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From the Editor's Desk

Happiness is when what you think,

What you say and what you do are in harmony”

- Mahatma Gandhi

“Never Worry about numbers. Help one person at a time,
and always start with the person nearest you”

- Mother Teresa

“That some achieve great Success, is proof to all that others
Can achieve it as well”

- Abraham Lincoln

“Truth is the only safe ground
to stand on”

- Elizabeth Cady Stanton

“Coming together is a beginning. Keeping together is progress
Working together is success”

- Henry Ford

“You grow more when you get more people's perspectives

- Mark Zuckerbery, the co-founder of Facebook

Learning is both art and science. Once can become learned on the successful quest for knowledge and relating the knowledge to practice. It is important to learn how to learn rather stuffing one's head full of all facts and figures that might be outdated. No doubt that certain amount of facts is necessary, but having the skills and ability to appropriately learn is also equally critical. DBJC would be happy to see this journal as a common platform for appropriate learning. One of the key objectives of research is its usability and application. The Reserach papers of this journal focus on Motivation, Employee Engagement, Public Relations, Supply Chain Management, Human Capital, Services Marketing, Women Entrepreneurs, Share Market and Consumers Attitude.

DBJC Journal of Business Research (Jainspire) is committed to expanding research frontiers and it encourages submission of high quality manuscripts with innovative ideas. Expanding its horizon will further enhance the quality and the journal will continue to provide an outlet for established and rising scholars to publish innovative research papers.

Best Wishes and Season's Greetings

Dr. M. Sakthivel Murugan

Editor

DBJC Journal of Business Research

INTRINSIC AND EXTRINSIC MOTIVATION AMONG THE EMPLOYEES IN IT COMPANIES- A STUDY WITH REFERENCE TO CHENNAI CITY

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The effectiveness of work depends on the willingness of employees to do assigned tasks with involvement and enthusiasm. Therefore, Motivation is one of the most important factors affecting human behaviour and performance. Motivation is something inside the person that drives them to action. Motivation represents an energy which guides the employees towards fulfilling a goal. Motivation emerges in current theories, out of needs, values, goals, intentions, and expectation. Motivation represents an energy which guides us towards fulfilling a goal.

According to Robert Dubin, "Motivation is something that moves the person to action and continues him in the course of action already initiated". Mullins defined Motivation as "a driving force within a person which stimulates the individual to do something up to the target level in order to fulfil some need or expectation". Lillis observes motivation as "it is the stimulation of any emotion or desire, operating upon one's will and prompt or driving it to action". According to Kressler, "It is a complex issue of human behaviour which varies from person to a person; as a result, different people are motivated in different ways". It is the work of every employer to inspire and encourage his employees to take a required course of action.

In short, motivation in an organization is effective if employees fulfill their personal needs and goals through organizational goals. A highly motivated employee knows what to do and how to reach the predetermined goal in the most effective manner. Modern management is increasingly aware of the importance of employee motivation and is handled with great care and attention.

1.1 TYPES OF MOTIVATION

Self-Determination Theory (SDT) is a psychological theory, which deals with internal or external and also called intrinsic or extrinsic motivation as related to the level of competence or incompetence the people feel. This theory was developed by Edward. L. Deci and Richard M. Ryan and redefined by many researchers. According to this theory, Motivation can be

- a. Intrinsic Motivation and
- b. Extrinsic motivation

1.2 INTRINSIC MOTIVATION

Intrinsic motivation stems from motivations that are inherent in the job itself and which the individual enjoys as a result of successfully completing the task or attaining his goals (McCormick and Tiffin,1979). It is the self-generated factors that influence people to behave in a particular way or to move in a particular direction. Intrinsic motivation is defined as doing an activity for its inherent satisfactions rather than for some separable consequence. Intrinsic motivation reflects the internal desire of a person to satisfy the inner needs.

1.3 EXTRINSIC MOTIVATION

Extrinsic motivation refers to motivation that comes from outside an individual. It is concerned with the external factors which employees enjoy. Extrinsic motivation involves executing an action to achieve external rewards or reinforcements. Extrinsic motivation can be defined as, "it pertains to a wide variety of behaviors that are engaged in as a means to an end and not for their own sake".

Extrinsic motivators can have an immediate

and powerful effect, but it will not necessarily last long. The intrinsic motivators, which are concerned with the 'quality of work life', are likely to have deeper and longer-term effect because they are inherent in individual and not imposed from outside.

1.4. LITERATURE REVIEWS

Laura Leete (2000), on his study examined the relationship between wage dispersion method and employee motivation. The study found some difference in the distribution of wages between employees of the different types of organization and concluded that non-profit organization exhibited wage equality as the motivational strategy for the employees.

The study of Orvill Adams (2000) intended to provide an overview on the effect of pay and non pay incentives on workforce's performance. The study identified pay, direct financial benefits, indirect financial benefits, financial and non-financial incentives are the factors of motivation and concluded that financial incentives were used as an aid for recruitment and retention of employees.

Shun Linda Wang (2003) in an innovative study focused on the effectiveness of the incentives package on employee motivation and performance level of the employees working in construction based organizations. On analysis, it was found that incentive based bonus increased employee's motivation level and aligns action to achieve goals.

Sara L. Rynes (2004), on his empirical study found that pay had a strong motivational potential among the employees of non-government and unorganized organization. The study proved that the effectiveness of motivation factor depends on the way it is actually administered in practice and suggested to take any pay complains seriously.

Dongho Kim (2006), through his study, identified good wages as the top motivation factor over 40 years. He re-emphasized on some necessary component of employee motivation

and to understand the motivational factors by the managers. It was found that the employee changes their priority on the motivational factors over time and he suggested to identify employee inputs and value it before any motivation program is implemented.

1.5 GAPS IN LITERATURE

Studies done in the past focused on the motivational factors adopted across a range of industries. Further, the studies did not categorize the factors of motivation into intrinsic and extrinsic factors which would influence the intrinsic or extrinsic motivation of the employees. These monetary and non-monetary motivation leads to Organisational Effectiveness in the form of behavioural changes among the employees. This predominant gap of measuring the impact of intrinsic and extrinsic motivation on the Organisational Effectiveness is ventured in the present study. The growth of Informational Technology industry is drastically influenced by the vital factor Human Resource, as the availability of skilled ad trained talent pool is imperative. There is no known academic study conducted to ascertain the motivational factors in IT companies, particularly in Chennai. The present study is an attempt towards filling the gap.

1.6 OBJECTIVES OF THE STUDY

- To study the intrinsic factors motivating the employees in the IT companies
- To study the extrinsic factors motivating the employees in the study domain

1.7 HYPOTHESIS

Following hypotheses are framed to study the objectives:

1. There is no significant influence of personal and occupational details of employees on intrinsic motivation
2. There is no significant influence of personal and occupational details of employees on extrinsic motivation

1.8 RESEARCH METHODOLOGY

The study is conducted using both analytical and descriptive type of methodology. The study primarily depends on primary and secondary data. The Survey is conducted in IT Companies located in Chennai city.

SAMPLING SIZE AND DESIGN

The primary data are collected through survey method. The survey is conducted using well formulated Questionnaire. Convenience Sampling is applied for collecting the data. Samples for the study are selected systematically. The Questionnaires are circulated among the employees of five IT companies based on the population parameters. Among all the five companies, TCS possesses more number of employees. Totally 200 Questionnaires were distributed and 122 were collected, Hence the sample size of the research is 122.

DATA ANALYSIS

The researcher used multivariate factor analysis, KMO and Bartlett's test, Chi-square analysis are used to analyse the primary data.

1.9 ANALYSIS AND DISCUSSION.

The eleven variables of motivation have to be reduced systematically to evolve into a meaningful predominant factor. The factor analysis has been applied and the following results are obtained.

Table 1: KMO and Bartlett's Test on Factors of motivation

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	688.304
	Df	55
	Sig.	.000

Source: Computed Data

From the above table it is found that the KMO measure of sampling adequacy is .734, Bartlett's test of Sphericity with approximate Chi-Square value of 688.304 is statistically significant at 5% level. This shows that the eleven variables can be segmented into a number of factors with meaningful approach. This leads to the computation of variance as stated in the following communalities table.

Table 2: Communalities Table on Factors of motivation

Emoluments	Initial	Extraction
EMO1	1.000	.282
EMO2	1.000	.349
EMO3	1.000	.501
EMO4	1.000	.418
EMO5	1.000	.524
EMO6	1.000	.353
EMO7	1.000	.301
EMO8	1.000	.616
EMO9	1.000	.499
EMO10	1.000	.753
EMO11	1.000	.571

Extraction Method: Principal Component Analysis.

Source: Computed Data

From the above table it is found that the eleven variables exhibit the variance ranging from .282 to .753. It shows that the variance ranges from 28.2% to 75.3%, which is of adequate range for the factor segmentation. This situation demanded the existence of predominant factor.

Table 3: Total Variance of Factors of Motivation

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.783	25.303	25.303	2.107	19.159	19.159
2	1.344	12.216	37.518	1.588	14.434	33.593
3	1.041	9.462	46.981	1.473	13.388	46.981
4	.986	8.964	55.944			
5	.910	8.275	64.220			
6	.856	7.780	71.999			
7	.715	6.502	78.501			
8	.688	6.255	84.756			
9	.677	6.159	90.914			
10	.517	4.696	95.611			
11	.483	4.389	100.000			

Extraction Method: Principal Component Analysis.

Source: Computed Data

From the above table it is found that the eleven variables exhibit 46.981% variance for all the three factors. They possess the individual variance at 19.159%, 14.434% and 13.388% respectively. These variables are highly significant in the following factor segmentation process.

Table 4. Rotated Component Matrix on Factors of Emoluments

Emoluments	Component		
	1	2	3
EMO5	.717		
EMO3	.691		
EMO2	.557		
EMO1	.517		
EMO4	.487		
EMO7	.451		
EMO8		.718	
EMO9		.673	
EMO6		.566	
EMO10			.846
EMO11			.708

Source: Computed Data Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 5 iterations.

