

AMBER

Acharya Management Business and Entrepreneurship Review

Volume: 14

Issue: 2

Apr. 2023 - Sept. 2023

ISSN: 0976-3341



Acharya Bangalore B-School
Bengaluru

A Bi-Annual Journal from  ABBS

AMBER

Acharya Management Business and Entrepreneurship Review

Acharya Bangalore B School (ABBS)

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Published by :
Acharya Bangalore B School
Andhrahalli Main Road,
Off Magadi Road, Bengaluru-560 091.

Designed & Printed at :
Pragathi Graphics
Mr. Pramoda R.
Mob.: 9845169184.
email: r.pramoda@gmail.com

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Editorial

Dear Stakeholders,

I profusely thank you for patronizing all our yester years' issues of AMBER, including the last one on the theme 'Business Case Studies'. I am happy to place this issue of AMBER on the theme 'Trends in Management and Social Sciences Research' (Volume 14 and Issue 2) in your hands. With technological application in Research, the tapestry of Management and Social Sciences Research has undergone lots of changes. The direction of Management and Social Sciences Research has also changed. The inclusivity, digital application, fintech, waste management and such aspects have become more relevant than ever before. There are six articles and a Case Study in this issue. The subjects covered in this issue are India as an Investment hub, Equity as an Investment avenue, Working Conditions and Health Hazards, Customer Satisfaction towards gold loan, Employee Retention, Price Trend in NIFTY Pharma, and a case study on 'Shakti-Karnataka's Free Bus Travel for Women'. Wish our effort in creating and dissemination of knowledge in this space is well taken by the fraternity in good spirits and again I wish, the issue would be useful to all concerned. Look forward for your inputs on this issue. I fail in my duty, if I do not thank the Executive Editor of this Issue **Dr. C.Sengottuvelu**, Head- Research and the authors who have contributed to this issue. I profusely thank the reviewers who have shouldered the responsibility of reviewing the papers.

Ethics is all pervasive today. In Business, Governance, Education, and Media and in all other facets of life Ethics has become the 'guiding post'. It is responsibility of all the concerned to take the ethical standards to new heights, year after year. Being an education institution we strongly feel that, efforts have to be made to research on topics related to Ethics in Education. Hence, the theme of the next issue of **AMBER (Volume 15, Issue 1)** is '**Education and Ethics**'. We invite papers on different aspects of Ethical issues in Education. The research papers on topics like inclusive education, plagiarism issues in Research in Education institutions, gender equality, administration of education institutions, and relevance of education to employability and on any other relevant topics in this area are invited. We do not charge any fees for processing your articles.

Look forward for your partnership in all our academic endeavors.

Dr. H.R.Venkatesha, Director
AMBER-Chief Editor
Acharya Bangalore B School, Bengaluru

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India as an Investment Hub – A Trend Analysis

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DOI: 10.23874/amber/2023/v14/i2/224291

ABSTRACT

From the year 2020, the countries all over the world suffered due to the unexpected and undesired corona virus disease. This virus has devastated and disrupted the economies multifariously including its adverse impact on the Foreign Direct Investment inflows (FDIs) into different countries. FDI declined by about one-third in 2020 when compared to 2019 inflows. This study finds that, India, an emerging and fast-growing economy, has succeeded in receiving higher amount of FDI even during the year 2020-21 which was haunted by corona virus disease. This commendable achievement of the country is attributable to the investor-friendly environment prevailed in Indian economy including the strong fundamentals of the economy.

Key-words: COVID-19, FDI, FDI Routes, Foreign Investment, India

JEL Classification: F20, F21, F23, F24, F31

Introduction

India, an emerging economy and also one of the fastest growing economies in the world and an Asian giant, followed, till the end of 1980s, an extremely cautious approach with regard to foreign trade (especially, imports) and the entry of foreign players. This approach can best be described as **protectionism**. Regarding foreign trade, the then policy was, **import substitution and export promotion**. The pre-1991 period was also described as governed/regulated by **license raj** – an environment wherein permission from the government was necessary for all types / kinds of

activities and changes such as increasing production capacity, mergers and acquisitions, imports, etc. Of course, this was, to some extent, necessary, during those days, for various reasons including the protection of domestic micro, small and medium enterprises (MSMEs) from the onslaught competition from multi-national corporations (MNCs), foreign companies, etc.

However, starting from mid-1991, the country has not only liberalized its foreign trade and investment policies but also started permitting foreign players to conduct their businesses in India in a big way. And most of the hurdles/barriers in the path of free flow of goods, capital, technical know-how, etc., between India on the one hand, and rest of the world on the other were removed. This paradigm shift in the policy of the Government of India (GoI) was necessitated due to the problems that haunted the economy very harshly during those days including the problem of foreign exchange reserves. The post-1991 period is, therefore, described as **LPG era** (liberalization, privatization and globalization policy). The salient features of this policy are, more or less, included in the WTO (World Trade Organization) document of mid-1990s – India implemented LPG policy much earlier to the WTO mandate/ stipulations.

However, the COVID-19 pandemics and the related lockdown for about a year has devastated the economies all over the world. Although lakhs of people lost their precious lives besides crores of people hurt by this disease, COVID-19 is affecting societies and economies at their core. While the impact of the pandemic varies/differs from country to country, it

has increased the poverty and inequalities at a global scale (UNDP, October 2020). And this is true even in the case of emerging economies like India.

The primary objective of FDI policy should be to improve competition and to bring technology spin-offs for the host country industries. It should aim at improving the access to world-class technologies with no sectorial caps. This calls for the removal of administrative hurdles by achieving synergy among different departments/ministries of the government. In this regard, decentralization of powers may ensure required freedom to take quick decisions which in turn may attract FDI for the desired sectors (Pant & Srivastava, 2015). An analysis of significant factors that influence FDI inflows indicate that capital account openness of host countries, economic growth, labour cost, market size and trade openness are the key determinants of FDI flows (Roy., Roy and Gupta, January 2022). Increasing world investment rather than world trade will be driving the international economy. Exchange rates, taxes and legal rules will become more important than wage rates and tariffs (Drucker, 1992).

The GoI strongly believes that FDI is a major source of non-debt financial resource which is essential for the country's economic development. And therefore, it has put in place a policy framework on FDI which is characterized by transparent, predictable and easily comprehensible. Consequently, FDI flows into the country, as major component of foreign capital, have grown consistently infusing long-term sustainable capital in the economy. It is contributing towards competition, development of strategic sectors, employment generation, greater innovation and technology transfer. Therefore, the intention/objective of the GoI is to attract and promote FDI in an effort to supplement domestic capital, technology and skills for accelerated economic growth and development (DPIIT, 2020).

After the introduction and implementation of economic reforms, the developing countries especially Asian countries are finding a surge of FDI inflows during the

last two decades. It is true even in the case of India (late-comer to the FDI scene when compared to other East-Asian countries) as it has larger market potential. Besides, it has a liberalized policy regime. Therefore, India has emerged as a favourable destination or investment hub for foreign investors (Malhotra, 2014).

FDI brings many benefits to India such as advanced knowledge, skill, technology, exports, employment and management. But the MNCs may create forex drain from India besides putting domestic companies to face stiff competition from foreign companies. It is, therefore, necessary to have a balanced and objective view in this regard. However, as the foreign investment in portfolio may be withdrawn at any time, the government should lay more emphasis on attracting equity investments. The government policy should ensure stability avoiding uncertainties and this is necessary to boost FDI in India leading to the increase in gross domestic product (GDP), trade and foreign reserves (Teli, 2014).

Covid-19 and related Lockdown in India

The World Health Organization (WHO) declared the outbreak of COVID-19 as 'a Public Health Emergency of International Concern' on 30 January 2020 and as 'a pandemic' on 11 March 2020. The uncertainties in the economies caused by COVID-19 have hit the global flows of severely and they fell by one-third to US \$ 1 trillion. And the greenfield investments in industry and new infrastructure investment projects in developing countries were hit hard. This is a major concern as international investment flows are vital for sustainable development in the poorer regions of the world (UNCTD, 2021).

Following the WHO's declarations and in the light of increasing number of COVID-cases, the GoI imposed nation-wide lockdown for about a year starting from 25 March 2020 with some relaxations in the middle causing multifarious ill-effects on different sectors of the economy and also on different sections of the society/country. It may be noted here that, as per WHO, in India, 5,16,072 persons died of COVID-19

besides 4,29,98,938 confirmed cases of COVID-19. Further, for the last quarter of 2019-20 (India follows the financial year, April-March), the GDP growth rate had declined to 3.10% from 8.20% for the same period of 2017-18. Due to the ill-effects of COVID-19, the growth rate deteriorated further in the first quarter of 2020-21 and went down to negative of (-) 23.90% the worst ever in the history of the country. This is due to change in growth rates in key parameters from positive to negative growth rates e.g., manufacturing (-) 39.30%, mining (-) 23.30%, construction (-) 50%, trade and hotel industry (-) 47%, etc.

Main objectives of the Study

The main objectives of the present paper are:

- i. To examine the trend in FDI inflows into India with an emphasis on the implications of COVID-19 on FDI inflows into the country.
- ii. To analyse the other aspects of FDI such as prohibited and permitted sectors, FDI routes, and maximum ceiling.

Scope of the study

As already stated, the paper examines the trend in FDI inflows into India in the year affected by COVID-19 viz., 2020-21 when compared to pre-COVID year/s. The data required for the present paper are collected from both the published work and the websites of Gol and others. The method followed in the paper is purely analytical in nature.

Limitations of the study

However, the relevant data are available for only one year (2020-21) affected by COVID-19 and therefore, COVID-19 period (and after) is confined to only one year viz., 2020-21.

Although the term, **FDI flows** is used in the broader sense to cover both inflows and outflows, the paper examines only the FDI inflows and excludes FDI outflows from its scope.

Foreign Investment – Conceptual Framework

Foreign investment refers to any investment made by a person resident outside India on a reportable basis

in capital instruments of an Indian company or to the capital of a LLP (Limited Liability Partnership). It may be noted here that,

- i. The term, **person** used above includes, (i) an individual, (ii) a Hindu undivided family (HUF), (iii) a company, (iv) a firm, (v) an association of persons or a body of individuals whether incorporated or not, (vi) every artificial judicial person ... and (vii) any agency, office, or branch owned or controlled by such person (Clause 2.1.40, DPIIT, 2020) and
- ii. The term, **investment on reportable basis** means investment, the sale or maturity proceeds of which (net of taxes) are eligible to be repatriated out of India.

