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Development and Validation of Emotional Labour Scale for Teachers

Farah Naqvi*

This paper describes the development and validation of the Emotional Labour Scale (ELS) for teachers. The development of the ELS was based on the need for an instrument to assess emotional labour for teachers. The first phase of the study consisted of pilot testing on a sample of 118 teachers teaching in management colleges in India focused on condensing the instrument and exploring the underlying factor structure. The second phase of the research comprised of confirmatory factor analysis to confirm the factor structure and examine the convergent and discriminant validity done on a sample of 396 management teachers in higher education. Various statistical analyses showed that the scale has both high reliability and validity as a measure of emotional labour. Confirmatory factor analysis results provided support to the two facets of ELS. The implications and future scope of the study are discussed in detail. The final analysis resulted in a six item self-report questionnaire that measures the two key components of emotional labour viz. surface acting and deep acting.

Keywords : Surface Acting, Deep Acting, Emotional Labour, Teachers, Higher Education.

Introduction

One of the core aspects of service work is the social interaction with clients. As in any social interaction, the need to regulate one's emotions plays an important role (Zapf & Holz, 2006). Expressing appropriate emotions during interaction with clients is a job demand in the service industry and emotional labour is an important aspect of employee-client interactions (Zapf, 2002). Caring occupations like teaching call not only for emotional sensitivity but also require active emotional labour (Hargeaves, 1998). Teachers have to show or exaggerate some emotions (Ogbonna & Harris, 2004) and minimize or

suppress the expression of other emotions. Since pedagogy relies on the relationship between teacher, student and knowledge of a changing world (Lusted, 1986), it inevitably involves emotion, identity negotiation and emotional labour. This includes such behaviors as surface acting (displaying an emotion that is not actually felt), deep acting (the activity undertaken to actually feel a required emotion), and suppression of emotion.

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This paper was presented at the International Conference on Global Business Environment : Market Power, Consumer Culture and Prosperity organized by Institute of Public Enterprise, Hyderabad, between 13th and 14th of December, 2012.

Compliance with Corporate Governance Norms – A Study of Foreign Banks in India

Madhu Vij* & Manmeet Kaur**

Corporate governance has moved from the periphery to the centre of public policy very rapidly in every major industrialized economy. In the globalised economy, India being integral part of the world economy cannot ignore the importance of corporate governance. Following the globalization, cut throat competition, need for sustainable development, etc., challenges before the corporate sector are turbulent and unpredictable today. These challenges have put a lot of pressure on corporate for better corporate governance. In the present study, the compliance of foreign banks in India with the corporate governance norms issued by various regulators (RBI and SEBI) and other committees (Basel) has been examined. The paper provides a preliminary content analysis for the compliance of foreign banks in India with corporate governance norms. It investigates whether the foreign banks in India follows the corporate governance regulation enforced by RBI and other committees. The result indicates that strong corporate governance in foreign banks needs greater transparency and disclosure besides setting up committees for nomination of boards, for remuneration and for stakeholders.

Keywords : Corporate Governance, Foreign Banks, Disclosure Norms, Content Analysis, RBI, Basel Norms

Introduction

Corporate governance has moved from the periphery to the centre of public policy very rapidly in every major industrialized economy. In the globalised economy, India being an integral part of the world economy cannot ignore the importance of corporate governance. The role of regulatory bodies and government, the board, and the

credit agencies has been questioned in ensuring good corporate governance in worst financial crises. Following the globalization, cut throat competition, need for sustainable development, etc., challenges before the corporate sector

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Is Engel-Blackwell Model Applicable on Indian Online Shoppers?

Omdeep Gupta* & Gagan Gulati**

Online shopping in India is increasing rapidly; almost all the products and services are available online. It has opened the vast opportunities for the companies all over the world, as market place is very limited to customer base; market space opens the large opportunity for customer base. Though it opens vast opportunity for customer base but still it is a question as to who will buy the product and services online? What will be the decision process of customers who buy online? What are the various variables or influences affecting online buying decision making process? The present research explores the applicability of the traditional Engel-Blackwell model of consumer behavior on the present online shoppers. This study reveals that there are few factors in Engel-Blackwell model like culture, family influence, experience etc which also affect online shopping behavior, whereas the factors such as website quality, website interface, website satisfaction, internet availability, website experience, e-service quality, ease of browsing, information quality and e-promotion should be incorporated for considering online shopping consumer behavior.