The eleven variables of Emoluments are segmented into three components.

The first factor consists of six variables. They are

1. Annual Bonus is given to the employees (.717)
2. Difference in salary dispersion is transparently noticed in the organization (.691)
3. Salary offered by the company is at a satisfactory level (.557)
4. The salary dispersion method is regularly in the organization (.517)
5. Any pay queries/complaints made by the employees are rectified by the company (.487)
6. The company offers adequate financial incentives to all employees (.451)

Therefore, this factor can be named as “Salary Benefits”.

The second factor consists of three variables which are mentioned below.

1. Company provides adequate PF and other welfare schemes as per legal requirements (.718)

2. Company provides night shift allowance (.673)
3. Annual Increment of salary are regularly provided(.566)

Therefore, this factor is called as “**Secondary Benefits**”. The third factor consists of only two variables i.e.

1. Leave Encashment system properly followed by the company (.846)
2. Salary paid to the employees is equal to their work load (.708)

Therefore, this factor called as “**Rational Benefits**”.

1.10. FINDINGS AND CONCLUSIONS

Salary benefit is a vital part of Emoluments offered to the employees. This benefit requires a sound structure of base components like internal equity, external competitiveness, etc., and is more important to employees as it determines the standard of living and status in the society. Every IT company offers salary at a satisfactory level of their employees. Similarly the salary dispersion method is regular and the difference in salary dispersion method is transparently noticed in the organization (Laura Lette, 2000).

The Secondary Benefits are the additional benefits that are included in the emoluments offered to the employees. These secondary benefits include adequate provident fund, welfare schemes, etc., IT companies in addition to the above benefits, regularly offers annual salary increment. The increase in the salary immediately solves the financial necessities and imparts an immediate positive effect on the minds of the employees (Muhammad Arshad, 2012).

The Rational Benefits are the important drive to the emoluments offered. These benefits are moderate and sensible benefit that is normally offered by the IT companies. The employees are paid equal to their work load (RizwanaQaiser, 2010). Leave Encashment system with a view to enable the employees to avail the leave in a

planned and systematic manner, helps them to meet their expenditure during the leave period and also reduces long absenteeism in the company.

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FACTORS OF EMPLOYEE ENGAGEMENT

A STUDY WITH REFERENCE TO IT COMPANIES IN CHENNAI

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INTRODUCTION

Managers unequivocally agree that this century demands more efficiency and productivity than any other times in history. Businesses are striving to increase their performance. Managers have been grappling with many challenges to succeed putting their company ahead of competitors. To help managers manage, different scholars, researchers and consultants have been contributing their part showing the best ways they think are useful to managers.

Among those suggested techniques, concepts like Total Quality Management (TQM) and Business Process Reengineering (BPR) earned recognition from many authors in the second half of twentieth century and were found helpful in increasing organizational performance by focusing on operational and process improvements. They were/still being used as tools for management in their effort to plan, execute and control of the desired changes in the operational quality. Thanks to technology, nowadays business companies are making use of advanced techniques of operation.

As sophistication of technologies continues to evolve, they pose more challenges for managers because organizations will have to need more number of employees with increased technical and professional skills. These knowledge workers cannot be managed with old styles of totalitarian management. They expect operational autonomy, job satisfaction and status. It is because of these facts that attention of managers is shifting towards employees' side of organization. Employee engagement as a concept is vast. This article limits itself to discuss only the factors influencing the employee engagement especially in IT companies.

LITERATURE REVIEWS.

Salim Abdullah, Rashid Alshekaili and Ali Boerhannoeddin (2011) aimed to study the Influence of human capital approach on Innovation Performance in Omani Industrial firms. Additionally, it examines the mediating role of knowledge management in the relationship. He concluded that human capital approach is a valuable questionnaire for firms desiring to achieve superior Innovation and sustainable competitive advantages.

Ilias P. Vlachos (2009) aimed to assess the extent to which specific HR practices may contribute to firm growth. The findings suggested that a positive relationship exists between the extent to which companies implement, HR practices and firms growth achievements.

Muhammad Abdul Majid Makki & Suleman Aziz Lodhi (2008) examined the relationship between Intellectual capital and the firms profitability. This article examines to role of IC efficiency in the firm's net profit using the VAIC developed by Ante public (1998). The results obtained using multiple regression analysis supports the argument that IC efficiency contribute significantly to the firm's profitability.

Anastasia A. Katou (2008) measured the Impact of HRM on organizational performance in the context of Greece. The findings of this study support that the relationship between HRM policies and organizational performance is partially mediated through HRM outcomes and HRM policies are moderated by business strategies.

Muratkasimoglu, Ali Halici, RamazanAkkas and AnuGenis Gruber(2011) studied with the Prime motive of Investigating the relationship between workforce diversity and perception of discriminations. The study shows that hotels are neither aware of Human capital Heterogeneity benefits nor know how to manage the process. The result of the study reveals that HCM is low.

RESEARCH GAPS

The national and international literature revealed that employee engagement is not a unique phenomenon but a conglomeration of job characteristics and job commitment of the employees. They also revealed that no one exactly measured the factors influencing the employee engagement in IT companies.

OBJECTIVES OF THE STUDY

1. To determine the factors influencing the employee engagement in IT companies.
2. To find the existing significant difference among the factors of employee engagement.

METHODOLOGY

The present study is based on both primary and secondary data. Primary data is obtained from the employees of Information Technology (IT) companies through a structured questionnaire. Whereas the secondary data is derived from the books, reports, journals and magazines.

QUESTIONNAIRE DESIGN

The researcher considered the various elements of employee engagement and framed them in the form of variables in Likert five point scales. It ranges from strongly agree to strongly disagree. Besides these scales, the researcher also used optional type questions and bipolar type questions to obtain demographic and work details of employees.

SAMPLE SELECTION

The researcher considered top ten IT companies in Chennai city as the population of

the research. Among these top ten IT companies the researcher is able to circulate twenty questionnaires each in all the ten companies. The convenient sampling method is applied to collect 200 responses from the employees.

DATA ANALYSIS

After obtaining 200 responses from different IT company employees, the responses are systematically tabulated in a numerical form. The researcher applied both exploratory, confirmatory factor analysis and linear multiple regression analysis to derive the factors of employee engagement.

ANALYSIS AND DISCUSSION

Factor Analysis

The factors of Job Characteristic

After reviewing the national and international literature regarding job characteristic the researcher identified ten statements in Likert’s five-point scale. The exploratory factor analysis is applied on these ten variables and the following results were obtained.

Table .1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.850
Bartlett's Test of Sphericity	Approx. Chi-Square	629.078
	df	45
	Sig.	.000

The KMO and Bartlett’s test is applied on the ten variables found that KMO measure of sampling adequacy is 0.850. Bartlett’s test of Sphericity with approximate chi square value is equal to 629.078 are statistically significant @ 5% level. This shows that the factor segmentation is possible through exploratory factor analysis and the sample size is adequate in explaining them. This leads to the variance check as shown below in the communalities table.

Table 2 Communalities

	Initial	Extraction
Job objectives are clear and focused.	1.000	.404
My job involves performing a variety of tasks.	1.000	.615
Job expectations are clearly understood.	1.000	.611
The job allows me to complete the work started.	1.000	.464
The job requires analysing a lot of information.	1.000	.365
Job provides freedom to take decisions.	1.000	.516
Job performed is relevant to the organizational goals.	1.000	.343
The job depends on the work of different people for its completion.	1.000	.593
Feedback on job performance is given at regular intervals.	1.000	.497
The job requires specialized knowledge and skills.	1.000	.629

Extraction Method: Principal Component Analysis

From the above table it is found that the variance of the ten variables their variance 34.3% to 62.9% which is statistically significant @ 5% level. This leads to the factor segmentation as shown in the following total variance table.

Table 3 Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.895	38.952	38.952	2.702	27.016	27.016
2	1.142	11.421	50.373	2.336	23.357	50.373
3	.841	8.413	58.787			
4	.822	8.222	67.009			
5	.738	7.377	74.386			
6	.636	6.358	80.744			
7	.552	5.522	86.266			
8	.530	5.299	91.565			
9	.511	5.107	96.671			
10	.333	3.329	100.000			

Extraction Method: Principal Component Analysis.

From the above table it is found that the ten variables are reduced in to two predominant

The first factor consists of five variables

factors with cumulative variance 50.373% and individual variance 27.016% and 23.357%. This leads to variable loadings in each factor as presented in the rotated component matrix.

S. No	ISSUES RELATED TO MY JOB CHARACTERISTIC
	Multitasking
JC10	The job requires specialized knowledge and skills. (.784)
JC8	The job depends on the work of different people for its completion. (.756)
JC2	My job involves performing a variety of tasks. (.705)
JC6	Job provides freedom to take decisions. (.659)
JC4	The job allows me to complete the work started. (.638)

	Job clarity
JC3	Job expectations are clearly understood. (.771)
JC9	Feedback on job performance is given at regular intervals. (.669)
JC1	Job objectives are clear and focused. (.605)
JC5	The job requires analysing a lot of information. (.572)
JC7	Job performed is relevant to the organizational goals. (.555)

Therefore, this factor can be called “Multi-tasking”. The second factor consists of five variables.

Hence this factor can be called “Role Clarity”. Therefore, it can be concluded that job characteristics in IT companies depends upon the clarity of role in the work assigned to employees.

FINDINGS AND CONCLUSIONS

The study reveals that IT employees strongly agree for having clarity of objectives, multitasking, clear job expectations and work completion. The sample employees also agreed that the job enables to analyse information, facilitates to work towards common individual and organisational goals and cooperation from co-workers. It has been observed that the employees moderately agree for autonomy, regular feedback and specialised knowledge and skills for performing the job.

