 17.61% respondents opined that companies used celebrity endorsement for customer creation and retention.

17. Do you stop purchasing the product/brand if the celebrity gets involved in some kind of scandal?

Table 17: Stop Purchasing the Product/Brand if the Celebrity gets involved in some kind of Scandal

Response	No. of Respondents
Agree	289
Disagree	21.74
Can't Say	32.38

Figure 16: Celebrity Endorsement as Powerful and Effective Brand Promotion Strategy

The sampled respondents were asked that whether they stop purchasing the product/brand if the celebrity gets involved in some kind of scandal, 45.87% respondents agreed with the statement. 21.74% respondents were disagreed with the statement and 32.38% respondents had given no opinion about it.

4. FINDINGS OF THE STUDY

Following are the findings of the study:

Regarding influence of Celebrity Endorsements on Product Purchase Decision

- 44.12% respondents responded that they considered price as most important factor while making purchase decision. 22.06% respondents considered quality of the product as most important factor. 11.9% respondents considered value of money though 21.9% respondents considered celebrity endorsement as most important factor for product purchase decision.

- While asking about their favorite celebrity, 54.28% respondents opted for film stars as brand ambassador. 37.61% respondents opted for sports persons. 1.74% respondents opted for famous personalities other than film stars, though 6.34% respondents opted for common man as brand ambassador.

- In response of statement that whether product purchase decisions are based on the attractiveness of celebrities, 69.36% respondents were agreed with the statement. 23.65% respondents were disagreed and 6.98% respondents had given no response.

- 74.28% respondents were agreed about the statement that they remember a product because a specific celebrity endorses it. 11.58% respondents were disagreed with the statement. 14.12% respondents had given no answered for the statement.

- While asking to respondents that whether they compare between the products they actually use and products endorsed by celebrities, 83.96% respondents agreed with the statement. 13.8% respondents answered in negative, and 2.22% respondents had not given any answer.

Regarding Credibility of Celebrities Endorsing the Brands

- While asking the question to respondents that whether they purchase the products because their favorite celebrities are using those products as well, 59.68% respondents were agreed with the statement. 37.61% respondents were disagreed with the statement and 2.69% respondents had given no opinion about the statement.

- The sampled respondents were asked that whether they believed about the fact that celebrities themselves used their endorsed brands, 53.65% respondents answered in positive. 23.65% respondents answered in negative, and 22.69% respondents have given no answer. This data show that a good number of respondents are not fully confident about the fact and it poses a question to the credibility of celebrities.

- The sampled respondents were asked that whether they believe that the products endorsed by celebrities are of good quality, 55.39% respondents were agreed with the

Influence of Celebrity Endorsements on Product buying Decisions
(A Study of Varanasi District of Uttar Pradesh)
● Dr. Amit Agrawal
● Abhishek Kumar Singh

statement. 12.85% respondents were disagreed with the statement. And 31.74% respondent had given no answer. This data also pose a question to the credibility of celebrities.

● The sampled respondents were asked that whether they stop purchasing the product/brand if the celebrity gets involved in some kind of scandal, 45.87% respondents agreed with the statement. 21.74% respondents were disagreed with the statement and 32.38% respondents had given no opinion about it.

● 71.26% of the sampled respondents were agreed with the statement that celebrity endorsement is a powerful and effective brand promotion strategy. 24.44% respondents had answered in negative. 4.28% respondents had given no answer about the statement.

● The sampled respondents were asked that why companies go for celebrity endorsement as brand promotion strategy, 20.15% respondents said that celebrity endorsement is used for easy recognition of the products. 37.3% respondents said that celebrity endorsement is used by companies for increase in sales and profits. 24.92% respondents opined that companies want to compete strongly in the market. 17.61% respondents opined that

companies used celebrity endorsement for customer creation and retention.

5. CONCLUSION

● It is evident from above mentioned findings that celebrity endorsement influences the consumer purchase decision. Consumers remembered and purchased products because their favorite celebrities are endorsing those products. Consumers also made comparisons between the products they used and brands celebrities endorsed.

● On the other hand, the study also poses certain questions about the credibility of celebrity endorsements as majority of the sampled respondents do not believed that celebrities are actually using the endorsed brands or the brands are of good quality.