Keywords : Online Buying Process, Engel-Blackwell-Miniard Model, Darley-Blankson-Luethge's Model, Consumer Behavior.

Introduction

Throughout the history, markets have always re-created themselves, moving the economic fortunes of those present at the creation. No more does a company need to have an actual existence to get into a new market. Today the speed of internet is re-creating the market again. The market which is not present physically but whose presence is established virtually. Geography has become inactive. Competitors have come closer. Buyers' who were inclined with offline shopping only are shifting towards online shopping.

The contracts are becoming distance contracts. Distance contracts are one of the classifications of online contracts, which signify that the seller (trader or service provider) and the consumer (natural person who is performing for reasons which are not inside to his trade, profession or business), in lack of their

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Attitude of Students towards Green Marketing : A Case Study of Banaras Hindu University

S.K.Dubey* & Rajeev Kumar Malik**

Go Green is the new mantra being followed by companies these days. Consumers are also showing positive attitudes towards environmental friendly products and services. Though green marketing efforts are growing but marketers do not have appropriate tools to measure the success of these efforts and they have little idea about consumers' environmental attitudes, likings and behaviors. The purpose of this paper is to examine the attitudes of university students towards green marketing practices. Research design was exploratory-cum-descriptive. This study was replication of work done by various researchers but extended to university students. The findings had shown more or less similar results as done by previous researchers. Attitude of university students towards the green marketing was found positive. Gender does not make significant difference in attitude towards green marketing and buying behavior towards green products. Students were found to be inclined to buy green products. The paper provides an insight regarding dimensions of students' attitudes towards green marketing practices. Further, in depth studies with larger sample size could be done so that marketers could be benefitted by strategically positioning the green marketing efforts.

Keywords : Green Marketing, Attitude, Purchase Intentions, Green Products, University Students.

Introduction

The world has been seeing a lot of evolutionary changes since ages. Many of such changes have been for the betterment of the mankind but as excess of anything has its own disadvantages so has been the case for materialistic progress. In chase of industrial development, we seem to have neglected

the environment unfortunately. It is well documented that many current environmental problems are a direct

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Globalization and Tax Reforms in India : Evidence from Corporate Sector

Basavaraj C.S.* & Revanasiddayya B.Math**

The wind of globalization has been influencing the economies positively as well as negatively, all over the world. To reap all the positive benefits, which spring from globalization, the governments are trying their best. Many economic reforms have been announced and introduced in India too. One major reform undertaken is "Taxation Reforms". Government of India has initiated a host of taxation measures after the ushering of economic globalization in India. The effect of taxation reforms on companies, in making the Indian products and services competitive at global level, is studied in the paper. The paper is based, mainly, on primary data gathered from corporate sector and it highlights the perceptions of the industry and business regarding the need for the government support to industry and business through tax measures, the suitability of existing tax structure, ongoing developments in direct and indirect taxes, and satisfaction towards tax rates and tax administration. The paper suggests measures to be initiated in future to make taxation environment of the country more supportive for corporate sector.

Keywords : Tax Reforms, Tax Administration, Tax Rates, Corporate Sector, Globalization.

Introduction

Globalization is dramatically reshaping policy landscapes, thereby creating new opportunities and threats for governments and firms. Everyone does not benefit from economic integration; there are 'winners' and 'losers'. Firms and governments are the relevant actors of globalization. Actors could cope either individually or collectively or some combination of both (Prakash & Hart, 2000). It has created opportunities for developing countries. The experiences of India, China, Thailand, Indonesia and some other countries have demonstrated that integration into the global

economy is necessary for long-term growth (World Bank Report, 2006). Globalization has emerged as a powerful global reality which has a momentum of its own. Some countries gained,

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Note : The researchers thank the University Grants Commission (UGC) for its support in undertaking major research project entitled "Demands of Globalization and Reforms in Direct and Indirect Taxes – A Study in Indian Context". The pilot survey is the base for the present research paper.