Employee engagement is the new mantra of success to achieve organizational goals and vision. It is a winning formula for making organizational excellence. IT companies today are increasingly dependent on knowledge creation and human development for their optimal and sustainable growth. To meet the challenges resulting from global competitiveness, they need to demonstrate world-class performance, re-examine the drivers of organisational performance through employee engagement.

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FACTORS INFLUENCING PUBLIC RELATIONS IN PRIVATE SECTOR COMPANIES - A STUDY WITH REFERENCE TO CHENNAI CITY

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Abstract

This paper presents that a good public relations requires to listen and should be a two way process. The officials should understand value of public concerns and perspective; they should go a step ahead to serve up as a public's backer within the organization. The public relations professionals from corporate industries often play a vital role of an interloper by inquiring decisions and their impact on consumers, the community, employees, and other stakeholders, So the public relation professionals always bring in the public perception to a company, by promoting its ability to be reactive to all public distress

Key words: *Two way process, consumers, the community, employees, stakeholders*

1. Introduction:

Public relation is managing the flow of information between the organization and public. The role of PR that grows significant reputation for successful business so companies restore their trust by involving various public relations

strategies to build their reputation in the market place. The upshot is that

companies should prioritize the value of public's needs. The keystone of a good association is reliance, and reliance is based on unfasten and truthful communication. The effective public relations narrate about the company by being truthful, candid, and understandable this will help the company to establish a reputation for integrity.

A good public relations is also requires to listen and should be a two way process. Public

relations officials should understand value of public concerns and perspective; they should go a step ahead to serve up as a public's backer within the organization.

In fact, public relations professionals from corporate industries often play a vital role of an interloper by inquiring decisions and their impact on consumers, the community, employees, and other stakeholders, So the public relation professionals always bring in the public perception to a company, by promoting its ability to be reactive to all public distress.

2. Literature review:

Elisenda Estanyol, David Roca (2014) reveals that the editorial contends that some contrary sagas and preconceptions still happen everywhere the region of resourcefulness and creative developments is mutual elsewhere are not extensively used in PR consultancies. It completes by classifying fundamentals that might boost creativity inside the region.

Roumen Dimitrov (2014) noted that by drawing ideas from Aristotle's "apophatic" silence, Michel Foucault's "exhaustive representation", Frances Sendbuehler's "profound communication silence" and John Cage's "sound of silence". The Silence has developed a "code word" for the journalists to use evidence causes not to close up.

Robert Gill (2014) paper scrutinizes hypothetical text on corporate storytelling to ascertain if it can be an appreciated public relations (PR) plan to increase employee meeting, and to recognize how narration may develop internal faithfulness to the corporate brand that eventually

reinforces internal and external standing – authenticating its value for an group's corporate social responsibility (CSR).

Paul Willis(2014) editorial contends that organization–public relationships produce experiments for PR as mutually a hands-on and conjectural castigation. The examination is fixed in contradiction of the background of the increasing pre-employment with organization–public relationships in investigation and exercise.

W. Timothy Coombs, Sherry J. Holladay(2013) says that Public relations' uniqueness in exploration groups limits or brightens the arena. This paper considers in what manner public relations need in developing a “relationship identity” in study. Over-all public relations research, as divergent to sub-disciplines such as crisis communication, is subjugated by a associations method.

JurrienGregor Halffa ,Anne Gregoryb (2015)notions that public relations paying to the material of people is deeply disputed in the community scope and under-researched by the conservatory.

DejanVerčiča, AnsgarZerfassb, Markus Wiesenberg(2015)apprises that consequences disclose that global public relations are a portion of everyday trade for more than 90 percent of chief communication officials in Europe, with closely a section of them trade with 20 nations or additional.

Diana Ingenhoff , Alexander Buhmann (2015)the article objects to enhance to the rising dissertation on approaches in public relations study by screening in what way variance-based structural equation modelling(PLS-SEM) can be used to examine belongings among several elusive goal makes in PR.

Astrid Spatzier (2016)editorial proves the association among journalism and public relations in the circumstance of Bertha von Suttner (1843–1914) from Austria, Nobel Peace Prize Laureate in 1905.

IlhemAllaguia, Harris Breslowb (2015) emphasised that the real practise of social media is distracting the PR promotion sequence: the part of movement actions to produce profile-raising in facility to a PR promotion.

2.1 Research gap:

After reviewing the national and international literature pertaining to public relations, regarding organisations it is found that nobody acknowledged the crucial factors responsible for smooth public relations. At the same time there were no evidences and traces for the implications of public relations in terms of empirical approach. These two above mentioned gaps induced the researcher to venture on the present innovation.

2.2. Objectives of the study:

The main aim of the research work

1. Is to study the crucial factors directly correlated with public relations in private sector organisations.
2. To analyse the impact of smooth public relations on organisational effectiveness among private sector companies.

2.3.Hypothesis:

There is no significant influence of public relations on organisational effectiveness.

3.Methodology:

The present research is based on both primary and secondary data. The primary data is collected through a well-structured questionnaire. The responses for the questionnaire are obtained for the top level executives and middle level managers in the private sector companies. The questionnaire comprises three parts the first part aimed to obtain organisational details of top level executives and middle level managers in the private sector companies. The second and third parts areaimed at ascertaining the responses regarding public relations and organisational effectiveness. The responses are obtained in

likerts five point scale which ranges from strongly agree to strongly disagree.

The study is restricted to the private sector companies spread across over Chennai, Kanchipuram and thiruvallur district. The researcher circulates 200 questionnaires over 100 private sector organisation across the three districts. This attempt yielded only 160 responses for the research through convenient sampling method. Hence the sample size of research is 160.

4.Data analysis:

The researcher applied both exploratory factor analysis and confirmatory factor analysis on 32 variables of public relations and following the results.

4.1.Table 1:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.755
Bartlett's Test of Sphericity	Approx. Chi-Square	3419.379
	df	496
	Sig.	.000

From the above table it is found that the KMO value for the 32 variables is given by .755, Bartlett’s test of Sphericitywith approximate chi square value = 3412.379 are stastical significant at 5%. This implies the 32 variables of public relations are normally distributed and suitable for factorisation process. The factor reduction and number of factors emerged are clearly presented in the table below.

4.2. Table 2:

Rotation Sums of Squared Loadings		
Total	% of Variance	Cumulative %
2.936	9.174	9.174
2.606	8.143	17.318
2.496	7.800	25.117
2.329	7.279	32.396
2.011	6.285	38.682

From the above table it is found that 32 variables are reduced in five predominant factors.

1. Internal communication (9.174%)
2. Crisis management (8.143%)
3. Stakeholdermanagement (7.80%)
4. Corporate social responsibility (7.279%)
5. Media relations / External communication (6.285%)

This shows that all these five factors are essential to successfully accomplished public relations.

5.Findings and conclusions:

The research concludes that public relations are very important aspect in mass communication especially in the projection of media. All the media can be successfully reached to the public with accurate information can be achieved only through the employees within the domain. Public relations is very vital in conversing the public with analytical facts and also the technological innovations to encourage an integrated media participations in predominant in measuring the successful public relations.

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IMPACT OF TALENT SUPPLY MANAGEMENT ON ORGANIZATIONAL EFFECTIVENESS – A STUDY WITH REFERENCE TO IT COMPANIES IN CHENNAI CITY

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INTRODUCTION:

Effectiveness of an Organization is purely depended on what they achieve and how they do it. Some of the key factor that involves in the assessment of organizations effectiveness includes profit making, revenue generation, wealth maximization, margin optimization and resources utilization. Talent Supply Management (TSM) as a role in all of them, it is with the capital that gets invested the companies manage their business affairs. Apart from capital investment yet another and crucial investment is on Human Capital. Organization strive hard and ensure they invest on the best possible human talent. This is because “*getting right men at work means half the work already done.*” TSM helps the IT Companies grow threefold and when it comes to managing and hiring the talent this directly and indirectly impacts the profit and margin achievements of the organization.

TSM has a huge scope in striving what companies actual want to achieve, this is possible by ensuring there is proper supply pipeline of resources and also by ensuring resources identified are properly utilized. Most of IT companies suffer in utilization, lesser the utilization means less the client billability. IT companies’ employees are largely classified into billable and non-billable resources. In other words billable are the ones who bring in revenue to the organization because they are part of client projects. And on the other hand non-billable are either on bench pool or they are employees who work for support functions like Office System & Admin, Finance, Corporate Communications, Legal division, Procurement, Logistics etc.

Management will be more interested on the billable resources since they bring in revenue for the organization. Having said that it is the billable pool which also suffer if they do not find a project; *which means if they have no projects means they have no jobs!* So TSM plays the critical role by ensuring that right amount of talent flow is maintained to warrant organizations do not lose revenue or profit margins which can be due to over or under staffing of resources. At the same time excess of resources cannot be shut out from the company without notice. So such resources are given reasonable time and pay to find projects and get their allocation done before they lose their jobs. Thus the entire cycle of TSM revolves around the talents and margin, utilization which impacts organizations effectiveness in running business.

REVIEW OF LITERATURE:

James S. Pounder in his “New leadership” study often suggest that transformational leadership in particular produces desirable leadership outcomes. However, few studies have demonstrated a direct link between the exercise of a particular type of leadership and organisational effectiveness. Efforts to establish such a link are hampered by the absence of a generally agreed definition of organisational effectiveness. This is particularly true in higher education where attempts to develop models of organisational effectiveness applicable to universities have been sparse despite worldwide calls for universities to demonstrate “value for money” performance. This paper examines the relationship between transformational / transactional leadership and university organisational effectiveness.

In the course of the examination, the paper indicates possible modifications to the original conceptualization of transformational leadership. The paper also argues for university leadership that is self-reflective and capable of utilizing the array of leadership characteristics subsumed under the transformational and transactional leadership notions.