However, if a declaration is made by a person (as per the Provisions of the Companies Act, 2013) about a beneficial interest being held by a person resident outside India, then even the investment made by a resident Indian citizen shall be counted as foreign investment. Further, a person resident outside India may hold foreign investment either as FDI or as Foreign Portfolio Investment (FPI) in any particular Indian company (Clause 2.1.17, DPIIT, 2020).

The term, **foreign portfolio investment** refers to any investment made by a person resident outside India through capital instruments where such investment is less than 10% of the post-issue paid-up share capital on a fully diluted basis of a listed Indian company or less than 10% of paid-up value of each series of capital instrument of a listed Indian company (Clause 2.1.20, DPIIT, 2020). And the term, **foreign portfolio investor** refers to a person registered in accordance with the Provisions of Securities and Exchange Board of India (Foreign Portfolio Investors) Regulations, 2019 (Clause 2.1.21, DPIIT, 2020).

Investment through capital instruments by a person resident outside India in an unlisted Indian company, or 10% or more of the post-issue paid-up equity capital on a fully diluted basis of a listed Indian company is called, FDI. FDI as distinguished from FPI, has the connotation of establishing a **lasting interest** in an enterprise that is resident in an economy other than

that of the investor. In this regard, the following points may be noted:

- i. In the case an existing investment by a person resident outside India in capital instruments of a listed Indian company falls to a level below 10% of the post-issue paid-up equity capital on a fully diluted basis, the investment shall continue to be treated as FDI, and
- ii. **Fully diluted basis** means the total number of shares that would be outstanding if all possible sources of conversion are exercised (Clause 5.1.16, DPIIT, 2020).

Prohibited and Permitted Sectors for FDI in India

Except a few prohibited sectors, all other sectors of Indian economy are open for FDI. It (i.e., FDI) is prohibited in (a) lottery business, (b) gambling and betting including casinos, etc., (c) chit funds, (d) nidhi company, (e) trading in transferable development rights (TDRs), (f) real estate business or construction of farm houses (excluding development of townships, construction of residential/commercial premises, roads or bridges and Real Estate Investment Trusts), (g) manufacturing of cigars, cheroots, cigarillos and cigarettes of tobacco or of tobacco substitutes, and (h) activities/sectors not open to private sector investment such as (i) atomic energy and (ii) railway operations (excluding permitted activities). Besides, foreign technology collaboration in any form including licensing for franchise, trademark, brand name, management contract is also prohibited for lottery business, gambling and betting activities.

For all other sectors of Indian economy, FDI is permitted. These sectors include, (a) agriculture (agriculture and animal husbandry, and plantation sector), (b) mining, and petroleum and natural gas, (c) manufacturing and defence, (d) services sector (broadcasting, print media, civil aviation, construction development – townships, housing and build-up infrastructure, industrial parks, satellites – establishment and operation, private security agencies, telecom services, trading, railway infrastructure, etc), (e) financial services (asset reconstruction companies, banking – private and public sectors, credit information

companies, infrastructure company in the securities market, insurance, pension sector, power exchanges, white label ATM operations, etc., (f) pharmaceuticals, etc.

FDI Routes

Broadly, there are three routes through which FDI flows into India as shown in Figure 1.

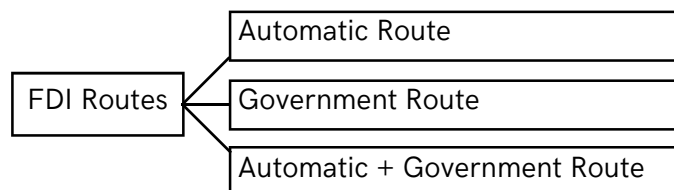


Figure 1: FDI Routes in India

Automatic route refers to the entry route through which investment by a person resident outside India does not require the prior approval of either the Reserve Bank of India (RBI, apex bank) or the Gol. **Government route**, on the other hand, refers to the entry route through which investment by a person resident outside India requires prior government approval and foreign investment received under this route shall be in accordance with the conditions stipulated by the government in its approval. However, in this option/route, the procedure is made simple as it comprises only three steps as identified and shown in Figure 2.



Figure 2: Steps in obtaining approval for FDI through Government Route

In the case of the third route (i.e., Automatic + Government Route), FDI up to a specific limit is through automatic route, and beyond the specific limit, it is through government route.

However, maximum permissible subscription/investment differs from one sector to another regardless of whether it is automatic route or government route shown in Table 1. In the table, only a few examples are presented to show that the FDI cap (i.e., percentage of equity) differs from one sector to another in both the routes.

Table 1: FDI Cap – Sectors and Routes

Sl. No.	Sector and Sub-Sector	FDI Route	% age of Equity /FDI Cap
(1)	Agriculture: Floriculture, horticulture and cultivation of vegetables and mushrooms under controlled conditions	Automatic	100
(2)	Mining, and Petroleum and Natural Gas: Mining and exploration of metal and non-metal ores Mining and mineral separation of titanium bearing minerals and ores, its value addition and integrated activities	Automatic Government	100 100
(3)	Services Sector – Broadcasting: Up-linking of non- 'news and current affairs' TV channels/ down-linking of TV channels Up-linking of 'news and current affairs' TV channels Uploading/streaming of news and current affairs through digital media	Automatic Government Government	100 49 26
(4)	Services Sector – Air Transport Services: Scheduled air transport service/domestic scheduled passenger airline ¹	Automatic Government	Up to 49 Beyond 49

Note – (1): For NRIs, it is through automatic route up to 100%.

Source: Compiled the table based on the details collected from, DPIIT (Department for Promotion of Industry and Internal Trade, FDI Division, 2020). **Consolidated FDI Policy Circular of 2020**. Ministry of Commerce and Industry. Government of India. New Delhi.

In the light of the above theoretical framework, now an attempt is made to analyse four dimensions of FDI inflows into the country (India) viz., (1) Total FDI, (2) Top 10 Investing-countries, (3) Top 10 Beneficiary Sectors and (4) Top 10 Beneficiary States.

FDI Inflows into India – A Trend Analysis

Although it is a fact that India is the fifth largest recipient country of FDI in the world, the outbreak of COVID-19 in India severely hit main investment destinations –state of Maharashtra which is the home state for one of the largest automotive manufacturing clusters, and the state of Karnataka whose capital city viz., Bengaluru is considered globally as **tech hub**. This has resulted in the production disruption and investment delays. In spite of economic ill-effects of first and second waves of COVID-19 (starting from March 2020 and April 2021 respectively), its (i.e., India's) strong fundamentals enabled it to be optimistic about the FDI inflows. In this backdrop, the trend in FDI inflows into India during the last 21 years including the COVID-19 pandemic year, 2020-21 is analysed. The year wise FDI Inflow details are presented in table 2.

Table 2: Year-wise FDI Inflows into India

Year	Amount (US \$ Million) ¹					%age		
	Equity		Re- invested Earnings	Other Capital	Total FDI Inflows	Growth in Total FDI Inflows over Previous Year	Three- year Moving Averages (US\$ Million)	Investment by FIIs (Net)
	FIPB/ RBI's Automatic/ Acquisition Route	Equity Capital of Unincor- porated Bodies						
2000-01	2,339	61	1,350	279	4,029	-	-	1,847
2001-02	3,904	191	1,645	390	6,130	52.15	-	1,505
2002-03	2,574	190	1,833	438	5,035	-17.86	5,079.50	377
2003-04	2,197	32	1,460	633	4,322	-14.16	5,064.67	10,918
2004-05	3,250	528	1,904	369	6,051	40.00	5,162.33	8,686
2005-06	5,540	435	2,760	226	8,961	48.09	5,136.00	9,926
2006-07	15,585	896	5,828	517	22,826	154.73	6,444.67	3,225
2007-08	24,573	2,291	7,679	300	34,843	52.65	12,612.67	20,328
2008-09	31,364	702	9,030	777	41,873	20.18	22,210.00	-15,017
2009-10	25,606	1,540	8,668	1,931	37,745	-9.86	33,180.67	29,048
2010-11	21,376	874	11,939	658	34,847	-7.68	38,153.67	29,422
2011-12	34,833	1,022	8,206	2,495	46,556	33.60	38,155.00	16,812
2012-13	21,825	1,059	9,880	1,534	34,298	-26.33	39,716.00	27,582
2013-14	24,299	975	8,978	1,794	36,046	5.10	38,567.00	5,009
2014-15	30,933	978	9,988	3,249	45,148	25.25	38,966.67	40,923
2015-16	40,001	1,111	10,413	4,034	55,559	23.06	38,497.33	4,016
2016-17	43,478	1,223	12,343	3,176	60,220	8.39	45,584.33	7,735
2017-18	44,857	664	12,542	2,911	60,974	1.25	53,642.33	22,165
2018-19	44,306	689	13,672	3,274	61,941	1.68	58,917.67	2,225
2019-20	49,977	1,757	14,175	8,482	74,391	19.98	61,045.00	552
2020-21	59,636	1,787	16,216	4,082	81,721	9.85	65,768.67	38,097
Total	5,32,513	19,005	1,70,509	41,549	7,63,576		72,684.33	2,52,899
CAGR (%)	16.67	17.45	12.57	13.63	15.41			15.50

Note - (1): Exchange Rate on 15 March 2022 between Indian Rupee (INR) and US Dollar(US \$): INR 1 = US \$ 0.013064 or 1 US \$ = INR 76.547874.

Source: Compiled the table based on the data collected from, https://dpiit.gov.in/sites/default/files/FDI_Factsheet_March%2021.pdf and the calculations made based on these details.

A close perusal of the content of the above table shows the movement in the amount of FDI inflows into India in both the directions during the last 21 years. During this period, the amount increased during 15 years and in the remaining five years, it registered a downward change compared to their immediately preceding years.

And the total amount of FDI increased from US \$ 4,029 Million in 2000-01 to US \$ 81,721 Million during 2020-21 accounting for an increase by US \$ 77,692 Million which works out an increase by 19.28 times with an annual average of US \$ 36,360.76 Million. But there is a wide variation in the year-wise FDI inflows as evident from the standard deviation (SD) of US \$ 24,232.11 Million and coefficient of variation (CV) of 66.65%. However, what is important is, during the last 10 years (2011-12 to 2020-21), the amount of FDI inflows accounts for 72.93% of the total FDI inflows during the last 21 years (2000-01 to 2020-21). Nevertheless, the country received US \$ 7,63,576 Million of FDI during the last 21 years. And FDI inflows in each of the other years are higher than in 2000-01. As the amount of FDI inflows in the last year (2020-21) is higher than in the first year (2000-01), the compound annual growth rate (CAGR) is positive at 15.41%.