Perceptions of Yemeni College Students about Technology Impact on Courses

Tawfiq Abdulbagi Mohammad Thabit*

This paper studies the opinions of Yemeni college students about the impact of technology on courses. The researcher collected data through a survey questionnaire administered to 403 university students at Sanaa University, Aden University, and University of Science and technology. There is no significant difference among respondents in their perceptions about technology impact on courses with relation to their major. There is a significant difference between male and female respondents in their perceptions about technology impact on courses. Females are more positive about technology impact on courses. Response patterns for the study's outcome statements about the impact of technology on courses are consistent across the factors of age, university, class standing, and performance percentage. There is a significant relationship between student perceptions on the impact of technology on courses and their technology preference in courses. Respondents who prefer more technology in courses show more agreement that technology has a positive impact on course work. There is a significant relationship between student perceptions on the impact of technology on courses and their technology adoption. Respondents who are early adopters of technology are more likely to be positive about the impact of technology on courses and learning.

Keywords : Technology Impact, Internet, e-learning, Technology Adoption, Workplace Preparedness.

Introduction

The Internet and advancements in computer hardware and software as well as the increasingly improving telecommunications have created a lot of opportunities to every person to succeed in all fields of human interaction. Higher education is no exception in this connection. Students and instructors can benefit from the huge amount of information and the streamlined services that are made available via the Internet.

Information and communication technologies have transformed education and made it available and attainable to all learners any time everywhere. They represent the infrastructure to e-learning.

There has been a remarkable change in the learning paradigm due to the introduction of information technology and newer methods of spreading education.

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Advertising Strategies in Emerging Economies : The Case of the Indian Automobile

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Dramatic changes have taken place in India since 1991 when economic liberalization became the mantra of the government of India. The new economic reforms popularly known as liberalization, privatization and globalization were aimed at making the Indian economy a globally competitive economy. Despite some fluctuations, foreign trade and investment is growing at a steady pace. These developments as also the influx of multinational companies over the years have opened the floodgates of private sector advertising in India. This paper attempts to explore some of the socio-economic changes taking place in Indian society via consumerism through a case study of automobile advertisements and by juxtaposing the magazine advertisements of two different time periods against each other – 1995 and 2012.

Keywords : Firm Strategy, Globalization, Socio-economics, Developing Countries, Advertising, Consumer Research.

Introduction

Dramatic changes have taken place in India since 1991 when economic liberalization became the mantra of the government of India. Faced with rising inflation and a balance of payment crisis in mid-1991, the government introduced a policy of market reform that galvanized the slow growth planned economy into a roaring privatized economy in almost all industrial sectors of the country. The new economic reforms popularly known as Liberalization, Privatization and Globalization (LPG) were aimed at making the Indian economy a globally competitive economy. Despite some fluctuations,

India's economic growth has created a business climate, which is helping the economy to grow at 8 per cent to 10 per cent range annually since the year 2000. In addition, foreign trade and investment is also growing at a steady pace. These developments as also the influx of multinational companies over the years such as BMW, Coca Cola, Microsoft, Samsung, Ford Motors, Reebok and others have opened the floodgates of private sector advertising in India. In recent years, India's fast-growing multi billion dollar advertising industry has spent millions on developing smart and

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Re-Engineering Rural Retail : A Study of Various Innovative Agricultural Retail Models in India

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This paper is an exploratory research intends to identify the new developments in the agriculture retail in India. This study intends to explore the various procurement and function models of food and agricultural retail and the best practices these organisations have been striving towards providing quality products to the customers. The study depends on secondary information collected from the websites and newspapers about new and innovative models of agriculture retail. New flow chart models are developed from the information available on these retailers modus operandi and necessary analysis is done to understand the innovativeness of the models.

Keywords : Rural Retail, Agro Retail, Innovative Retail Models, Retail Models.