Prof. Tung Chun Huang study examines the impact of human resource (HR) capabilities on internal customer satisfaction and organizational effectiveness. It drew on data from HR managers and line managers; a total of 238 valid matches was obtained. Structural equation modelling was employed to examine the proposed model. The results showed that some HR capabilities appear to be linked to internal customer satisfaction and organisational effectiveness. The implications for practitioners were to modify and emphasize certain HR practices, and to emphasize the role of internal customers for organisational effectiveness enhancement. These findings revealed the importance of internal customers in enhancing employee morale, organisational commitment, employee productivity, turnover rate and the organisation's ability to attract talent.

P. Nancy, admits in her study that experience with mergers and acquisitions makes companies develop practices that enable them to handle the process more effectively. This study examines the practices that successful companies, with acquisition experience, adopt when managing their personnel. We examine strategic Human Resource (HR) practices that differentiate top-performing from non-top performing companies, using the 1999 Cranet data. Increased HR involvement in strategic decisions, formalization of HR practices, building organisational capability through training and development activities, line management devolvement and internal labor market opportunities are the main strategic HR practices adopted by successful companies.

Sheryl Ramsay says, Small to medium sized enterprises (SMEs) continue to make a

major contribution to the Australian economy. However, research into organisational processes within SMEs has been limited to date. This study aims to examine the links between communication processes and organisational effectiveness in SMEs. This quantitative study uses social capital theory as a framework to investigate whether employees' level of satisfaction with organisational communication processes affects organisational outcomes within three high growth manufacturing SMEs in one area of Australia. Results indicate that organisational communication processes does affect employees' levels of ambiguity regarding customers, job satisfaction and commitment to their firms. While generalizability is limited because of the small number of SMEs participating in the study, the research indicates great potential for developing theoretical and practical insights into Australian SMEs that would assist industry and employees overall. Implications for the growth strategies of SMEs, particularly in relation to the current skilled labor shortage, are discussed. The paper contributes much needed theoretical development and research into SMEs.

James Ware, reports on a year long research project undertaken by the authors and a group of sponsoring corporations to explore the future of work and thereby the workplace. Experiences, ideas and data were shared to address questions about the changing nature of the workforce itself, new workplace designs, new technology capabilities and the economics of supporting and leveraging knowledge workers. But this paper does more than report on specific findings, it interprets, predicts and offers the authors' personal perspectives in order to share with readers their own views of the issues and challenges facing facility managers today as they prepare their organisations for a changing and very different world of work in the near future.

Randolph Thomas explains, there have been many studies on different aspects of the construction process in regard to how they each impact construction productivity. In reviewing

the documentation of this research, very few articles were located that dealt with heavy/highway construction in general, and even fewer were found that dealt with bridges in particular. In addition, very little was found in the literature dealing with the effect that the quality of workforce management has on construction productivity. His paper describes the results of four case studies of highway bridge construction performed by established contractors with little bridge building experience, in which workforce management had a significant negative effect on labor productivity. The contractors' lack of experience in bridge construction seemed to be the cause of several problems that plagued each of the four projects. The baseline productivity of each project was calculated, and the loss of labor efficiency was estimated to be 80, 75, 32, and 70%, respectively. The schedule slippage on the four case study projects was estimated to be between 127 and 329%.

Michael. D Basil, explains in her study that, the shortage of faculty is a critical problem facing business deans today. This shortage has important implications for teaching, research and academic governance. This study examines two explanations for this shortage – (1) disequilibrium between supply and demand and (2) the match between candidates and jobs – with an eye toward solving the shortage. Our study focuses on the field of marketing using several sources of data. Data suggest that both disequilibrium and mismatch are viable explanations. While it appears that an undersupply of PhDs is primarily responsible for the shortfall in faculty, there are several forces that may be limiting production. As a result, reducing mismatch may be the easier issue to address. The important implications for marketing and business are discussed including those around workload and faculty retention. Finally, implications that arise for business education, research, and faculty governance are discussed.

David Collings briefs, despite a significant degree of academic and practitioner interest the topic of talent management remains

underdeveloped. A key limitation is the fact that talent management lacks a consistent definition and clear conceptual boundaries. The specific contribution of the current paper is in developing a clear and concise definition of strategic talent management. We also develop a theoretical model of strategic talent management. In so doing we draw insights from a number of discreet literature bases. Thus, the paper should aid future research in the area of talent management through (1) helping researchers to clarify the conceptual boundaries of talent management and (2) providing a theoretical framework that could help researchers in framing their research efforts in the area. Additionally, it aids managers in engaging with some of the issues they face with regard to talent management.

OBJECTIVES OF THE STUDY:

- To study the factors responsible for Talent Supply Management in IT Companies
- To measure the factors of organizational effectiveness
- To estimate the influence of Talent Supply Management on organizational effectiveness

HYPOTHESIS:

There is no significant impact of Talent Supply Management on organizational effectiveness

METHODOLOGY:

This study is based on both descriptive and analytics type of approach. It requires both primary and secondary data.

The primary data is obtained through a well framed and structured questioner.

The questioner consist of independent variables followed by statement in Likert's 5 point scale pertaining to Talent Supply Management as well as organizational effectiveness.

The secondary data is obtained through, journals, magazines, periodicals, research write-ups and annual report of the companies.

SAMPLING METHOD:

The researcher has applied convenient sampling method to collect the data from the employees of IT companies in Chennai City. The researcher selected top 5 IT companies and circulated 50 questioner each in all 5 companies. After circulating 250 questioner the researcher was able to receive only 110 properly filled details. Hence the sample size of the research is 110.

DATA ANALYSIS:

The researcher subsequently employed

Table: 1Factor Analysis for Talent supply management

KMO and Bartlett's Test			Communalities		Total Variance Explained	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.955	Variables	Extraction	% of Variance	Cumulative %
Bartlett's Test of Sphericity	Approx. Chi-square	6159.922	TM1	.874	46.908	46.908
	df	45	TM2	.898	41.117	88.025
	Sig.	.000	TM3	.826		
			TM4	.924		
			TM5	.888		
			TM6	.874		
			TM7	.876		
			TM8	.876		
			TM9	.884		
			TM10	.882		
Extraction Method: Principal Component Analysis.						

Source: Computed Data

From the above table it can be derived that the variables of Talent Supply Management

exploratory factor analysis, confirmatory factor analysis and linear multiple regression analysis to find the relationship between independent and dependent variables.

ANALYSIS:

The application of exploratory factor analysis and confirmatory factor analysis derived following table to prove the normality of the variables as well as factor formulation

and organizational effectiveness are normally distributed and more conducive for factor formulation as stated in the following table.

Table:2Factor Analysis fororganizational effectiveness

KMO and Bartlett's Test			Communalities		Total Variance Explained	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.958	Variables	Extraction	% of Variance	Cumulative %
Bartlett's Test of Sphericity	Approx. Chi-square	5998.492	OE1	.860	59.708	59.708
	df	45	OE2	.775	27.909	87.618
	Sig.	.000	OE3	.880		
			OE4	.921		
			OE5	.895		
			OE6	.889		
			OE7	.908		
			OE8	.842		
			OE9	.869		
			OE10	.923		
Extraction Method: Principal Component Analysis.						

Source: Computed Data

From the above table it can be identified that the Talent Supply Management comprises *structural equation model* of pre-determined factors. A similar approach also revealed the formulation of new factor from the variables of organizational effectiveness.

The application of confirmatory factor analysis revealed that these factors formulated are more appropriate for finding the intrinsic relationship among them. Further it is found that the influences can be measured in the following regression analysis.

Table: 3 Tests of Between-Subjects Effects for Talent supply management and organizational effectiveness

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
TS1	OE1	212.238	1	212.238	482.661	.000
	OE2	20.186	1	20.186	22.470	.000
	OE3	54.877	1	54.877	71.486	.000
TS2	OE1	25.638	1	25.638	58.304	.000
	OE2	24.596	1	24.596	27.378	.000
	OE3	44.939	1	44.939	58.541	.000

a) R Squared = .562 (Adjusted R Squared = .560)
Source: Computed Data

b) R Squared = .106 (Adjusted R Squared = .102)
 c) R Squared=.236 (Adjusted R Squared=.232)

From the above table it can be found that r^2 values, beta values and t values are statistically significant at 5% level. Hence it can be concluded that the Talent Supply Management has a good and significant impact over four organization factors, including; effectiveness, organizational efficiency, productivity increase and profitability.

FINDINGS & CONCLUSION:

Talent Supply Management is an important phenomenal for all the IT companies to meet the present day demand and future challenges. Amidst monstrous dimensions of competition, relating the talent internally as well as obtaining the talent externally are major chain that is linked with the domain of Talent Supply Management.

The regularized and uninterrupted talent supply leads to effective functioning of the organization as well as increase potentiality of the

employees. The productivity and profitability are of up-shoot in an organization of Talent Supply Management.

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DETERMINANTS OF HUMAN CAPITAL MANAGEMENT IN IT COMPANIES OF CHENNAI CITY

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INTRODUCTION

Human Capital Management (HCM) is an approach to employee staffing that perceives people as assets (human capital) whose current value can be measured and whose future value can be enhanced through investment.

Often the term human resources and human capital are mentioned together. But are they really different? If so, how? Simplistically, a human resources professional is usually an individual who manages the transactional activities of a company (e.g., payroll, benefits, compliance operations and reporting). Human Capital professionals, however, serve a strategic function in an organization. Strategic activities often managed by human capital professionals include performance management, professional development and human resources planning and measurement.

HCM is concerned with obtaining, analyzing and reporting on data that inform the direction of value-adding people management, strategic, investment and operational decisions at corporate level and at the level of front line management. It is, as emphasized by ultimately about value (Kearns, 2005).

Nalbantian & al (2004) emphasize the purposeful measurement aspect of HCM. They define human capital as: "The stock of accumulated knowledge, skills, experience, creativity and other relevant workforce attributes" and suggest that HCM involves "Putting into place the metrics to measure the value of these attributes and using that knowledge to effectively manage the organization" (Baron, Armstrong, 2007).