In nutshell, it can be said that celebrity endorsement is definitely a strong and effective brand promotion strategy being used by companies. It brings them benefits, increases their sales and share in market by customer creation and retention. The companies should use measures to improve the celebrities' credibility among the consumers.

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A Study on the requirement of Human Values in the Era of Technical Education

Rajni Gunwani*

ABSTRACT

The word 'Value' denotes something that is more important to the life of an individual. Family is the first and probably the foremost training ground of attitudes and normal values of human being. The values define our personality and our attitude. In this world of development and competition, Human beings actually forget about the feelings of others, According to him happiness and satisfaction can only be taken from material things and is creating the culture of accumulation, possessiveness, selfishness and greed. The aim of the Human values education is to establish harmony between words, feelings, Physical and mental health of an individual, love, justice and equality, as well as to withdraw the feeling of negativity, jealousy and pour the feeling of positive attitude in thoughts, words and actions. The research clarifies how human values education is deeply essential to nourish the moral capabilities in the student and ultimately in society in a positive way. The main purpose of Human value education is the character development of students for the well- being of self, family and society.

Keywords: Human Values, Education, Satisfaction, possessiveness, greed.

I. INTRODUCTION

Human values are the foundation of human beings, As students are the future of this country and it is important to note that the children should have the knowledge of basic human values. Today many institution and colleges are putting their step forward in providing the basic human values knowledge to the students. **According to Rokeach, "Value is an enduring belief, a specific mode of conduct or an end state of existence, along a continuum of relative importance. "**Values is something which can, in fact, very naturally value-oriented. Each educational oriented goal, whether beginning in a person through a family, a community, a school or an educational system, It is believed it is to be good. 'Good' is consciously to mean here 'avoidance of bad'. If the basic objective of human values is not good, then there is no reason for pursuing those values. But again, the same question starts pops out, and the question is 'what is a value?' we know values is which is based on religion, philosophy and ideology. The guiding social aims and beliefs which are considered as the important aspects of a culture, then, the different aspects of culture are also 'valued' by the people; the ideas lying behind the culture the people follow, which they think worthwhile, are

called as VALUES.

2. OBJECTIVE OF THE STUDY

● To understand the concept of Human values its need and importance.

● To understand the requirement of Human values in the era of Technical Education.

● To give Suggestion to improve the quality of Technical education in the era of Human Values.

3. LITRETURE REVIEW

Dr. Debabrata Kar(2012), His paper gives an overview on how human values in the Indian society and highlights the need to incorporate these aspects in the curriculum of our technical education. In his research paper he gave emphasis on how engineers and technologists are involved in various development activities to serve the society.

Mrs.Babita Jharia(2013), In his research she conclude that what children learn is all depends upon what kind of values he/she gets from his family in childhood, Now a days many colleges and Institutes are providing value education in their campus. The study of value education takes time to know ourselves and penetrate layers of

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* *Assistant Professor, Aryabhatta College of Engineering and Research Center, Rajasthan Technical University, Ajmer, India*, Corresponding author: reenagunwanimay3@gmail.com Tel: 7820883989

conditioning to arrive at our true selves. Values have both content and intensity attributes. The content attribute specifies how are important in changing the human behavior. An individual's values are rank in terms of their intensity, which are obtains from the person's value system. This system is identifies by the relative importance which are assign to such values as freedom, pleasure, self-respect, honesty, obedience and equality.

Pallavi Gupta(2016), His conclusion is based on conceptual survey that explains the factors how & why human values in technical era are consistently degrading in India, as the time passes, although we are rich in culture & traditions, still technical education requires such human values that not only develop the psychology of coming generation but also help them to analyze what is right and what is wrong for them before accepting anything.

John Kanaparthy, Dr. T. Swarupa Rani(2017), In their research the authors explain requirement of human value education in technical as well as non- technical education based on the teachings of Siddhartha Gautama Buddha." **The Buddha in his philosophy explains to be a practical one, aimed at the happiness of all creatures and he laid out a clear path to the goal and also observation on how to live life wisely. He taught Four Noble Truths and Eight Fold Path. These promote social ethics and individual values."**

Siddappa Naragatti(2019), In their research they conclude that aim of human value education is to promote the harmony in between physical and mental health of an individual through freedom justice love and equality and various other elements of value education. It completely destroy negativism and develops a positive attitude in thoughts, words and deeds. It develops self-esteem, respect for others, and strength of character, moral and human values.