Introduction

Indian economy is in the growth track with fast changing demographics, life style, surge in the domestic consumption and consumerism. The retail industry is growing at a faster pace than ever before and is expected to grow many folds in the near future (Omar & Ogunyi E, (1998), Khatri Kapil, 2006).

The post-globalised era which resulted in steady increase of Foreign Direct Investment (FDI) in India led to the growth of organised retailing which is still at a nascent stage. The new economic policy brought in a favourable environment for FDI in Indian retail sector which boosted the investment climate in the Indian retail space and its implications in economic

development of a densely populated country like India. (Roy et al, 2012).

India witnessed the latest spurt of development in the year 2011 with new policy decisions and changes favouring retail sector was introduced by the government. The sensitive and much debated decision incorporated during this period was lifting the ban on supermarket chains brand Walmart and Carrefour. The policy decision earlier allowed 55 per cent FDI only in single brand retailing and the decision of FDI on multi-brand retailing was pending.

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A Study of Debt and Profitability of Listed Companies in India

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Capital is the one of the most important ingredient in a business. The traditional theories of capital structure advocate an optimum mix of Debt and Equity in the capital structure. On the contrary, islamic economist advocate that interest based debt should not be used in capital structure. This creates a paradox for finance managers especially those operating in an interest based economy, where Islamic finance instruments are not available. Thus, there is need for flexible guidelines as an option for companies operating in such an environment, especially interest based emerging economies like India and China. There is a need to understand the relationship between debt and profitability to provide for evidences in favour or against the basic principles of interest free debt. The primary objective of the paper is to analyze the trends of profitability in companies with respect to the debt used in their capital structure using the data from BSE 500 and NSE Nifty companies in India. The study attempts to make a significant contribution to the available literature on the subject of islamic capital structure. It tries to understand the relationship between debt and performance of all these companies, group them using various parameters and then draw conclusions based on the analysis. The evidences from the study are not very convincing in favour of islamic finance. Although there is evidence of some companies using less debt/no debt and but these companies are low on profitability. On the contrary, some of the large and profitable companies were found to be using debt extensively.

Keywords : Islamic Finance, Capital Structure, Interest Free Finance.

Introduction

The increasing frequency of financial crisis of various nature across the globe, has rekindled the discussion on alternative financial systems. Interest free financial system or 'Shariah'¹ based financial system is being talked as one of the alternatives. However, there are operational and integration issues in such a financial system which should be considered before such systems become prevalent.

One of the underlying principles of interest free financial system is non-inclusion of 'interest' and prohibition of related financial instruments. Since debt is usually an integral component of the capital structure of any company operating under traditional finance, the concept of capital structure and related

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A Study on Socio-Economic Profile and Problems faced by the Women Self-help Groups in Coimbatore District – Tamil Nadu

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Entrepreneurs are playing very important role in the development of economy. They face various problems in day-to-day work. In India, the concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business contributing towards the growth of economy and improvement of their socio-economic conditions. The paper attempts to examine the socio-economic condition of the women entrepreneurs of Self-Help Groups (SHGs) in Coimbatore district. It analyses the reasons and motivating factors for starting the enterprises, ascertain the various problems faced by women members and also examine the impact of enterprises on the quality of life of the members of SHGs. It concludes that efforts are needed to redefine and realign the SHGs to take the rural women into a more powerful section of the society.

Keywords : Women Entrepreneurs, Self-Help Groups (SHGs), Coimbatore District.

Introduction

In the conventional society, women's role is naturally limited to the fully occupied with her duties as a mother and homemaker. Many factors like urbanization, technical progress, women's education and so on have profoundly changed the traditional conditions, even in a developing country like India, The women's role at home has changed and become lighter due to technical progress. The participation of women in the economic development and progress can be categorized into four segments

namely, employment in unorganized sector, employment in organized sector, self-employment and entrepreneurs. Now the participation of women in income generating activities for the family has been increasing overtime. Female work participation not only increases family income but also brings economic independence among women in the households. Self-help Groups (SHGs) play a pivotal role among women

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