HCM is sometimes defined more broadly without the emphasis on measurement. Chatzkel (2004) states that: "HCM is an integrated effort to manage and develop human capabilities to achieve significantly higher levels of performance". And Kearns (2005) describes HCM as: "The total development of human potential expressed as organizational value". He believes that "HCM is about creating value through people" and that it is "a people development philosophy, but the only development that means anything is that which is translated into value" (Baron, Armstrong, 2007).

HCM responds to the need of creating smart organizations by hiring the right people, giving them the right knowledge and providing them with ways to share that knowledge in order to benefit the entire organization (Afiouni, 2009).

Human Capital is valuable to the extent that it contributes to a firm's competitive advantage by improving efficiency and effectiveness, exploiting opportunities or neutralizing threat. They are the only assets that appreciate with use. Human Capital is the employees' ability to do things that ultimately makes the company work and succeed (Choudhury, Mishra, 2010).

Medard et al (2012), "Human Capital is the stock of competencies, knowledge and personality attributes embodied in the ability to perform labor, so as to produce economic value".

LITERATURE REVIEW

Human Capital represents various features and aspects of organizational employees. These features include but not restricted to their competencies, procedural knowledge and particular individual's characteristics like mental

ability, zeal and enthusiasm, opinion, consistency, dedication, loyalty, innovativeness, ingenuity, ability to work in team and proficiency to attain organizational coveted objective (Fitz-enz, 2000).

Human Capital means not only employee skills and knowledge that enhance productivity, but also the unique and valuable resource which can be accumulated by HR systems. However, organizations should recognize the core human capital, and be able to invest in it (Delery & Shaw, 2001).

Human Capital as the combination of knowledge, skills, talent and experience of employees which can produce added value for organizations. It is a source of innovation and strategic renewal, whether it stems from brainstorming in a research lab, day-dreaming at the office, disposing of old files, re-engineering new processes, improving personal skills or developing new ideas in a sales representative's little black book (Lin, 2003).

The basic feature of human capital is that how the organization treats its employees as the most valuable resource. Furthermore by utilizing the workforce efficiently the organization can attain the competitive edge. Human Capital Management is a link between workforce and organizational planning (Kearns, 2005).

Organizational effectiveness is defined as the extent to which an organization, by use of certain resources, fulfils its objectives without depleting its resources and without placing undue strain on its members and/or society (Mary et al, 1996). It is the maximum combined utility of the primary constituents (Matthew et al, 2005).

HCM includes collecting and assessing the information required to attract, retain, develop and maintain the top performing and talented workforce, comparing the practices and identifying ways to achieve competitive advantage. The unique feature of human capital is that it is specific to a particular organization and cannot be replicated (Mrudula and Kashyap, 2005).

As defined by Baron and Armstrong (2007);

human capital management is related with acquiring the information which let management know about its different policies albeit policy regarding its finance, procedures and also about how their human resource do in fact add value to the organization.

According to Mayo (2009) the difference between human capital management and human resource management lies in the fact that human capital is seen as a wealth of business, while the source is seen as a cost.

HCM is the use of instruments for measurement of the properties of human capital and thus use the knowledge to effectively manage the organization (Nalbantian, 2010).

Composition of people which formulate independent business identity for some specific purpose is commonly known as organization and getting desired outcome within defined resources is treated as effectiveness. Organizational effectiveness is the notion of how effectual an organization is in accomplishing the results the organization aims to generate (Muhammad, et al, 2011).

GAPS IN THE LITERATURE

After reviewing National and International literature the researcher identified two predominant lacunae. The first lacunae encounter with the exact determination of human capital management elements in IT companies. The second gap emerged out of an undivided issues of relationship between Human Capital Management and Organizational Effectiveness. These two gaps induced the researcher to venture upon the present research work.

OBJECTIVES OF THE STUDY

The following objectives of framed for this paper based on the gaps in the literature:

1. To study the factors responsible for HCM in IT companies.
2. To verify the relationship between HCM and Organizational effectiveness.

HYPOTHESIS

The factors of HCM do not differ significantly.

There is no significant influence of HCM on Organizational Effectiveness.

METHODOLOGY

This study is based on both primary and secondary data. Primary data is obtained from the well structured questionnaire with statements regarding Human Capital Management and Organizational Effectiveness in Likert's five point scale.

The structured questionnaire is subjective to three steps namely pretesting, pilot study and main study. The researcher collected 50 samples from top 5 IT companies. To refined statements the Likert's five point scale Cronbach's alpha method is applied on the statements of HCM and Organizational effectiveness and found the values are above 0.75 for all the 20 variables. It shows that the refinement is appropriate and researcher can be elevated to carry out the research in the domains of pilot study.

The pilot study stage the researcher collected 110 samples for cross verifying the statements and scales. The exploratory factor analysis is done to verify the cross loading within the factors. Those statements are eliminated and further refinement is achieved in this stage.

Total Variance Explained

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.564	25.640	25.640	1.790	17.900	17.900
2	1.288	12.878	38.518	1.737	17.367	35.267
3	1.162	11.625	50.143	1.488	14.876	50.143
4	.856	8.557	58.700			
5	.809	8.087	66.787			
6	.801	8.008	74.795			
7	.728	7.284	82.079			
8	.661	6.607	88.687			
9	.598	5.976	94.663			
10	.534	5.337	100.000			

During the main study the researcher is able to collect 136 responses from the top 5 IT companies in Chennai city. The applications of confirmatory factor analysis and linear multiple regression analysis validated the present research work.

ANALYSIS AND DISCUSSION

In this section the researcher applied factor analysis by principal component method to identify the factors of human capital management and organizational effectiveness. This helps to downsize the perfect representation factors accurately. The following research are the outcomes of multi - variate factor analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.736
Bartlett's Test of Sphericity	Approx. Chi-Square	575.079
	Df	45
	Sig.	.000

From the above table it is found that the KMO measures for sampling adequacy for the 10 variables of human capital management is found to be 0.736, Bartlett's test of sphericity with approximate chi-square value is 575.079 are statistically significant at 5% level. This implies these three factors are statistically significant at 5% level and the derivations are presented in the following total variance table.

Extraction Method: Principal Component Analysis.

From the above table it is found that 10 variables are reduced into three predominant factors with cumulative variance 50.143% and they also possess individual variances 17.9%, 17.367% and 14.876%. This implies all the three factors derived namely training and developments, goal setting and executive developments are very essential in determining the Human Capital Management in IT companies.

After deriving the three predominant factors their respective influence on organizational effectiveness is obtained through regression analysis.

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.522	3	4.507	4.601	.003(a)
	Residual	504.478	515	.980		
	Total	518.000	518			

a. Predictors: (Constant), TD, GS, ED

b. Dependent Variable: OE

From the above table it is found that F=4.601, P=0.003 are statistically significant at 5% level.

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	-1.256	.385		-3.259	.001
	GS	.202	.075	.122	2.699	.007
	ED	-.023	.074	-.015	-.317	.752
	TD	.130	.063	.095	2.054	.040

α. Dependent Variable: OE

From the above table it is found that goal setting (Beta=0.122, T=2.699, P=0.007) , Training and Development (Beta=0.095, T=2.054, P=0.040) are statistically significant at 5% level. The Executive Development factor is not significant in influencing Organizational Effectiveness.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.52(a)	.260	.28	.98973214

a. Predictors: (Constant), TD, GS, ED

From the above table it is found that R=0.162, R Square=0.260 and Adjusted R Square=0.25. This implies the Human Capital Management factors influence 26% variance on organizational effectiveness. This leads to the verification of regression fit as shown in the following ANOVA table.

This implies the relationship between Human Capital Management and Organizational Effectiveness are significant and their individual influence is measured in the following Coefficient table.

FINDINGS AND CONCLUSION

The present research revealed that the Human Capital Management in IT companies predominantly leads a part goal setting decided in the organization for all individual employees and the appropriate training and development to achieve the goals. The meticulous observation in the research identified that the Executive

Development focus on IT companies did not utilize the Human Capital completely. Therefore it is concluded that Human Capital Management in the IT companies mainly focus on setting the targets and equipping the employees to achieve the target. Hence it is suggested the coordination among top level executives, middle level managers and operational level employees in IT companies for the collective efforts to manage the Human Capital positively.

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A CONCEPTUAL STUDY OF SERVICE MARKETING – MARKETING MIX OF 7Ps WITH REFERENCE TO THE INDIAN MARKET

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1.INTRODUCTION

The marketing mix is a corporate tool used in advertising and by marketers. The marketing mix is often crucial when determining a product or brand's offer. The marketing mix refers to the set of actions, or tactics, that a company uses to endorse its brand or product in the market. The term "marketing-mix" was first coined by Neil Borden, the premier of the American Marketing Association in 1953. It is still used today to make important decisions that lead to the accomplishment of a marketing plan. The innumerable tactics that are used have evolved over time, especially with the increased use of technology. Implementation of marketing mix in Indian Market Year 1980s onward, many marketing researchers intend new

concept 'P' into the marketing mix. Judd (1987) proposes a fifth P (people). Booms and Bitner (1980) add 3 Ps (participants, physical evidence and process) to the original 4 Ps to apply the marketing mix concept to service. Kotler (1986) adds partisan power and communal opinion formation to the Ps concept. Baumgartner (1991) suggests the concept of 15 Ps. MaGrath (1986) submits the tallying of 3P's (personnel, physical facilities and process management). Vignalis and Davis (1994) suggest the totaling of S (service) to the marketing mix. Goldsmith (1999) suggests that there should be 7P's (product, price, place, promotion, physical evidence, process and personalization).



Figure : 7Ps of Marketing Mix

Product: In case of services, the 'product' is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable. Hence, there is scope for customizing the offering as per customer requirements and the actual customer encounter therefore assumes particular significance. However, too much customization would compromise the standard delivery of the service and adversely affect its quality. Hence particular care has to be taken in designing the service offering.