One can also observe fluctuations in the growth rate in FDI inflows. It is both negative (for five years) and positive (for the remaining 15 years). It varied between (-) 26.33% (2012-13, highest reduction compared to previous year, 2011-12) and 154.73% (2006-07, highest increase, compared to 2005-06). Both the negative and positive growth rates moved in both the directions – increase and decrease in both the negative and positive growth rates. Even the three-year moving averages moved in both the directions – declining for four periods and increasing for the remaining 15 periods. These trends in both the growth rates and the three-year moving averages are shown in Fig. 3.

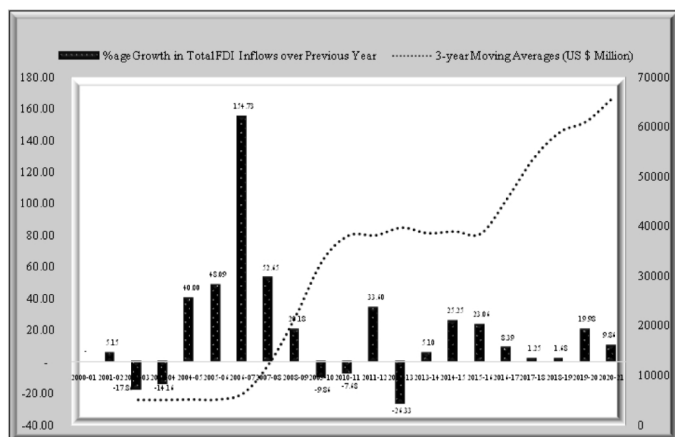


Figure 3: FDI Inflows - Growth Rate and Three-year Moving Averages

Out of three broad categories/modes of FDI inflows viz., (i) equity (through automatic route and others, and equity capital of unincorporated bodies), (ii) reinvested earnings and (iii) other capital, the first mode viz., equity constitutes a lion share – varying between 51.57% (2003-04) and 76.58% (2008-09) with average for the 21-year period working out to 72.23%. For each of the 21 years, the amount of FDI inflows through this mode/route is higher than other routes/modes. Within equity, FDI inflows through FIPB (Foreign Investment Promotion Board)/RBI's automatic/acquisition route is substantially higher than the equity capital of unincorporated bodies. However, even in this case, the amount declined during six years when compared to their immediately preceding years. And the country received US \$ 5,32,513 Million during this 21-year period working out to 69.74% of total FDI inflows. Even the CAGR is high at 16.67%. The annual average works out to US \$ 25,357.76 Million and there is a wide variation in the yearly inflows as indicated by SD of US \$ 17,709.96 Million and CV of 69.85%.

Yet, in spite of the devastating ill-effects of COVID-19 pandemic, the country has succeeded in attracting/receiving higher amount of FDI in 2020-21. It has received US \$ 81,721 Million of total FDI inflows including US \$ 59,636 Million through automatic/acquisition route. These amounts for COVID affected year of 2020-21 are highest ever - compared to any other year in the history of the country. The amount of total FDI inflows in 2020-21 is 10.70% of total FDI inflows into the country during last 21 years. Besides, the FDI inflows during 2020-21 (COVID affected year) are higher than its immediately preceding year (2019-20, normal year, not a COVID affected year) by 9.85%. The higher inflow is a confirmation of India's position/rank as a preferred investment destination among global investors. This higher FDI inflows assumes importance in the light of the fact that the global FDI flows have been severely hit by the pandemic and they (i.e., global FDI inflows) plunged by 35% in 2020 (calendar year) to US \$ 1 trillion from US \$ 1.50 trillion in the immediately preceding year, 2019.

Top 10 Investing Countries

India is attracting and receiving FDI from different parts of the world – a few countries are investing more in India and others are investing less amount. There are about 170 countries that are investing in India. Out of these, a few countries are large investors (and others, small investors). The country wise investments during the last three years are presented in table 3.

Table 3: FDI Equity Inflows into India –Top 10 Investing Countries

Sl. No.	Country	FDI Equity Inflows to India (US \$ Million)			Cumulative (2000-01 to 2020-21)	%age to Total Inflows ¹	CAGR (%)	Y-O-Y Growth Rate (%) ²	
		2018-19	2019-20	2020-21				2019-20 over 2018-19	2020-21 over 2019-20
1	Mauritius	8,084	8,241	5,639	148,350	28.00	11.31	1.94	31.57
2	Singapore	16,228	14,671	17,419	115,089	21.72	2.39	9.59	18.73
3	USA	3,139	4,223	13,823	43,602	8.23	63.91	34.53	227.33
4	Netherlands	3,870	6,500	2,789	36,641	6.92	10.34	67.96	57.09
5	Japan	2,965	3,226	1,950	35,449	6.69	13.04	8.80	39.55
6	UK	1,351	1,422	2,043	30,254	5.71	14.78	5.26	43.67
7	Germany	886	488	667	12,863	2.43	9.03	44.92	36.68
8	UAE	898	339	4,203	11,193	2.11	67.27	62.25	1,139.82
9	Cyprus	296	879	368	11,134	2.10	7.53	196.96	58.13
10	Cayman Islands	1,008	3,702	2,799	10,335	1.95	40.56	267.26	24.39
	Total from top 10 countries	38,725	43,691	51,700	4,54,910	85.87	10.00	12.82	18.33
	Total FDI equity inflows from all 170 countries	44,306	49,977	59,636	5,29,755		10.36	12.80	19.33
	%age share of top 10 countries in the Total FDI Inflows	87.40	87.42	86.69	85.87				

Notes:

(1) Percentage to Total Inflows is computed based on the cumulative inflows from 2000-01 to 2020-21

(2) Y-O-Y (Year-Over-Year) Growth Rate is calculated for 2019-20 comparing with 2018-19 and 2020-21 with 2019-20.

Source: Compiled the table based on the data collected from, https://dpiit.gov.in/sites/default/files/FDI_Factsheet_March%2C21.pdf and the calculations made based on these details.

It is unequivocal from the above table that the amount of FDI inflows from top 10 countries has registered an incessant increase year after year during the last three years including 2020-21 which is affected by COVID-19 pandemic. Total FDI equity inflows from all these 10 countries increased from US \$ 38,725 Million in 2018-

19 to US \$ 43,691 Million in 2019-20 and to US \$ 51,700 Million during 2020-21. During 2019-20, the growth rate is 12.82% over 2018-19 and during 2020-21, it registered a growth rate of 18.33% over 2019-20 which is commendable. And the CAGR is also positive at 10%.

Among top 10 countries, in terms of contribution to FDI to India during the last 21 years (from 2000-01 to 2020-21), Mauritius tops the list with US \$ 148,350 Million with 28% share in the total FDI inflows from all 170 countries followed by Singapore with US \$ 1,15,089 Million with 21.72% share. The USA is only the third largest contributor with only US \$ 43,602 Million (with 8.23% share) which is just 29.39% of investment from Mauritius or 37.89% of that of Singapore. Other notable countries are Netherlands (6.92%), Japan (6.69%) and UK (5.71%).

In terms of contribution in 2020-21, Singapore is in the top of the list with US \$ 17,419 Million (and this is true even for 2018-19 and 2019-20) followed by USA with US \$ 13,823 Million. The third largest contributor is Mauritius with US \$ 5,639 Million with 9.46% share followed by UAE with US \$ 4,203 Million of contribution (with 7.05% share). But in 2018-19 and 2019-20, Mauritius was the second largest contributor, and USA was only the fourth largest contributing country. In 2018-19 and in 2019-20, Netherlands was the third largest contributor.

Further, one can observe fluctuations in the FDI flows from different countries – only USA and UK have increased their investments continuously year after year, and in the remaining cases, the contribution moved in both the directions. Further, out of 10 countries, only in the case of five countries viz., Singapore, USA, UK, Germany and UAE, the FDI contribution during 2020-21 increased when compared to 2019-20. In other countries, it is lower in 2020-21 when compared to their investment in 2019-20. Besides, in the case of four countries

(Mauritius, Netherlands, Japan and Germany), the FDI investment in 2020-21 is lower than in 2018-19. Therefore, CAGR is negative at (-) 11.31%, (-) 10.34%, (-) 13.04% and (-) 9.03% respectively. Figure 4 depicts the FDI Inflows country wise.

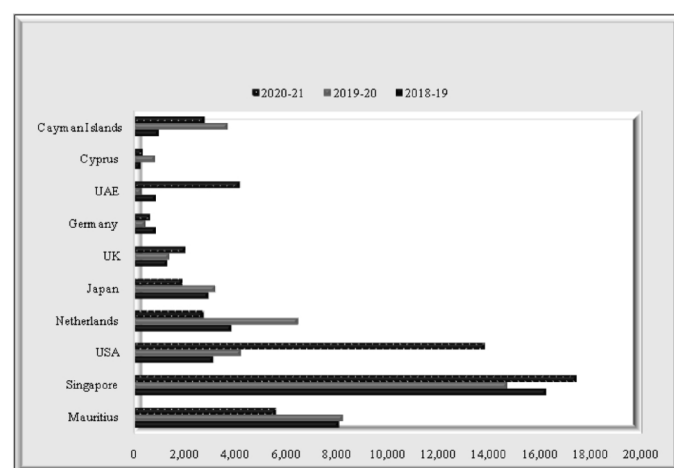


Figure 4: FDI Inflows into India- Top 10 Countries (million USD)

What is important is, these 10 countries account for more than 85% of total FDI inflows into India – 87.29% in 2018-19, 87.42% in 2019-20 and 86.69% in 2020-21 with an average for all 21 years of 85.87%. Even the year-over-year (y-o-y) growth rates for two periods (2019-20 when compared to 2018-19, and 2020-21 compared to 2019-20) show wide fluctuations ranging from (-) 62.25% (UAE, 2019-20) to 1,139.82% (again UAE, 2020-21).

Top 10 Beneficiary-Sectors

Among many sectors of the economy, a few sectors are attracting/receiving a major portion of total FDI inflows into the country. In this backdrop and as the base for analysis, the details pertaining to the amount of FDI inflows into top 10 sectors is presented below for three years, 2018-19 to 2020-21 and also total FDI inflows into these sectors during the last 21 years from 2000-01 to 2020-21. Table 4 shows the FDI Equity Inflows into India.