Ajay Kumar(2019), The research revolves around overall personality of individual depends on those circles. His research explain how education in human values is deeply essential to nourish the moral capabilities in the student and ultimately in society in a positive way.

4. IMPORTANCE OF THE STUDY

India is basically known for its education like Gurukul system , which had been pursued in India for many years. But western culture change the way of Indian Education. Rabindranath Tagore also wrote a big and lengthy article about **how Indian education system needs to be improved**. There has been many established IITs, IIMs, law schools and other institutions of excellence still there is a great requirement of such values education system in technical era that help children to be a better person for the future world.

India is considered the country of religions, traditions & recognized worldwide for its culture & values, But as the standard of values of human is stepping down. **According to Kluckohn's philosophy a value is a conception of the desirable and not something "merely desired".** Values are defined as something which an individual hold from its family and live his own life on these values. Human values are defined as those values which maintain a harmonious balance between an individual and with the world. Values have certain dimensions which include love, empathy, kindness, honesty, aspiration, care, truth, non-violence, gratitude, cooperation, self-reliance, sincerity and sense of responsibility. A. K. C. Ottaway in his book 'EDUCATION AND SOCIETY has rightly observed by saying **"A myth suggests a popular idea which is not in fact true and one hesitates to apply this term indiscriminately to the philosophies and religions of mankind" .Prof. R. K. Mukerjee, in his philosophy define 'value' as — "Values are socially approved desires and goals that are internalised through the process of conditioning, learning or socialisation and aspirations."**

The study of Human Values has following other dimensions that are required to be studied.

● **Happiness**

Happiness is something which is pleasant and joyful emotional and mental states which includes positive or pleasant emotions ranging from satisfaction to intense joy. It is also used in the context of life satisfaction, subjective well-being, eudaimonia, flourishing and well-

being.Some traditional views on happiness are as follows:**PLUTO, the Greek Philosopher said,** "Happiness is the …………. pursuit of goodness".

BERTRAND RUSSEL in his philosophy said, "The good life is what is inspired by love and guided by knowledge". Love provides the very foundation of all goodness in life.

Our Pandit Jwaharlal Nehru's vision of good life has been "A full, free, dignified and creative life, vibrant with intellectual tremors"

- **Truth and Non-Violence**

  It is the fundamental element of human value education. Trust is a most important element in any relationship. Trust is to be assured that each human being inherently wants oneself and the other to be happy and prosperous. Having faith in other and believing in other is a mutual trust. Trust can only be build through integrity and consistency in relationship.

  Non-Violence is again another dimension of human value education. The word Non-Violence means 'AHIMSA'. which means all human beings are son of only one god and we all exist on same earth, so as a son of that god we share a common relationship which is called ' HUMANITY'.

- **Humanity**

  Humanity means "the quality of being humane",

  Every human being who lives on this earth shares a common relationship, and this relation is called humanity, every individual is connected to other no matter they have blood relation or they share any other relation , but one thing which is common in all is humanity. Humanity is the feeling that every human being have for other.

- **Responsibility**

  Responsibility defines as the accountability to someone.

  To know your responsibility and act accordingly is most important duty that every human need to understand. It is only perform when human being learns to prioritized their work.

- **Affection**

  It is the feeling of being related to the other. The feeling of affection can only be comes when there is trust and respect for other person. It is a process of social interaction between two or more organism. It is a basic necessity for all human beings especially in childhood and during illness. Affection is a dimension of human value education it teaches us to have affection for everyone no matter what is, who is, and why is?

- **Care**

  It is a feeling of wanting to nurture or to protect other person. Care is a feeling when one person is being so much affectionate to other and always there to protect from any kind of danger and miss happening. Care is something that a human being have for the person whom he/she is affectionate

- Value education gives more emphasis on this dimension as if one who know the importance of care; he/she will never lose any relations in their lifetime.

- **Honesty**

  Honesty is most important element in any relationship without this no relationship can exist on this earth. Honesty is a feeling which guides human being to always walk on a straight path, cares for others and speaks truth to yourselves and other and never be violent to other no matter what the situation is. As there are many ways to achieve goals, but if any person learns to work with honesty then he will never fails in his life.