Pricing: Pricing of services is tougher than pricing of goods. While the latter can be priced easily by taking into account the raw material costs, in case of services attendant costs - such as labor and overhead costs - also need to be factored in. Thus a restaurant not only has to charge for the cost of the food served but also has to calculate a price for the ambience provided. The final price

for the service is then arrived at by including a mark-up for an adequate profitmargin.

Place: Since service delivery is concurrent with its production and cannot be stored or transported, the location of the service product assumes importance. Service providers have to give special thought to where the service would be provided. Thus, a fine dine restaurant is better located in a busy, upscale market as against on the outskirts of a city. Similarly, a holiday resort is better situated in the countryside away from the rush and noise of a city.

Promotion: Since a service offering can be easily replicated promotion becomes crucial in differentiating a service offering in the mind of the consumer. Thus, service providers offering identical services such as airlines or banks and insurance companies invest heavily in advertising their services. This is crucial in attracting customers in a segment where the services providers have nearly identical offerings.

People: People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. Thus, a restaurant is known as much for its food as for the service provided by its staff. The same is true of banks and department stores. Consequently, customer service training for staff has become a top priority for many organizations today.

Process: The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers. Therefore, most companies have a service blue print which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff.

Physical Evidence: Since services are intangible in nature most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience. Thus, there are hair salons that have well designed waiting areas often with magazines and plush sofas for

patrons to read and relax while they await their turn. Similarly, restaurants invest heavily in their interior design and decorations to offer a tangible and unique experience to their guests.

Objective of the Study:

- To understand the current scenario of 7P's of Service Marketing Mix in Indian Market.

7P's in SERVICE MARKETING: GLOBAL SCENARIO

Service Marketing is a sub field, which can split into the two main areas of goods marketing and services marketing. It typically refers to both business to customer and business to business services and includes marketing of services such as telecommunication, financial, all types of hospitality, car rental, air travel, health care and professional at the global level. According to Mintel's report, 66% of consumers in United States do prefer service in products because of high cost, while 34% say there is lack of availability of service of products in the market. This shows the huge potential for untapped market and customer demand and requirement for service of products which the companies can exploit for capturing the market share and thereby enhancing the profitability and sustainability of the organization in the global competitive scenario.

7P's in SERVICE MARKETING: AN INDIAN SCENARIO

The subject of service marketing is vast, having important implications for business strategy

and public policy. Clearly, service marketing is part and parcel of the overall corporate strategy. Service marketing also ties closely with issues of industrial policies and environmental sustainability such as extended producers liability, life-cycle analysis, material

use and resource flows, and eco-efficiency. In Indian scenario customers expect the physical appearance and the evidence of a product rather

than the theoretical experience. Which acts as a very important tool to the customers to purchase a good or product. They expect large number of customers which is old and tradition methodology and also acts as myth for them to become loyal to a particular product. So the additional 3P's acts a very important role in service marketing which became a competitive edge for the traditional method of 4P's in product marketing.

Potential of 7P's In Indian Market:

Telecom Industry:

- The rapid growth in Indian telecom industry has been contributing to India GDP's at large.
- Privatization was gradually introduced first in cellular and basic services, followed by value added services.
- Updated service such as 4G and WiMAX will help to further augment the growth rate.

Transportation Industry:

- Elegant interiors with well-designed seats more leg room as a luxury.
- Booking offices and ticket counters are extremely spacious and well designed with good looks.
- Class of travel, Load factors, Profit margins and also well established distribution channel.
- Planning and developing the right type of product that will satisfy fully the need of customers.
- Generic Product, augmented service, potential service, sales discount are the part of promotion.

Banking Industry:

- The products are like deposits, advances & loans, Consultancy, investments and international banking.

- Services like credit cards, demat services, online money transfer, mobile banking, micro credit, agricultural banking etc.
- Pricing like less interest rates, consulting fees, commission.
- Places like more branches, ATM centers, Internet/Mobile Banking.
- People like Managers, Front line officers, employers.

Hospital Industry:

- The product offering is a commercial intent having features of both tangible and intangible, by satisfying the new wants and demands.
- Quality level, Packaging, Accessories, brand name is retained at the standardized manner.
- Various product services like: Heart, Orthopaedic Spine, Cancer Care, Gastroenterology, Neuroscience, Nephrology, Urology Critical Care.
- Pricing fluctuations are handled carefully with some policies with value addition and quality indication.
- Assurance & Positioning is done with high degree of reliability and competition.
- All the states having very reliable services of hospitals across India.

Changing Phase of Indian Service Market :

A great shift that ushered in the Indian Service Revolution is the emergence of Malls across the regional, urban and semi urban markets. Today malls are changing the way common Indians have their shopping experience. It is imperative for the unorganized service sector to restructure and reorganize to withstand the increasing competition and to meet the consumer expectations by keeping pace with the trends.

Intangibility:

While services maybe intangible, the process of delivery and even the customer experience of the service is not necessarily so. Thus while service provider's focus on pre purchase behavior they often fail to pay attention to customer experience during the process of service delivery, the nature of output (which may manifest in an observable physical change) or the learning outcomes of the delivery process.

Heterogeneity:

Heterogeneity of services is also not applicable to the services domain today. Across sectors and industries we see an increased pressure for standardization of services. This is being achieved in some instances through automation such as through ATM's and vending machines. Even in cases where automation is not possible there is greater focus on standardizing the service delivery process by way of service scripts and strict adherence to service cycles.

Inseparability:

Even this criterion does not hold true for all services rendered. Inseparability implies that the production and consumption of services is simultaneous. Thus, consumers need to be present and/or involved in the production process. In reality however, there are several services that are separable. Example: insurance, repair and maintenance where production happens prior to consumption and the customers need not necessarily be present at the time the service is rendered. The same is witnessed in the phenomenon of outsourcing of services.

Perishability:

Even though this is true for a lot of services, there are several notable exceptions. In today's information era there are several information based services that can be recorded and saved in electronic media and reproduced on demand. Moreover, for greater clarity in this regard it is necessary to have a distinction between the

perishability of productive capacity of customer experience and of the output.

Conclusion

A customer's needs derive from the value conception progression of a customer and how he wants to be supported. In the 7P's marketing model, the 3P's of service marketing mix encounters interact with customers while support management keeps up the balance with customers through physical evidence. Also in the process of interaction, which is a mutual progression, service suppliers need to understand customers and potential customers. Needs, wishes, value systems and value-creating method of customers are of vital importance for the development of service organizations. What's more, we should notice that 3P's factors are interrelated, so are those five sectors of process. People are the basic foundation of provider to accomplish service and the interaction part that communicate with customers. Physical evidence is one of the most important support functions that convert those tangible facilities or signals into confidence of customers. Process with its five cooperative sectors, is the progression that realizes customers' wishes and makes service suppliers and customers benefit each other side. And with the cooperation of these three factors, service organizations can do better instrumental perform.

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MOTIVATIONS AND PROBLEMS OF WOMEN ENTREPRENEURS – CASE STUDIES OF WOMEN ENTREPRENEURS IN SERVICE SECTOR IN CHENNAI

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In this paper, an attempt is made to get detailed information about select entrepreneurs and thereby understand the motivations and problems of women entrepreneurs. The following questions are used in the semi-structured interviews.

- What is the background of the women entrepreneurs?
- What has motivated them to become entrepreneurs? (Push and pull factors)
- What is the role played by husband or family in the starting of the enterprise?
- What kind of problems did she face?
- What measures did she take to sustain business?

The responses obtained from few women entrepreneurs are recorded as under :

1. Pushpa (Goods carrier)

Pushpa holds a degree in Commerce. She runs a logistics service firm named “Team Athreya”. It offers transportation services for companies like Boxer and Micromax to transport the finished goods from the factories to warehouses. She is into this business for the past 15 years. She also runs a mass mailing services firm as an ancillary for this venture.

Motivation: She started her career with a logistics company as an executive and understood her passion and flavour in the industry. Within the period of 6 months wherein she was working with the company, she got an interest to start her own of such a kind of company. Soon after her marriage, she had to quit her day job and she also felt that

she can no more work with a company due to her family commitments and decided to start her own venture to enjoy the benefits of working on her desirable time and be her own boss.

Problems : The major issues she has faced in her entrepreneurial journey can be listed as follows.

At personal level, she feels bad occasionally that she could not upgrade her qualification as she has to keep her focus on the business all the time.

Relating to the business, ensuring safe delivery of the products from the factory to the warehouse was a major issue as lot of thefts could be possible and she is liable to pay compensation. She is overcoming this problem by deputing reliable persons.

She is not able to take up the same services with other companies who are dealing with the same product. This limits the growth of her business horizontally.

The corporate customers do not settle accounts immediately after the transactions. She has to wait for 3 to 4 months. Due to this she has to borrow funds at interest from outside to initiate the entire transaction.

Role of husband: Though her husband is running a different business, he is helping her in her business with regard to funding and getting loans from bank when required. He has been her backbone and a guide in her business in every step.

Success : Her strengths are confidence, interpersonal skills and go getter attitude, with which

she is able to cope with problems in her business. The secret of success is the credibility she has earned from her customers who are the corporate players in the market. She also mentions that she has never missed out a single opportunity which has come into her way and made her reach out to this stage in her professional life.

2. Dr. Sujatha (Medical practitioner)

Dr Sujatha has been offering consultancy services in the field of obstetrics and gynaecology since 2005.

Motivation : The motivation sprang from her desire to be on her own, to create employment opportunities and to contribute to the health care industry. Before starting her own venture, she worked in different hospitals and gained experience. After 7 + years of experience, she set up her own clinic to offer consultation.

Problems : She faced problems during the inception of the firm. Being new to the place, she had to gain credibility and create confidence among patients. She had to handle professional people and also the work force. She had to be available 24 x 7 for the patients due to the nature of her profession.

Role of husband : Her husband is a paediatrician. So she gets complete support from him in terms of funding as well as work life balancing.