Table 4: FDI Equity Inflows to India – Top 10 Beneficiary Sectors

Sl. No.	Sector	FDI Equity Inflows (US \$ Million)			Cumulative (2000-01 to 2020-21)	%age to Total Inflows ²	CAGR (%)	Y-O-Y Growth Rate (%)	
		2018-19	2019-20	2020-21				2019-20 over 2018-19	2020-21 over 2019-20
1	Services Sector ¹	9,158	7,854	5,060	87,063	16.43	-17.94	-14.24	-35.57
2	Computer Software and Hardware	6,415	7,673	26,145	71,056	13.41	59.73	19.61	240.74
3	Telecommunications	2,668	4,445	392	37,663	7.11	-47.23	66.60	-91.18
4	Trading	4,462	4,574	2,608	30,203	5.70	-16.39	2.51	-42.98
5	Construction Development ³	213	617	422	26,084	4.92	25.60	189.67	-31.60
6	Automobile Industry	2,623	2,824	1,637	25,848	4.88	-14.54	7.66	-42.03
7	Construction (Infrastructure) Activities	2,258	2,042	7,875	24,721	4.67	51.65	-9.57	285.65
8	Chemicals (other than Fertilizers)	1,981	1,058	847	18,487	3.49	-24.66	-46.59	-19.94
9	Drugs and Pharmaceuticals	266	518	1,490	17,991	3.40	77.60	94.74	187.64
10	Hotel & Tourism	1,076	2,938	369	15,658	2.96	-30.00	173.05	- 87.44
	Total	31,120	34,543	46,845	3,54,774		14.61	11.00	35.61
	Total FDI equity inflows (for all sectors)	44,306	49,977	59,636	5,29,755		10.36	12.80	19.33
	%age share of top 10 sectors in the total FDI equity inflows	70.24	69.12	78.55	66.97				

Notes:

1 'Services Sector' includes Financial, Banking, Insurance, Non-Financial/Business Outsourcing, R&D, Courier, Tech. Testing and Analysis, and Others.

2 'Percentage to Total Inflows' is computed based on the cumulative inflows from 2000-01 to 2020-21 (of US \$ 529,755 Million).

It can be observed from the above table that during the last 21 years, services sector has received the highest amount of FDI of US \$ 87,063 Million accounting for 16.43% of total FDI equity inflows through automatic route. And the second highest receiving sector is the computer software and hardware receiving US \$ 71,056 Million (13.41%) followed by tele-communications (7.11%) and trading (5.70%). Other six sectors received less than 5% each. These 10 sectors, during the last 21 years, have attracted FDI equity through automatic route of US \$ 3,54,774 Million accounting for 66.97% of total FDI equity through automatic route. And the CAGR is positive at 14.61%.

On the other hand, in terms of FDI equity inflows during 2020-21, computer software and hardware sector has attracted the highest amount of FDI of US \$ 26,145 Million which is substantially higher than in the previous year of US \$ 7,673 Million. The y-o-y growth rate works out to 240.74%. And the construction (infrastructure) activities sector is the second highest receiving sector of US \$ 7,875 Million which is also higher than in the immediately preceding year of US \$ 2,042 Million. Services sector is the third highest receiving sector of US \$ 5,060 Million which is, of course, lower than in the immediately preceding year of US \$ 7,854 Million.

Further, these 10 sectors have received higher FDI equity inflows of US \$ 46,845 Million in 2020-21 as against only US \$ 34,543 Million in the immediately preceding year which in turn is higher than in 2018-19 of US \$ 31,120 Million. This shows continuous increase in FDI equity inflows into these sectors. What is more important is, the y-o-y growth rate for 2020-21 is much higher at 35.61% as against only 11% for 2019-20.

Top 10 Beneficiary States of India

Among states and union territories of India, a few states have garnered major portion of FDI inflows into the country. Table 5 depicts the FDI Equity Inflows to India 2020-21 and Share of top 10 States in India.

Table 5: FDI Equity Inflows to India, 2020-21 – Share of Top 10 States

Sl. No.	State	FDI Equity Inflows (US \$ Million)	%age Share in Total FDI Inflows
1	Gujarat	21,890	36.71
2	Maharashtra	16,170	27.11
3	Karnataka	7,670	12.86
4	Delhi	5,471	9.17
5	Tamil Nadu	2,323	3.90
6	Haryana	1,697	2.85
7	Telangana	1,155	1.94
8	Jharkhand	792	1.33
9	Punjab	644	1.08
10	Uttar Pradesh	422	0.71

Source: Compiled the table based on the data collected from, https://dpiit.gov.in/sites/default/files/FDI_Factsheet_March%2C21.pdf and the calculations made based on these details.

Findings

Among the states of India, Gujarat is the largest receiver of FDI during 2020-21 with 36.71% share in the total FDI equity inflows. The next largest recipient state is Maharashtra which has received US \$ 16,170 Million during 2020-21 accounting for 27.11% share followed by Karnataka with 12.86% share (US \$ 7,670 Million). These 10 states have received US \$ 58,234 Million of FDI garnering 97.65% of the total FDI equity inflows into India of US \$ 59,636 Million. Even among top 10 states, the first four states viz., Gujarat, Maharashtra, Karnataka and Delhi have received US \$ 51,201 Million of FDI equity (out of total US \$ 59,636 Million of FDI equity inflows during 2020-21) accounting for 97.65% of total FDI equity inflows.

Conclusion

COVID-related lockdowns around the world slowed down the existing investment projects. Besides, the

prospects of a recession resulted in MNCs reconsidering their decisions on their new projects. In spite of this, FDI inflows to India are not affected much and this is due/attributable to conducive legal and economic environment prevailed in the country such as comprehensive and transparent FDI policy and investment facilitation, consistency in the policies of the government and policy reforms, political stability, huge market including unexploited market (an attraction for market-seeking investments), mergers and acquisitions in ICT industry (information and communication technology), production linkage scheme (PLI) aimed at attracting manufacturing and export-oriented investments in priority sectors including automotive and electronics, ease of doing business (EODB), etc. These factors together with other factors have contributed substantially in pushing India's growth trajectory forward.

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Paradigm of Spotlight on the Stock Market Participation considering Equity as an Investment Avenue- An Empirical Study

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DOI: 10.23874/amber/2023/v14/i2/224292

ABSTRACT

Stock Exchanges contribute in a huge measure to the growth and expansion of national business and to the ultimate benefit and well-being of the national economy and its people. They provide an ideal conduit through which enormous of capital flows through the interconnected network of financial organizations to all corporate enterprises in the country. This study attempts to study the perception of salaried women towards stock market participation considering equity as an investment avenue. The researcher employs factor analysis by principle component method and One way ANOVA to determine the influence of stock market participation factors on the demographic profile of the respondents. Results reveal that salaried women belonging to the age group of 31-40 years perceive stock market participation considering equity as an investment avenue is risky. It is found that married women consider risk factor influences stock market participation. The researcher concludes that there is zilch superior way of empowering the investor than taming their financial literacy. Government and media must play an effective role in promoting the equity culture. Effective participation in the investor education programmes boost the investor's confidence which enables them to get best insights of various equity oriented securities.

Keywords: *Salaried Women, Knowledge, Stock Market Participation, Psychological Factor, Risk*

Introduction

Stock Exchanges contribute in a huge measure to the growth and expansion of national business and to the ultimate benefit and well-being of the national economy and its people. They provide an ideal conduit through which enormous of capital flows through the interconnected network of financial organizations to all corporate enterprises in the country. Thus, stock exchanges ensure liquidity and transferability of financial assets that are dealt with. Stock exchanges provide an organized marketplace for the investors to buy and sell securities freely. The market offers perfectly competitive conditions where a large number of sellers and buyers participate. Further, stock exchanges provide an auction market in which members of the exchange participate to ensure continuity of price and liquidity to investors. In India, capital markets have been playing progressive and impressive role in shaping the pace and pattern of economic growth. The stock exchange is considered as a central institution of the capital market as it provides an organized market platform for transparent price discovery.

The efficient functioning of the stock exchange is responsible for creating a conducive climate for an active and growing market for new issues. Moreover, an active and a healthy secondary market in existing securities leads to a better psychology of expectations, considerably broadening the investment enquiries and

thereby, rendering the task of raising resources by entrepreneurs easier. India has an atrocious retail participation in equity markets. There is an explicit commotion to bring the retail investor back into the stock markets. This situation strikes a chord of 2007, when the stock markets bang all-time highs and there was jubilation across the nation. Although Indian stock market has expanded in the post liberalization era, with regard to volatility, the market has not demonstrated any momentous transformation. This long-lasting volatility in the stock market since the global financial crisis has been a dispiriting issue for the retail investors to invest in equity markets. Due to high volatility, new clients are afraid to burn their fingers and existing investors are uncomfortable in roiling their portfolios. The initiative of long term investment is hitherto to be embedded in the retail investor's mind set. Retail investors are often coaxing into inappropriate investment decisions allured by the vested interest. This paper is structured as follows: Section 2 encompass of review of related literature including Statement of problem need and Objective of the study. Section 3 reports the research methodology employed to undertake the study. Section 4 portrays the robustness of empirical investigation evidence. Finally, Section 5 concludes the study.

Review of Literature

Luc Arrondel, Majdi Debbich & Frdrique Savignac (2015) conducted the study to determine the linkage between stock holding, financial literacy and acquisition of financial information among the French population. The researcher found out that stock market participation and information acquisition is positively related to basic financial literacy. And the stock ownership is not correlated with basic financial literacy.

Ali Bayrakdaroglu & Firat Botan Sen (2015) focused on understanding the direct stock market participation of depositors in Turkey according to social and behavioural factors. Researchers employed logistic

regression and the results revealed that social factors like risk perception, financial literacy, trust to financial institutions, short and long term expectations affects the stock market preferences.

Johan Almenberg & Anna Dreber (2012) explore the link between the gender gap in stock market participation and financial literacy. The researcher by using survey data on a random sample of 1,300 individuals that is representative of the Swedish population, the author highlights that women typically participate less than men in the stock market. Women are less likely to participate in the stock market. Women are also more educated, have lower incomes, score lower on basic financial literacy as well as advanced financial literacy, and are less risk taking than men. The authors find that the gender gap in stock market participation, however, vanishes once controls for investment knowledge, risk attitudes and education are included, and is significant once income and wealth variables are included.