- **Gratitude**

  It is the feeling of acceptance for those who have made efforts for our excellence. It is the feeling of respect towards other that how they handle the situation for the sake of our convince. Every human being should have this quality, not for everyone but for the all mighty who give him life, water to drink, food to eat and family to love.

- **Love**

  Love is warm feeling of attachment towards other like parents, friends and family member and relative. In today's era there is a misconception in people of today's generation that LOVE means relationship and commitment. Love is what that make us realize that everything in life that we earn from hard

work and determination is worth and it is really important.

● **Respect**

When there is trust in any relationship the one thing that automatically generate is the 'RESPECT' we all aim for the sense of individuality. It is the basic step toward respect. Once we realize that we all are individual, we can differentiate ourselves with other. Respect means Right Evaluation. We can only respect that person once we evaluate that person or examine that person in the light of our criteria. Respect can be under- evaluated and over-evaluated. Our wrong evaluation makes us feel disrespect.

● **Glory**

It is a feeling of someone who has made efforts for excellence. Glory means to give thanks to someone who helped you in your every problem and situation. In Today's competitive phase every person in life wants to achieve more than other. In this race of competition people actually forget the sacrifice that their family actually made.

● **Reverence**

It is the feeling of acceptance of excellence in others. When we see that someone's has achieved excellence, we have a feeling of reverence for him/her. Every human being should adapt the feeling of Reverence, just as our parents accept us, who we are, how we are, they never differentiate between their kids, so we should be like them and appreciate every human being as a gift of god.

5. REQUIREMENTS OF HUMAN VALUES IN TECHNICAL EDUCATION

Many Colleges of Rajasthan which are affiliated to RTU and BTU has involved this course in their syllabus following are the topic which are covered in Human Value Subject-

The first module include basic introduction of human value education to the students, which include some basic guidelines. This module main objective is to familiar the student with the topics such as " Natural Acceptance", "Aspirations", "Happiness", " Prosperity"," Right Understanding",

"Relationship and physical facilities" and Methods to fulfill aspirations

Understanding Harmony in the Human Being, Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship, Understanding Harmony in the Nature and Existence

The Importance of Human value education is required at every era of society, whether it is technical education, or any organization. The following are the reasons that support this statement-

Human values creates positive environment

All Human beings continuously aspire for happiness and prosperity and fulfilling all their needs. Human Value education helps the human beings to understand their need and help them to set their priority level. Value education helps human being to remove his/her confusion and enable them to optimally utilize the technological inventions judiciously and efficiently. Thus it helps human beings to create a positive environment and create positive attitude towards life

Human Values focus on creating a better human being

The first and foremost objective of teaching Human Value Education in various Technical educational centers is to create better human beings. In today's ever changing environment the one element that is left behind in all Humans is- "SANYAM" which means self- Regulation. Sanyam means the feeling of responsibility for nurturing, protecting and right utilization of the body. As we all know that body is

an instrument which require proper care and protection from the environment and proper utilization to work so as to generate better results. So therefore the focus of Human value education is to create a better human being by focusing on their strength and overcome their weakness.

With Human Values Education teachers understand the psychology of students in a better way

The reason behind teaching Human value education is to understand the psychology of

students through their behavior and their priorities. In order to understand what student want from his life it is more important to understand his/her priorities and also what he/she is expecting from their lives. Because their behavior is all depended on their expectation and that expectation makes their attitude through which the students pictureize their whole life.

6. SUGGESTION AND CONCLUSION

Human Values Education plays a most important part in technical education, As the technical education involves only practical part which not only help the students to develop their practical concepts but also improve their learning. But above all one thing which is missing, which technical education cannot complete is the requirement of '**values'.** Value is something which can, in fact, very naturally value-oriented. At different stages of life a person learns different values. When a person was a child he had learned how to share his food with others , when he became teenage he had learned how to take care for other , especially their love ones and when he became adolescent he learns how to love someone , love is – which is not fulfilled by physical attention , but which is fulfilled by understanding , taking care of each other and sharing , by gratitude and by respect.

The second thing which is also learned through human value education is to understand the behavior, which is very helpful to the teachers and mentors of colleges and other technical institutions to understand the **psychology** of the students by understanding their need, expectation and their priorities.

The last thing which is also seen through human value education is that, the human value education helps to create a better and positive environment by learning various dimensions of human values like glory, love, prosperity, honesty and gratitude.

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