Success : She lists the secrets for her success as : patience, confidence, perseverance, communication & advertising. She is working hard to update her knowledge and skills in her area of expertise over and above the consultation she is offering.

She has bagged a number of awards: Out of few are “Best Doctor award 2011” by the Rotaract Club”, “Woman Achiever Award 2013 by Inner Wheel Club” and she has got coverage in the leading magazines a couple of times. She is looking forward to develop her clinic into a full-fledged multi-speciality hospital. She maintained

that the feedback from patients and the word-of-mouth reference are the foundations for success.

3. Gomathi (Tailoring shop)

Gomathi has been running a tailoring shop named as “Tejaswini tailors” since 2006. “We discover the brightness in you” is the tag line of her shop. Accordingly, she is trying to discover the brightness in her customers by offering suitable designs to them.

Motivation : She became owner of the shop in which she was an employee. When the owner wanted to wind up the shop due to her health reasons, Gomathi purchased the shop from her. For this, she pledged her jewels which were her only asset at that time.

Family problems : She has not got her family support to run the business as expected. She is overcoming this by her hard work and patience.

Problems : She had to operate with limited finances. She managed to hire workers who could work on piece rate and not on a regular salary basis. She cleared her debt in a short span of time. Even though she has not completed her schooling, with her inter personal skills and people friendly approach she improved her customer base and overcame tough competition.

Knowing the recent trends in fashions and marketing of her services in the right way proved to be a challenge for her as she is not a literate person. She overcomes this problem by developing a good network of friends.

Due to her limited knowledge she is finding problems to understand the details about the avenues offered by Government with regard to the subsidies from MSME for women entrepreneurs.

Role of husband: Since the inception, she did not get her husband’s support. She manages the whole show with the help and support of few friends and mentors.

Success : At present, she is expanding

her business by taking loans from banks. Good networking and prompt delivery of dresses are important measures of her success.

3. Indrakshi (Marketing outsourcing firm)

Propleaf is a marketing outsourcing firm in the real estate industry.

Motivation:Indrakshi was a software engineer before starting her venture “Propleaf”. She quit her lucrative job to take care of her new born child. After a few years, she faced a major health problem and required some diversion to be relieved of mental pressures which bothered her. She thought of this venture and sold out a property for a leading corporate builder and earned a handsome brokerage. The success created confidence in her and she set up a full-fledged office and hired employees.

Problems:The major challenge she faces is employee turnover. Due to the nature of her services, she needs young graduates with good communication skills. She personally trains the new recruits before allowing them to make tele calls to sell the property. The well trained employees leave when they find a better opportunity. She laments, “Propleaf has become a training institute for many fresh graduates”.

Selling a flat or promoting a land through tele calls is the most difficult job in today’s real world. Another major problem she faces is getting tax refunds. She gets a decent amount of brokerage after deduction of TDS. The excess tax paid is claimed as refund from the Income Tax department. The procedure and delays bother her. Service tax payment is the biggest challenge for her firm as she pays service tax upfront even before receiving the payment from the customer for the service she has already rendered.

Role of husband:Her husband is employed in a software company. He makes her stress free with regard to family needs and also helps her secure funding for the business when required. He has been her mentor and helped her reach new milestones in business.

Success : She has been recognized as top performer by top grade A builders. Good employees, and advertising are key for the success of her enterprise.

4. Revathi (Beauty salon)

Revathi runs a beauty salon in the name of “La Reina”.

Motivation:She started her career in a BPO industry. Later she realised that her passion for cosmetic services. She had no money to initially invest. However, a close family friend, who had confidence in Revathi, offered initial seed funding for the venture. “He did not stop after offering initial funding. He also started offering mentoring support and continuous monitoring of the operation of the parlour which is the key factor of the success of La Reina”, Revathi says.

Problems: This industry has number of small business owners. Hence Revathi wanted to differentiate from the beginning. The real problem is of course, how to compete with the giants such as “Naturals” & “Green Trends” who are already established in the market.

She devised some innovative strategies to attract customers. She developed interesting combo packs with fair pricing. Customer retention is her primary interest. People management is the other problem she faces as employee attrition is very common in this field. A well trained employee gets motivated to start her own beauty salon. She is also offering certified courses which bring her some income.

Role of husband:She is a divorcee and has a 12 year old son. Due to some major misunderstanding she came out of her married life and started this venture for better living.

Success :She is hopeful of expanding her venture in a couple of places in the coming years. She has won a number of awards and recognitions of which “Best beauty salon 2013” by Inner Wheel Club stays close to her heart. Managing employees and retaining customers are essential

measures for continued success of her enterprise.

5. Mangala Bai (Ram Shaah Architects)

Mangala Bai is a diploma holder in civil engineering. She got a surveyor license after her diploma and started a firm to offer services such as civil design, land and building approvals from the local government authorities. She is into this field for more than 2 decades.

Motivation: She started her venture due to the push factor that she was a widow with 2 small children. In order to earn income to the family, she started this venture. Real estate field is a male dominated sector.

Problems : She did not have a rosy picture when she established her firm “Ram Shaah Architects”. Handling builders was a challenging task for her being a female widow. The male customers did not treat her with respect and she had to lose many projects because of being a female. Getting the payments from the completed projects was even more a tough issue.

Gender discrimination was a major problem for her in dealing with government authorities. Thus, the entire business operation has been a continuous challenge for her because of the truth that the business is a male dominated one.

Role of husband: She lost her husband in a major accident even before she started the business.

Success : She has plans to expand the business to other areas of Chennai and she wishes to diversify her business in the near future as well. Good customer service and fair pricing are the key for the success of her venture.

KEY LEARNING POINTS

The case studies of the above women entrepreneurs who made a mark in their ventures

which included diverse settings like schools, tailoring units, medical clinics, IT or HR consultancy firms, civil engineering and architect services, real estate marketing and so on provide some common threads to understand women entrepreneurship.

- Women ventured into business triggered by their desire to realise their ideas, utilise knowledge and skills, and have personal satisfaction. Very few of them, started enterprises to make a living on their own.
- In most of the cases, husbands have supported the women in starting and operating the business units.
- Women entrepreneurs do not have serious problems of operation and marketing. They need additional capital to expand business or meet working capital shortages.
- The personal characteristics like patience, determination and achievement orientation are cited by many as important attributes for success.
- Communication and networking skills are important to stabilise and expand business.
- The women entrepreneurs belong to different forums like-Women Entrepreneurship India, Women Entrepreneurs Welfare Association, Women Entrepreneurs Promotion Association, The Marketing Organisation of Women Entrepreneurs, Womensweb.in, and Confederation of Indian Industry, Chennai. They are offering them required moral and technical support.

SHARE MARKET DISTRIBUTION IN A SPECIFIC VOLATILITY LIMITS- A STUDY WITH REFERENCE TO RISK IN SHARE MARKET INVESTMENT

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ABSTRACT

The probability distributions of stock market prices are lognormal in nature. Volatility of an option as a function of its strike price is closely related to the probability distribution of stock prices. The relationship between volatility and risk neutral probability distribution being assumed for the future asset price. The integral sum of the function $(S_T - K) g(S_T) dS_T$ within the limit (K, α) and interest rate 'r' decides the volatility of stock prices. This paper aims at deriving the expression for the risk neutral distribution for the volatility limit (K, α) . Methodology used in this research is purely mathematical concepts. The notions of gaussian distribution, differential and integral calculus are exploited for the successful derivation of the expression. The author also uses the ideas of analytical geometry to give a diagrammatic expression for the derivation

INTRODUCTION

The probability distributions of stock market prices are lognormal in nature. Volatility of an option as a function of its strike price is closely related to the probability distribution of stock prices. The relationship between volatility and risk neutral probability distribution being assumed for the future asset price. The integral sum of the function $(S_T - K) g(S_T) dS_T$ within the limit (K, α) and interest rate 'r' decides the volatility of stock prices. This paper aims at deriving the expression for the risk neutral distribution for the volatility limit (K, α) . Methodology used in this research is purely mathematical concepts. The notions of Gaussian distribution, differential and integral calculus are exploited for the successful derivation of the expression. The author also uses the ideas

of analytical geometry to give a diagrammatic expression for the derivation.

METHODOLOGY

This paper adopts a rigorous mathematical methodology. The standard equations of conic, maxima and minima of continuous functions, Rolls theorem are used to derive the desired results. The partial differential equations with respect to x and y and t are also exploited to find an expression for hedge parameters. Besides this the statistical concepts mean, standard deviations, variance and Karl Pearson's coefficient of correlations are also used. The bounded conditions for the partial differential equations of order 1 and 2 are used to solve the equations.

The log normal property of stock prices clearly showed

$$G = \log s$$

$$\delta g / \delta s = 1/s ; \quad \delta^2 g / \delta s^2 = -1/s^2 ; \quad \delta g / \delta t = 0$$

When the stock prices follows the Brownian motion with wiener process then the integral sum of the function

$$(s_t - k) g(s_t) ds_t \text{ for the specific time is given.}$$

The Brownian motion confirms the Gaussian probability distribution of stock prices.

$$G(x, t) = \int_{-\infty}^{+\infty} e^{-1/2((x-y)/\sigma)^2} dt$$

For the particular time +

$$\text{Then we get } dg = (\mu - \sigma^2 / 2) dt + \sigma dz$$

But $e^{-x} = 1 - x/L + x^2/L^2 - x^3/L^3 + \dots$
 -- (by Maclaurins theorem)

$$e^{-1/2((x-y)/\sigma)^2} T = [1 - ((x-y)^2/\sigma^2) / 2L + \dots] T$$

$$= 1/ \sigma^2 (1 - (x^2 - \mu^2 + 2x,y / \sigma) + \dots) T$$

$$= 1/ \sigma^2 (1 + (x^2/ 2 + \mu^2 / 2 - 2 x,y / 2 \sigma) T$$

$$= (\mu - \sigma^2 / 2) T$$

The variance is given $\sigma^2 T$

Similarly we have

$$\text{Log}(1+x) = 1+x/L + x^2/2 + x^3/3 + \dots$$

Put $x = -1$

$$\text{Log}(1-1) = \infty$$

This implies though the stock follows the normal distribution, it is affected at the time of risk neutral distribution

At time T and time o

We have

$$\text{Log } S_t - \log S_0 = 1/\sigma \sqrt{2\Pi} \int_{-\infty}^{+\infty} e^{-(\mu-\sigma^2/2)t} dt$$

$$\text{Log } S_t / S_0 = 1/\sigma \sqrt{2\Pi} \int_{-\infty}^{+\infty} e^{-(\mu-\sigma^2/2)t} dt$$

$$\text{Log } S_t \text{ is } e^{-(\mu-\sigma^2/2)t}$$

But e^x is an increasing function. So we have $\log S_t$ is also an increasing function with the volatility limits t_1 and t_2

CONCLUSION

The stock market prices are normally distributed. Actually the prices vary within the volatile limits t_1 and t_2 . The distribution is able to predict the prices of future with in the short span of time. The probability varies from 0 to 0.5 in positive yield as well as negative yield of

stock prices. It is also concludes the risk neutral perception of investors create movements of stock prices.