Kuan-Hui Lee (2012) highlights that the determinants of stock market participation has long been an essential question to financial economists. The author examines the social interactions that affect the investment decisions of potential stock market investors through two popular channels: word-of-mouth and pleasure-in-talk about stock market, conditioning on current market situation. The author empirically develops Markov chain process framework, in order to model the stock market participation depending on current market scenario. The researcher proves the empirical implications of the model is when potential investors observe current bull market, word-of-mouth and pleasure-in-talk effect would work positively toward stock market participation due to increased number of peers who benefitted from bull market situation. The author also finds that when potential investors observe bear market, word-of mouth and pleasure-in-talk effect would have negative impact on the stock market participation due to loss of their wealth from bear market situation.

Statement of the Problem

Indian stock markets mobilize a very small fraction of household financial savings in India. Indian stock market is beleaguered with severe price volatility and suffers from menace of over speculation and excessive price fluctuation. Many households shy away from stock markets, because of lack of adequate financial knowledge on stocks, the stock market working and asset pricing. This leads to stumpy retail participation putting the Indian stock markets in "dilemma".

Main objectives of the Study

The main objective of this study is:

To study the perception of salaried women towards stock market participation considering equity as an investment avenue.

Research Methodology

The methodology adopted for the study is based on both primary and secondary data. The primary data is collected through well framed and structured questionnaire to elicit the perception of salaried women group. Since the population is indefinite, non-probability based convenience sampling technique was adopted to cover an extensive group of salaried women with different demographical profile in one of the four metropolitan cities in India, namely Chennai.

Tools used for Primary Data Analysis

Factor analysis by principle component method has been applied to reduce the stock market participation variables into five factors.

One-way Analysis of Variances (ANOVA) is undertaken to find out the influence of dependent variables such as stock market participation factors on independent variables namely demographic profile of salaried women.

Empirical Analysis and Discussion

In this section, the researcher attempts to present the empirical results obtained from statistical analysis such as Principal Component Factor Analysis and One way ANOVA.

Table 1: Reliability Statistics for Stock Market Participation related variables

Factors affecting stock Market participation among Salaried class women	Cronbach's Alpha	No. of variables
Stock Market participation variables	.863	20

Source: Computed Data

Cronbach alpha test was used to determine the degree of consistency among the multiple measurements of each factor. It measures the inter-item reliability of a scale generated from a number of items. Ideally, the reliability coefficient above 0.5 is considered acceptable as a good indicator of construct reliability, above 0.6 is treated satisfactory, but alpha above 0.7 is considered sufficient. The questionnaire responses exhibited Cronbach-Alpha value of 0.863 for items relating to stock market participation variables among the salaried women as mentioned in Table 1. The alpha values are statistically significant to ensure a smooth normal distribution and to justify the sample statistics for the representation of population parameters.

Factor Analysis for Stock Market Participation variables among the salaried women

Grouping the variables gives more clarity on the subject and also on the decision mechanism design. In view of this, the researcher grouped the items using Principal Component Analysis with Varimax and Kaiser Normalization. In this part of the analysis the researcher attempts to identify the factors responsible for creating stock market participation among the salaried women. There are twenty variables quoted in the questionnaire therefore the data reduction is done through the application of factor analysis by principal component method and the following results are obtained.

Table 2 : KMO and Bartlett's Test for Stock Market Participation related variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.696
Bartlett's Test of Sphericity	Approx Chi square	18788.585
	df	190
	Sig	.000

Source: Computed Data

From the Table 2 it is found that **KMO measure of sampling adequacy is 0.696, Bartlett's Test of Sphericity with approximate chi square value 18788.585, $p = .000$** which are statistically significant at 5 percent level. Therefore, it can be concluded that the variables considered for factor analysis form the normal distribution less than 5% admissible error to represent the factors emerged. This implies that the sample size is adequate for data reduction process and creates a conducive situation to ascertain the latent factors responsible for determining the stock market participation among the salaried women.

Table 3: Communalities for stock market participation

SL. No	Factors affecting stock market participation	Initial	Extraction
1.	I consider, age brings maturity on equity investment	1.000	.708
2.	With the increase in my income, I increase my equity investment	1.000	.719
3.	Adequate market information play an important role for women stock market participation	1.000	.719
4.	I think, equity investment involves risk	1.000	.825
5.	I am confident to invest in equities	1.000	.653
6.	I believe, information sharing among the family members plays a vital role in stock market participation	1.000	.742
7.	I consider, rich women participates more than poor and middle class women	1.000	.804
8.	I possess strong cognitive ability to bear the risk	1.000	.609
9.	I need adequate knowledge about equity investments in the stock market	1.000	.466
10.	There is a lack of assessment about risk and return in equity investments	1.000	.761
11.	I am aware of the terms and conditions involved in equity investments	1.000	.710
12.	I am able to understand all the financial information needed to invest on equity	1.000	.723
13.	I consider financial education empowers me	1.000	.805
14.	I trust equity investments	1.000	.855
15.	I trust the 4 financial advice to invest in equities	1.000	.842
16.	I track the record of the company performance, before I invest in equities	1.000	.691
17.	There exist volatility in the price of stocks	1.000	.812
18.	Cost of trading in stock exchange is relatively high	1.000	.761
19.	I believe, strong investor protection brings higher stock market participation rates	1.000	.786
20.	I consider, investors are often cheated due to manipulated share valuations by fraudulent corporate management	1.000	.647

Extraction Method: Principal Component Analysis.

Source: Computed data

From the Table 3 it is found that the twenty variables exhibit the variances from 0.466 to 0.855. This implies that the **range of variations defined "between" 46 percent to 85 percent**, which is statistically significant to go ahead for the meaningful data reduction process. This is adequate for factor segmentation from the variables. This leads to the factor formation as stated in the table below

Table 4: Total Variance Explained for Stock Market participation

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.103	30.516	30.516	4.253	21.266	21.266
2	3.932	19.660	50.176	3.360	16.799	38.065
3	1.847	9.234	59.410	2.484	12.418	50.483
4	1.391	6.953	66.362	2.367	11.834	62.317
5	1.366	6.831	73.193	2.175	10.876	73.193
6	.922	4.611	77.804			
7	.861	4.304	82.108			
8	.693	3.467	85.575			
9	.532	2.660	88.235			
10	.404	2.022	90.257			
11	.369	1.843	92.100			
12	.339	1.697	93.797			
13	.297	1.484	95.281			
14	.241	1.204	96.485			
15	.196	.979	97.465			
16	.147	.737	98.202			
17	.120	.601	98.803			
18	.104	.521	99.324			
19	.075	.376	99.700			
20	.060	.300	100.000			

Extraction Method: Principal Component Analysis.

Source: Computed data

From the Table 4, twenty variables are reduced into five predominant factors. It is found that twenty variables exhibit the **total variance of 73.193 percent**. It is also ascertained that the **five factors individually possess the variances of 21.266 percent, 16.799 percent, 12.418 percent, 11.834 percent and 10.876 percent** respectively. This leads to variable loading of each factor that affects the stock market participation among the salaried women. This leads to factor segmentation through grouping of variables as shown in the rotated component matrix.

Table 5: Factor I –Market Information factor

Variables	Factor Loading
I trust the professional financial advice to invest in equities	.887
There exist volatility in the stock prices	.842
Cost of trading in stock exchange is relatively high	.798
I track the record the company performance, before I invest in equities	.721
I am aware of the terms and conditions involved in equity investments	.713
Adequate market information play an important role for women's stock market participation	.698
I believe, information sharing among the family members plays a vital role in stock market participation	.629

Source: Computed Data

The rotated component matrix in the factor analysis grouped the variables as follows. The factor I consists of seven variables having the towering variance of **21.266%** as shown in Table 5 which represent fluctuating stock prices with high trading cost. The factor I accentuate to embolden adequate market information to salaried women in India to accelerate the stock market participation rates. The factor I has been labelled as "**Market Information factor**".

Table 6: Factor II–Psychological factor

Variables	Factor Loading
I trust equity investments	.901
I consider, age brings maturity on equity investments	.676
I think, equity investment involves risk	.655
I possess strong cognitive ability to bear the risk	.633
I am confident to invest in equities	.576
I need adequate knowledge about equity investments in the stock market	.557

Source: Computed Data

The factor II comprises of six variables possessing the variance of **16.799%** which represents that trust and confidence among the investors who invest in risky equity investment. The factor II deals with the psychological aspect and underscores that strong cognitive ability to bear the risk is essential for female investors to amplify the stock market participation rates among the Indian women workforce. Thus factor II as depicted in Table 6 is tagged as "**Psychological Factor**".

Table 7 : Factor III–Knowledge factor

Variables	Factor Loading
I am able to understand all the financial information needed to invest on equity	.777
I believe, strong investor protection brings higher stock market participation rates	.771
I consider financial education empowers me	.759

Source: Computed Data

The factor III consists of three variables having the variance of **12.418%** which signifies that financial education which empowers the female investors and reinforces adequate requirement of strong investor protection to amplify stock market participation rates. This factor as shown in Table 7 is labelled as '**Knowledge Factor**'.

Table 8: Factor IV–Monetary factor

Variables	Factor Loading
With the increase in my income, I increase my equity investment	.753
I consider, rich women participates more than poor and middle class women	.665

Source: Computed Data

The factor IV deals with two variables showing the variance of 11.834% which signifies that income, wealth of the female investors to facilitate stock market

participation among the female investors. Thus factor IV depicted in Table 8 is tagged as "**Monetary Factor**".

Table 9: Factor V– Risk factor

Variables	Factor Loading
There is a lack of assessment about risk and return in equity investments	.835
I consider, investors are often cheated due to manipulated share valuations by fraudulent corporate management	.783

Source: Computed Data

The factor V comprises of two variables showing the variance of 10.876% which indicates that there exist lack of assessment of risk and return on the equity investments made. Manipulation of share valuation in turn declines the investor's confidence. This factor as shown in Table 9 is labelled as "**Risk Factor**".

Analysis of Variances between Demographic Variables and Stock Market Participation factors

The factor analysis by principal component analysis method derived as many as five factors namely Market Information factor, Knowledge factor, Psychological factor, Risk factor and monetary factor to determine the perception of salaried women towards stock market participation considering equity as an investment avenue. These factors are considered as dependent variables and the demographic profile of the respondents are considered as independent variables. Even salaried women's participation in household investment decision is also deemed as independent variable to determine the influence of stock market participation. The influence of independent variables over the dependent factor is identified through one-way analysis of variances (one-way ANOVA).

Table 10: One way ANOVA between Age group of salaried women and Stock market Participation factors

Stock market Participation factors	Source	Sum of squares	d.f	Mean square	F	Sig. level
Market Information factor	Between groups	14.820	3	4.940	4.989	.002
	Within groups	1186.180	1198	.990		
	Total	1201.000	1201			
Psychological factor	Between groups	8.031	3	2.677	2.688	.045
	Within groups	1192.969	1198	.996		
	Total	1201.000	1201			
Knowledge factor	Between groups	1.159	3	.386	.368	.763
	Within groups	1199.841	1198	1.002		
	Total	1201.000	1201			
Monetary factor	Between groups	5.010	3	1.671	1.673	.171
	Within groups	1195.990	1198	.998		
	Total	1201.000	1201			
Risk factor	Between groups	17.924	3	5.975	6.050	.000
	Within groups	1183.076	1198	.988		
	Total	1201.000	1201			

Source: Computed data

From Table 10, it is observed that difference in respondent's age group determines their perception towards the stock market participation considering equity as an investment avenue. Salaried women belonging to the different age group differ in their perception towards market information factor ($F=4.989$, $p=.002$), psychological factor ($F=2.688$, $p=.045$) and risk factor ($F=6.050$, $p=.000$). Their difference in perception is sharply estimated through group mean comparison.

It is found that salaried women belonging to the age group up to 30 years (mean=2.59929) consider market information factor influences stock market participation rate among others, while respondents belonging to the age group of 41-50 years (mean=2.39150) believe psychological factor plays a vital role among the salaried women to participate in the stock market. Further, salaried women belonging to the age group of 31-40 years (mean=2.48435) perceive stock market participation considering equity as an investment avenue is risky and Risk factor influences equity investment. Knowledge factor and monetary factor is not at all influenced by the age group of the salaried women.

Table 11: One way ANOVA between Martial status of salaried women and Stock market Participation factors

Stock market Participation factors	Source	Sum of squares	d.f	Mean square	F	Sig. level
Market Information factor	Between groups	.008	1	.008	.701	.823
	Within groups	1271.992	1200	.977		
	Total	1201.000	1201			
Psychological factor	Between groups	.429	1	.429	.429	.513
	Within groups	1200.571	1200	1.000		
	Total	1201.000	1201			
Knowledge factor	Between groups	.147	1	.147	.146	.702
	Within groups	1200.853	1200	1.001		
	Total	1201.000	1201			
Monetary factor	Between groups	.055	1	.055	.055	.814
	Within groups	1200.945	1200	1.001		
	Total	1201.000	1201			
Risk factor	Between groups	3.757	1	3.757	3.766	.053
	Within groups	1197.243	1200	.998		
	Total	1201.000	1201			

Source: Computed data

From Table 11, it is observed that difference in respondent's marital status determines their perception towards the stock market participation considering equity as an investment avenue. Salaried women belonging to the different marital status differ in their perception towards Risk factor ($F=3.766$, $p=.053$). Their difference in

perception is sharply estimated through group mean comparison. It is found that married women (mean=2.48435) consider risk factor influences stock market participation. Psychological factor, market information factor, knowledge factor and monetary factor are statistically insignificant at 5 per cent level. Hence, there is no mean-wise comparison indicated in the descriptive mean value and does not influence the marital status of the salaried women.

Table 12: One way ANOVA between Level of higher education of salaried women and Stock market Participation factors

Stock market Participation factors	Source	Sum of squares	d.f	Mean square	F	Sig. level
Market Information factor	Between groups	26.382	3	8.794	8.969	.000
	Within groups	1174.618	1198	.980		
	Total	1201.000	1201			
Psychological factor	Between groups	6.125	3	2.042	2.047	.106
	Within groups	1194.875	1198	.997		
	Total	1201.000	1201			
Knowledge factor	Between groups	22.332	3	2.777	2.787	.057
	Within groups	1178.668	1198	.967		
	Total	1201.000	1201			
Monetary factor	Between groups	9.452	3	3.151	3.168	.024
	Within groups	1191.548	1198	.995		
	Total	1201.000	1201			
Risk factor	Between groups	23.769	3	7.923	8.063	.000
	Within groups	1177.231	1198	.983		
	Total	1201.000	1201			

Source: Computed data

Table 12 reports that there exists diversity among respondents possessing different educational qualification on their perception towards the stock market participation considering equity as an investment avenue. Salaried women possessing different educational qualification differ in their perception towards Market Information factor ($F=8.969$, $p=.000$), knowledge factor ($F=1.787$, $p=.057$), monetary factor ($F=3.168$, $p=.024$) and risk factor ($F=8.063$, $p=.000$). This leads to the mean-wise comparison as indicated in the descriptive mean value. It is found that post graduate women (mean=2.54929) consider market information factor actively persuade stock market participation rate among others, while professionally qualified women respondents (mean=3.64100) consider knowledge factor plays a predominant role among the salaried women to participate in the stock market. Furthermore, salaried women possessing educational qualification of M.Phil / PhD

(mean=2.98250) observe monetary factor influences stock market participation considering equity as an investment avenue. Graduate respondents recognize equity investment involves risk. Ultimately, with regard to graduate women risk factor influences stock market participation among salaried class women. Psychological factor is not at all influenced by the level of higher education of the salaried class women.

Table 13: One way ANOVA between Income of salaried class women and Stock market Participation factors

Stock market Participation factors	Source	Sum of squares	df	Mean square	F	Sig. level
Market Information factor	Between groups	97.523	3	32.508	35.292	.000
	Within groups	1103.477	1198	.921		
	Total	1201.000	1201			
Psychological factor	Between groups	15.539	3	5.180	5.235	.001
	Within groups	1185.461	1198	.990		
	Total	1201.000	1201			
Knowledge factor	Between groups	3.969	3	1.323	1.324	.265
	Within groups	1197.031	1198	.999		
	Total	1201.000	1201			
Monetary factor	Between groups	10.118	3	3.373	3.393	.017
	Within groups	1190.882	1198	.994		
	Total	1201.000	1201			
Risk factor	Between groups	19.591	3	6.503	6.622	.000
	Within groups	1181.409	1198	.986		
	Total	1201.000	1201			

Source: Computed data

Table 13 portrays that there exists difference in the perception of salaried women under falling different income category towards the stock market participation considering equity as an investment avenue. Respondents differ in their perception towards Market information factor ($F=35.292$, $p=.000$), psychological factor ($F=5.235$, $p=.001$), monetary factor ($F=3.393$, $p=.017$) and risk factor ($F=6.622$, $p=.000$). This leads to the mean-wise comparison as indicated in the descriptive mean value. It is found that women falling in the income category of Rs. 40001- 60000 (mean=2.5927) believe market information factor dynamically influence stock market participation among others, while respondents earning income between Rs.20001-Rs.40000 (mean=2.3915) believe psychological factor greatly influence the stock market participation. Additionally, respondents falling under the income category of Rs. 20001- Rs. 40000 (mean=2.4843) consider monetary factor influences stock market participation considering equity as an investment avenue. Respondents whose monthly income falling under the category of below Rs. 20000 perceives equity investments are risky in nature.

Finally, risk factor influences stock market participation among salaried women. Knowledge factor is not at all influenced by the level of higher education of the salaried class women.

Table 14: One way ANOVA between Participation in household investment decision by salaried class women and Stock market Participation factors

Stock market Participation factors	Source	Sum of squares	df	Mean square	F	Sig. level
Market Information factor	Between groups	150.460	4	37.615	42.859	.000
	Within groups	1050.540	1197	.878		
	Total	1201.000	1201			
Psychological factor	Between groups	8.628	4	2.157	2.165	.051
	Within groups	1192.372	1197	.996		
	Total	1201.000	1201			
Knowledge factor	Between groups	9.089	4	2.272	2.282	.059
	Within groups	1191.911	1197	.996		
	Total	1201.000	1201			
Monetary factor	Between groups	11.017	4	2.754	2.771	.026
	Within groups	1189.983	1197	.994		
	Total	1201.000	1201			
Risk factor	Between groups	19.469	4	4.867	4.931	.001
	Within groups	1181.531	1197	.987		
	Total	1201.000	1201			

Source: Computed data

Table 14 portrays that there exists difference in the salaried women's participation in household investment decision with regard to stock market participation considering equity as an investment avenue. Respondents differ in their perception towards market information factor ($F=42.859$, $p=.000$), psychological factor ($F=2.165$, $p=.051$), knowledge factor ($F=2.282$, $p=.059$), monetary factor ($F=2.771$, $p=.026$) and risk factor ($F=4.931$, $p=.001$) which are statistically significant at 5% level. This leads to the mean-wise comparison as indicated in the descriptive mean value. It is found that salaried women who very frequently participate in household investment decision (mean=2.5992) consider market information factor dynamically influence stock market participation. Additionally, salaried women who always participate in household investment decision (mean=2.0194) consider psychological factor influences stock market participation. Respondents who very rarely participate in household investment decision (mean=2.4352) consider monetary factor influences stock market participation considering equity as an investment avenue. Salaried women who never participate in household investment decision (mean=2.4843) consider risk factor influences stock market participation. Finally,

respondents who frequently participate in household investment decision (mean=1.2739) consider knowledge factor influences stock market participation considering equity as an investment avenue.

Conclusion

Retail investors are considered as the backbone of the equity market. There is a greater urgency to refurbish retail investor's confidence. There is indeed a need for an effective barometer to measure retail investor's psychology. There is zilch superior way of empowering the investor than taming their financial literacy. Government and media must play an effective role in promoting the equity culture. Effective participation in the investor education programmes boost the investor's confidence which enables them to get best insights of various equity oriented securities. While the market rudiments reinforced as the year progressed, dedicated policy measures encircling all speciality of market activity further vitalized the regulatory infrastructure and reposed the investor confidence.

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A Comprehensive Study on Working Conditions and Health Hazards of Brick Kiln Workers in Coimbatore District, Tamil Nadu

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DOI: 10.23874/amber/2023/v14/i2/224293

ABSTRACT

The brick manufacturing sector is an unorganised industry and it is highly dependent on labour power. Brick is an essential building material for a developing country, particularly India. Millions of people are employed in this industry. Many migrant labourers, including men and women, as well as children, are employed by the brick industry and work in the kiln on a temporary basis for minimal pay. It is well known that brick kiln employees have poor health and limited access to medical treatment. They are impoverished, exploited, also deprived, and do not have status at their work place. They frequently express dissatisfaction towards their working environments. The study focused on working conditions and problems of workers engaged in Brick manufacturing units. Furthermore, workers do not receive proper treatment due to the unaffordability and distance to healthcare facilities.