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A RELATIONSHIP BETWEEN ADVERTISEMENT PERCEPTION AND ATTITUDE OF CONSUMERS - A STUDY WITH REFERENCE TO FMCGs IN CHENNAI CITY

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INTRODUCTION

In the world of business, a modern and creative advertising strategy plays an important role to enhance the sales volume of a company, nurturing the relationship, stimulating the awareness and shaping the attitude of a consumer (Kotler & Armstrong,2001; Shimp, 2000).Advertising is not limited to an ordinary business but also practiced by many nonprofit organizations, public agencies and professionals. For years, advertising has been regarded as a fine technique to inform, to remind and to persuade consumers about products and services. Advertising add value to many businesses by changing consumers' perception and commonly applied as a vehicle to execute promotional campaigns. Without advertising, a business may lose its brand equity, reputation and perhaps, its market share (Kotler, 2003; McDaniel, Lamb, & Hair, 2006).In an effort to serve and win the consumer's heart, various types of new marketing approach exist in the marketplace. Generally, traditional advertising still play its role as a popular advertising technique applied by most of the organizations around the world . Many promotional activities execute messages about products and services through newspapers, television, radio, magazines and billboards either in a standard format or creative messages. According to Kotler (2003), attitude is a person's enduring favourable or unfavourable evaluations, emotional feelings and action tendencies toward some objects or ideas. It plays a vital role in determining the success of advertising activities. Within the context of traditional advertising, consumers' attitude towards an advertisement strongly determined its effectiveness (Blackwell, et al., 2001)

REVIEW OF LITERATURE

MingyuJoo(2012) This research stated that the relationship between television advertising for financial services brands and consumers' tendency to search branded keywords (e.g. "Fidelity") rather than generic category-related keywords (e.g. "stocks")in online search.

LefaTeng , Michel Laroche and Huihuang Zhu (2007) This research investigated the effects of advertising on consumers' attitudes and purchase intentions in multiple-ad and multiple-brand environments MortezaJamalzadeh, NavidBehravan, RoozbehMasoudi(2012) According to the research findings, entertainment and informativeness of email advertising content is strongly and positively affect customers' attitude about email-based advertisement.

Mohd Nazri Mohd Noor (2013) Analysis revealed that there was significant relationship between the proposed predictors in purchase intention and the attitude towards mobile advertising.

Braun-LaTour, Kathryn A;LaTour, Michael S;Pickrell, Jacqueline E;Loftus, Elizabeth F(2004) Consumer behaviour dealing with reconstructive memory processes suggested that advertising can exert a powerful retroactive effect on how consumers remember their past experience with a product.

Chan-PyoHong(2006) This dissertation studied that the understanding of consumers' attitudes toward Internet advertising as persuasive communication by the extension and the application of attitude function theory to the new medium.

Gokhan M. Karaatli(2002) The results suggested that online decision aids influence the effects extrinsic and intrinsic cues have on consumers' purchase decisions (e.g., quality judgment, and/or product choice).

Salman Saleem (2011) This research examines that the advertising is a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers. This paper examines the relationship between environmental response and emotional response which are independent variables with dependent variable i.e. consumer buying behaviour.

Moore, David J;Harris, William D (1996) Emotional responses mediated the effects of affect intensity on attitude toward the ad only when subjects were exposed to the positive emotional appeal.

Laura Frances Bright (2008) The effect of customization on a consumer's media enjoyment, ad attitude and behavioral intention was tested to determine if the perception of choice in media content makes a significant impact on user experiences.

Objectives of the study

01. To study the characteristic features of advertisements of fast moving consumer goods.
02. To find the influence of advertisement on attitude of consumers.

Hypothesis:

There is no significant effect of motivating factors on consumers of FMCG

Research methodology:

A preliminary investigation was undertaken by contacting 50 consumers of fast moving goods. Convenient sampling method was applied. The purpose of the pilot study was to test the quality of the items in the questionnaire and to confirm the feasibility of the study.

Main study:

The data was collected for the study through a structured questionnaire. The questionnaire was framed to obtain general information about the consumers of fast moving goods and the attitude of consumers towards advertisement in Likert's five point scale..

Sample size:

Sample selected for the study covers different areas of Chennai city of Tamil nadu state. Totally, 200 consumers of FMCG were selected on convenience sampling method. Out of the sampling, 124 consumers only returned the filled in questionnaires and of them, 104 only were usable. Hence, the exact sample of the study was 104.

Data analysis

The sources of data are primary as well as secondary. The data collected from the consumers of fast moving products survey constitute primary and information gathered through books, journals, magazines, reports, dailies consists of secondary data. The data collected from both the sources are scrutinized, edited and tabulated. The data are analyzed using SPSS (statistical package for social sciences) computer packages. Ranking analysis and t-test are applied to find out the major factors of consumer attitude.

Scope and limitation of the study:

The study covers the consumers of all types of FMCGs. It includes the users of fast moving goods in Chennai city of Tamil nadu, without discrimination regarding family life cycle, age, education, income and occupation. The scope of the study has been limited to certain consumer behavioural aspects like purchase decision process, information search and product evaluation preferences with respect to celebrity endorsement.

ANALYSIS AND DISCUSSION

Attitude towards Advertisements

Advertisements are considered as a modern techniques employed by the to profoundly catch hold of consumers. Most of these advertisements are found popular in TV and radio media. The following frequency distribution explains the opinion of consumers about Advertisements

Table 1.Attention to advertisements

Opinion	Frequency	Percentage
I always look at them	35	32.2
I notice catchway message	40	39.1
Awareness	20	19.2
I never look at them	04	03.3
They among the	05	06.2
Total	104	100.0

From the above table it is found that a maximum of 39.1 percent consumers watch the advertisements only when they catches followed by 32.2 percent of regular watchers of advertisements. A measure of 3.8 percent of consumers never looks at the Advertisements.

Motivation of Advertisements

Advertisements create deep influence over need, price and product utility. It also expresses the life style and credit facilities. The highlights of free

gifts and prestige of among latest products made deep in roads in the minds of consumers. The one sample t-test is applied and the following results are obtained to test the hypothesis

There is no significant effect of motivating factors on consumers of FMCG

Table 2

One-Sample Statistics for Motivation of Advertisement

	N	Mean	Std. Deviation	Std. Error Mean
Q15_1	104	4.61	.650	.029
Q15_2	104	4.07	.801	.036
Q15_3	104	4.07	1.086	.048
Q15_4	104	2.91	1.398	.062
Q15_5	104	3.82	1.026	.046
Q15_6	104	3.74	1.072	.048
Q15_7	104	2.98	1.261	.056
Q15_8	104	3.17	1.238	.055
Q15_9	104	3.13	1.302	.058
Q15_10	104	3.15	1.258	.056
Q15_11	104	3.31	1.316	.059
Q15_12	104	3.09	1.404	.063

The above table clearly explains that the mean values range from 2.91 to 4.61 with respective standards deviations. The significance of mean values with respect to test value is presented in the following table

Table 3

One-Sample Test for motivation of advertisement

	Test Value = 3		Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	t	df			Lower	Upper
Q15_1	55.548	103	.000	1.61	1.55	1.66
Q15_2	29.981	103	.000	1.07	1.00	1.14
Q15_3	22.058	103	.000	1.07	.97	1.16
Q15_4	-1.434	103	.152	-.09	-.21	.03
Q15_5	18.021	103	.000	.82	.73	.91
Q15_6	15.583	103	.000	.74	.65	.84
Q15_7	-.424	103	.672	-.02	-.13	.09
Q15_8	3.059	103	.002	.17	.06	.28
Q15_9	2.326	103	.020	.13	.02	.25
Q15_10	2.762	103	.006	.15	.04	.26
Q15_11	5.246	103	.000	.31	.19	.42
Q15_12	1.396	103	.163	.09	-.04	.21

The mean values of need, price, utility, influence by actual user and life style. It is also observed that Peer group, credit facilities competitive edge and free gifts are significantly greater than 3. The variables influencing by product appearance, impulse and prestige of owning latest products are insignificant with 3. So, The hypothesis is rejected at 5 per cent level of significance and this implies that the Advertisements motivate the consumers to identify the needs and price of the products.

FINDINGS AND CONCLUSION

The connotations of advertisements clearly explain the product utility. The consumers profoundly believe that Advertisements influenced by actual user and nature of the life style. This also motivates through peer group and credit facilities to purchase the product. The advertisements on free gifts/discount of the product in large extent depend upon the attitude of the consumers. The consumers of FMCGS are not able to comment about the influence of advertisement over appearance, creating impulse and prestige due to owning the products. So, it is concluded that the Advertisements have impact over certain important attributes of products only. There is a deep relationship between advertisement and attitude of the consumers.

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