Keywords: Brick Kiln Workers, Health Hazards, Working Conditions

INTRODUCTION

The Indian brick manufacturing industry is an unorganised sector that employs a large number of migrant women workers (Bijetri and Sen 2014). Women have become an essential part of the manpower resources in these unorganised sectors, but the female workers here suffer in silence. Employees in the brick business are a group that come from low-income backgrounds. As the ladies are living in temporary housing due to the concerns with the brick workers, there are no amenities for them to keep

secure and safe. The poorest and most vulnerable people in rural life are brick kiln workers. (Rajanna 2020). Although some mechanisation was introduced in developed countries, conditions in India have not improved and human drudgery still prevails (Bijetri and Sen 2014). According to studies from developing countries such as India, these workers suffer from a variety of health problems as a result of handling heavy loads without adequate rest breaks. Based on several studies, it has been found that women tend to experience a higher incidence of musculoskeletal disorders (MSDs) related to work compared to men. These types of MSDs, which often result in pain and reduced physical function, can cause significant discomfort and disability (Bijetri and Sen 2014).

REVIEW OF LITERATURE

According to Pawar (2022), India is the world's second-largest brick manufacturer after China. According to estimates, India produces about 14,000 crores of bricks annually, mostly using antiquated manual conventional procedures. The study on brick kiln employees was carried out in the Maharashtra district of Ahmednagar, and it was found that workers frequently struggle with malnutrition, addiction, and lack of education due to their poor wage levels. The overall situation of brick kiln employees may be improved through the provision of technical help, the enhancement of infrastructural facilities, and an increase in income levels.

Rajanna (2020) identified that it is well known that brick workers have poor health and limited access to healthcare. Bricklayers typically have morbidities as a

result of their indecent jobs and unsanitary living conditions. The study also examined the nature of the task, the working environment, health risks, and a number of brick workers' issues.

Thirupathi and Anthonisamy (2015) examined the health issues brick kiln employees encountered. For the study, convenience sampling was employed. The data were analysed using statistical methods such the T-test, One Way ANOVA, and Factor Analysis. The study's key conclusion was that there is no discernible relationship between the demographic characteristics and health problems, the Salem District brick kiln employees who are additionally influenced by age, gender, educational attainment, occupation, and income.

STATEMENT OF THE RESEARCH PROBLEM

The working conditions and issues faced by brick kiln employees are examined in this research. Many studies have been conducted on socio economic situations, child labour in brick kiln industries, and brick industry environmental contamination. Yet, not much work has been done on the circumstances at work and the issues of brick kiln employees in the Coimbatore District confront. In this context, the current work fills a research gap and becomes more significant.

MAIN OBJECTIVES OF THE STUDY

The main objectives of this study are:

- i. To evaluate working condition of Coimbatore district brick kiln workers.
- ii. To identify the issues faced by the Coimbatore district brick kiln workers.

RESEARCH METHODOLOGY

Coimbatore district is selected for the study area, since more than 50,000 workers are employed in brick kiln manufacturing industries from various districts. Out of 33 town Panchayats in Coimbatore District, 16 town Panchayats were selected for the study. With the help of Convenience sampling method the study collected the 150 samples through well-structured interview schedule. The analysis was done by using statistical tools such as Logistic regression Model, Garrett Ranking Technique and Percentage.

RESULTS AND DISCUSSION

Socio-demographic Conditions of Workers in Brick Industry

To analyse the socio-demographic conditions of workers in brick industry different parameters are considered for the study. The parameters like Age, Gender, Marital status, Educational Qualification and Monthly income of the respondents are considered.

Table 1: Socio-Demographic Conditions of Workers in Brick Industry

Variables	Particulars	Frequency	Percentage (%)
Age	20 years to 30 years	26	17
	31 years to 40 years	33	22
	41 years to 50 years	59	39
	Above 50 years	32	21
	Total	150	100
Gender	Male	89	59
	Female	61	41
	Total	150	100
Marital Status	Married	99	66
	Unmarried	26	17
	Widow	25	17
	Total	150	100
Educational Qualification	Illiterate	103	69
	Primary	22	15
	Secondary	16	11
	Higher Secondary	9	6
	Total	150	100
Monthly Income	Less than Rs. 10,000	75	50
	Rs. 10,000 to Rs.15,000	45	30
	Rs. 15,001 to Rs.20,000	20	13
	Above Rs.20,000	10	7
	Total	150	100

The study found that majority (39%) of the brick kiln workers belonged to 40-50 years of age group. Out of 150 respondents 89 (59%) males and 61 (41%) females. It was evident from the study, majority (66%) of the respondents were married. While analysing education qualification, highest (69%) percentage of them were illiterate, limited respondents only attained higher secondary level. With regards to monthly income of the respondents, about 50 per cent of them were getting less than 10,000 rupees and only seven per cent of them were getting above 20,000 rupees.

Working Conditions of Brick Kiln Workers

The manufacture of bricks is a part of the building sector, which is classed as risky and hazardous by the International Labour Organization (ILO). In India, the unorganised brick kiln sector employs at least 10 million people in unhygienic circumstances. Workers at brick kilns usually face a lack of social protection, basic health and welfare services, and unpleasant and hazardous working circumstances (Bajracharya et al 2022).

Table 2: Working Conditions of Brick Kiln Workers

Variables	Particulars	Frequency	Percentage (%)
Type of Work	Mud Cutter	18	12
	Brick Maker	25	17
	Fire man	12	8
	Mud and Brick Carrier	22	15
	Moulding Bricks	23	15
	Arranging Bricks to Dry	35	23
	Loading Bricks	15	10
	Total	150	100
Working Hours	7-8 Hours	88	59
	9-10 Hours	50	33
	Above 10 Hours	12	8
	Total	150	100
Working Experience	Below 1 year	16	11
	1-3 years	24	16
	4-6 years	52	35
	7-9 years	44	29
	Above 9 years	14	9
	Total	150	100
Satisfaction level towards working conditions	Yes	23	15
	No	127	85
	Total	150	100

The study revealed that, out of 150 respondents, highest (23%) per cent of the respondents engaged as arranging bricks for drying. About 17 per cent of them work as a brick makers, followed by 15 per cent of them work as a Mud & Brick carrier and Moulding Bricks respectively. 12 percent of the respondents work as mud cutter, likewise 10 percent of them load bricks, remaining eight per cent of the respondents work as fire man. The study also analyses that number of hours spent on work in the brick industry. Majority (59%) of the respondents

spent 7-8 hours per day. Highest (35%) percentage of the respondents having 3-6 years of work experience in the field of brick industry. With respect to working conditions majority (85%) of the respondents have dissatisfaction towards their working environments and least (15%) per cent of them only expressed their satisfaction.

Logistic Regression Model

Logistic Regression model has been adopted to analyse the factors influencing the satisfaction level of working conditions of Brick Kiln workers. It is a suitable technique for analysing dichotomous nature of working conditions. i.e. Satisfied with the working condition and Not satisfied with the working condition. In this study, the dependent variable is whether the Brick kiln workers are satisfied with the working condition can be given a value (1) and the Brick Kiln workers those who are not satisfied with the working condition can be give a value (0). The selected independent variables are (i) Organisational structure, (ii) communication and Leadership, (iii) Rewards and recognition, (iv) workload and Timing, (v) Employee growth & Development, (vi) Employee family financial support. (vii) Social security measures and (viii) safety measures at workplace.

Using the above mentioned eight independent variables, the Logistic Regression model is used in this study. It is specified as follows:

Table 5: Results of Logistic Regression Model

				Wald	d.f	Sig.	Exp(B)
Step 1 ^a	Organisational structure*	5.463	4.746	1.009	1	0.002	81.115
	communication and Leadership*	3.261	2.746	1.099	1	0.001	78.239
	Rewards and recognition	-0.234	0.991	0.022	1	0.776	0.999
	Workload and Timing	-0.147	0.021	0.671	1	0.555	0.997
	Employee growth & Development	-0.456	0.756	0.394	1	0.601	0.699
	Employee family financial support*	2.134	2.729	1.001	1	0.005	66.111
	Social security measures	3.261	2.988	1.007	1	0.006	79.226
	safety measures*	4.300	3.700	1.000	1	0.008	55.199

Computed from Primary Data

Note: * found significant with the dependent

At a 5 percent level of significance, the organizational structure was found to be statistically significant with a positive sign. About 81.11 percent of respondents indicated that improving the organizational structure, such as hierarchy, friendliness, and delegation of authority, could positively impact their working conditions.

The analysis of communication and leadership also showed statistically significant results with an unexpected positive sign. The odds ratio indicates that 1 percent increase in these factors can lead to a 78.24 percent increase in the chance of improving the quality of the workplace.

In addition, employee family financial support was found to be statistically significant at a 5 percent level of chi-square value with an unexpected positive sign. The odds ratio suggests that respondents who receive good financial support from their employers have a higher likelihood of improved working conditions.

Furthermore, the study emphasizes the importance of social security and safety measures for every worker. The results were statistically significant at a 5 percent level of chi-square value with an expected positive sign. The odds ratio indicates that respondents who receive employee family financial support are more likely to experience an improvement in the level of their workplace.

Problems faced by the Brick Kiln Workers

Most of the working-class people belong to the unorganised sector and they are facing problems like deprived working conditions, inflexible timing, wage differences & unprotected working environment. Workers belongs to brick industry are subjected to harsh working conditions which leads to occupational health hazards. Brick kiln workers are facing so many problems like wage discrimination, low wages, in security of jobs, flying dusts, lack of safety measures, risky and hot working environments, lack of sanitation facility and occupational health hazards.

The problems encountered by brick kiln workers were estimated using the Garrett ranking technique. Respondents assigned a numerical value to each factor, which was then converted to a rank using a formula. The objective was to identify the most important factor that impacts the workers' problems, and the Garrett ranking technique was employed for this purpose. Respondents were asked to rank all factors, and the resulting ranks were transformed into a score using the following formula:

$$\text{"Percent position"} = (100 (R_{ij} - 0.5)) / N_j$$

Where,

" R_{ij} = Rank given for the i th variable by j th respondents".

" N_j = Number of variable ranked by j th respondents".

Table 6: Problems Faced by Brick Kiln Workers

Sl. No	Problems	Rank
1	Low wages	6
2	Wage Discrimination	7
3	Insecurity of Jobs	8
4	Flying dusts	3
5	Lack of safety measures	5
6	Risky and hot working environments	1
7	Lack of sanitary facility	2
8	Occupational health hazards	4

Most of the respondents' complained regarding risky and hot working environments so it was ranked as first. Followed by lack of sanitary facility ranked as second, the next problem faced by them was flying dusts so it was ranked as third, due to dust problem respondents affected by occupational health hazards like shortness of breath with wheezing, asthma, ear and eye problem, so it was ranked as fourth. Safety measures are mandatory for brick kiln workers so this problem ranked as sixth. Wage discrimination is one of the problems faced by the respondents it was ranked as seventh, then lack of job security ranked as eighth.

CONCLUSION

The brick kiln industry is an unorganised sector that is primarily concentrated in rural and semi-urban areas. Indian brick kilns are one of the world's largest industries. The study identified working conditions and major problems faced by brick kiln workers in Coimbatore. The working conditions of brick manufacturing units are very pathetic; the results revealed that respondents expressed their dissatisfaction towards their working conditions. Brick Kiln workers were facing various health problems like

headaches, muscular disorders, respiratory disease like cold & Wheezing, Diarrhea, eye & Skin irritation. Brick kiln labourers are compelled to engage in manual labour for brief intervals, which often lead to significant or minor mishaps. Consequently, they suffer from various physical and mental injuries that adversely impact their health. Furthermore, the absence of proper facilities, such as access to clean drinking water, nutritious food, hygienic restrooms, and a secure work environment, exacerbates their situation. Therefore, it is imperative for the government to implement precautionary measures to improve the working conditions and minimize health hazards, ultimately improving the overall well-being of brick kiln workers.

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A Study on Customer satisfaction towards Gold loan with special reference to Muthoot Fincorp Private Limited

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DOI: 10.23874/amber/2023/v14/i2/224294

ABSTRACT

The research aims to study on customer satisfaction towards gold loan using demographic factors like age and marital status of the borrowers. In India, people are showing interest to buy gold for different purpose; especially it helps for loan purpose. Gold loan is a secured loan by depositing gold in a financial institution as collateral security. Researchers collected data from Muthoot Fincorp customers. The study used One-way ANOVA & T-test for analyzing the data. The findings showed that marital status has no significant impact on whether or not a person applies for a gold loan at Muthoot Fincorp. From the study, it is observed that between gender and service offered by Muthoot fincorp doesn't have significance with respect to their satisfaction level.

Keywords: Customer Satisfaction, Gold Loan, Non-Banking Financial Company

INTRODUCTION

India is said to be magnificent and rich in culture because it is home to many people of diverse religions and numerous languages. It is a unique nation that simulates a variety of societies. Blazy, R., & Weill, L. (2013) Indian culture is the legacy of social norms, moral qualities, celebrations, antiques, old and advanced technologies that are related with the solidarity in variety. Malarvizhi, P. V., & Angel, A. (2011) India's religions, dialects, customs, traditions, dance, and food vary from one place to another place. Gold is viewed as a status of image, indication of wealth, flourishing and influence. Particularly in India,

gold addresses riches and flourishing. Gold structures a significant piece of marriage capabilities. Cwynar, A et., al (2016) study states that the decorative worth of gold makes it considerably more valuable. Gold jewels have long been given as gifts during weddings, baby showers, and other celebrations of marriage in India. Gold is regarded as a form of speculation and a reserve fund that could come in handy for a family in the event of a severe financial disaster.

FOOTPRINT OF INDIAN GOLD LOAN

The southern region of the country is where gold loans first appeared. Money lenders have historically lent peasants' money for their gold for important functions like weddings. The borrowers were almost always known to the lenders, gold was accepted as collateral. It was a simpler approach for an individual to obtain loans quickly (V Ananthakrishnan, 2010).

In southern states, almost all private banks offered loans with gold jewellery as collateral because

- 1) These banks were not yet extensively dispersed; it was easy for them to reach public.
- 2) Other advancements called for assessment methods, which small banks lacked.
- 3) There were huge profit margins.
- 4) There was enough security (margins of up to 50%).

These loans were the main source of growth for these banks' loan books and ticket sizes. In those days, banks have a good name with an expansion in client base,

improved earnings, and rapid development. Their customer service was first-rate. When interest rates and gold market prices began to rise, concerns began to emerge.

There were no interest-leverage activities back then, and these loans were regarded as short-term borrowings. The strong rooms of different banks were where the ornaments were kept. Many of the depositors lost their money when the financing companies - known as "Blade companies" - that were also accepting deposits and managing chit funds in Kerala and Tamil Nadu broke in the early 1980s. Few banks provided some discipline to the entire gold lending process and created some standards. Santhimol, M. C., & Joseph, J. (2019) study states that these organisations started to have problems as a result of the unsuitable management strategy they were using at the time. At the time, some companies use this as an opportunity to buy the gold that had been pledged by holding an auction and selling it for a more affordable price.

REVIEW OF LITERATURE

Manu, M., & Thattil, G. S (2018) have reported that microfinance is a tool for people's socioeconomic growth. It supports women in starting or participating in self-employment projects, enabling them to produce money, accumulate wealth, and escape poverty. But for most women, especially those from rural regions, the biggest issue is access to finance. Of course, the government and RBI actively advice and support the banking industry in India as it works to increase financial inclusion. Nishad Nawan and Sudindra (2013) study examined the different types of gold investments, factors should know about, investment skill and advantage & disadvantage of gold investment. The review presumes that numerous financial backers lean toward jewellery, gold coins than Trade exchanged reserves. Santhimol, M. C., & Joseph, J. (2019) study states that Non-Banking Financial Company (NBFC), according to the author, is a firm registered under the

Companies Act of 1956 that specialises in loans and advances. More than 200 small and major NBFCs exist in India. The number of NBFCs making loans with gold as collateral is increasing. These NBFCs lend consumers money at interest rates that are just a little lower than those of traditional banks while keeping the jewellery or gold coins they own as collateral. Arunasree, B (2021) study to determine the rationale for taking out a gold loan using primary data that was gathered through questionnaires in Andhra Pradesh's backwards area. Currently, public, private, and cooperative banks offer gold loans. The current study is based on the purpose of gold loans, and it was conducted in Andhra Pradesh's economically depressed Vizianagaram district. 400 samples were collected throughout the district for this study, which also used various demographic factors like gender, age, income level, and occupation. Baur, D. G., Gopalakrishnan, B., & Mohapatra, S. (2022) study investigates if this role is also represented in the relationship between stock prices and gold prices, i.e., do stock prices change in response to changes in gold prices, and if so, which industries and companies move in response more than others? The majority of Indian stocks do not respond to changes in the price of gold, with the exception of those that are connected to consumer sentiment, such as retail stocks and retail finance companies, according to the empirical examination of 125 sectors and 500 stocks. Shetty, M. V., & Sujatha, K. S (2022) study had done among top five private bank gold loan providers namely HDFC, ICICI, Axis, Kotak Mahindra, and Yes Bank. The results show that private banks help their customers by understanding their attitudes toward gold loans, or their perceptions of the services provided by banks. Singavarapu, A. (2014) Gold is a priceless golden metal that humanity has had a long and incredibly intimate relationship with. Gold is viewed as a symbol of cleanliness and good fortune. Utilization interest and speculative interest are the two main factors driving gold interest Malarvizhi, P. V., & Angel, A. (2011).

OBJECTIVES OF THE STUDY

The objectives of this study are:

- To study the satisfaction level and to find which region customers opt for gold loan.
- To study the various schemes launched by the organization and their responses from the customers, which directly helps to know the preferences of the customer.
- To find out the gap between presumed rate of satisfaction and actual rate of satisfaction which is experienced by the customers in particular region.

RESEARCH METHODOLOGY

PRIMARY DATA

Primary data will be collected from the customers of Muthoot Fincorp Ltd. by designing questionnaires through Google forms.

SECONDARY DATA

The secondary data is taken from magazines, company's, website and research papers.

SAMPLE SIZE - 75

TOOLS OF DATA COLLECTIONS

Google form is used as a tool for the collection of the data.

DATA ANALYSIS

The data were analysed using statistical tools One-way Anova & percentage analysis for this study. Five points scale was used for the responses.

Research Questions: 1

How do you rate gold loan process with muthoot fincorp on the scale of 1-5 (Where 5 is the best and 1 is worst)

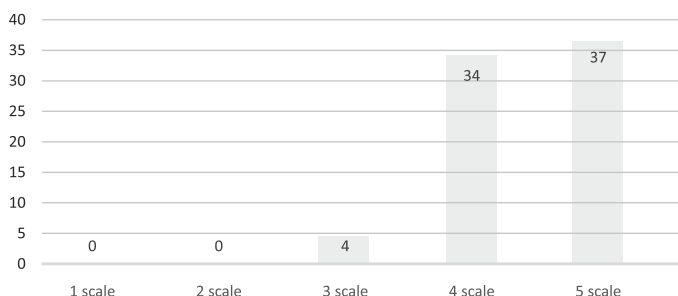


Figure 1: Rating of gold loan process with Muthoot fincorp

Interpretation – Out of 75 responses 37 people given the rating of 5 out of 5, 34 people has given the rating of 4 out of 5, few i.e., 4 people has given the rating of 3 out of 5, for the overall rating for the gold loan process of Muthoot fincorp.

Research Question: 2

How much do you like the feature of gold loan emi calculator available on official website

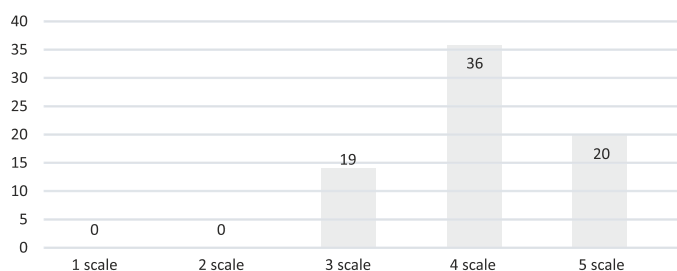


Figure 2: Rating of features like gold loan EMI calculator in official website

Interpretation – Out of 75 responses 20 people given the rating of 5 out of 5, 36 people has given the rating of 4 out of 5, & 4 people has given the rating of 3 out of 5, for the gold loan EMI calculator which is available on the official website of the company.

Research Questions: 3

How do you rate the online loan payment facility by muthoot fincorp on the scale of 1 to 5

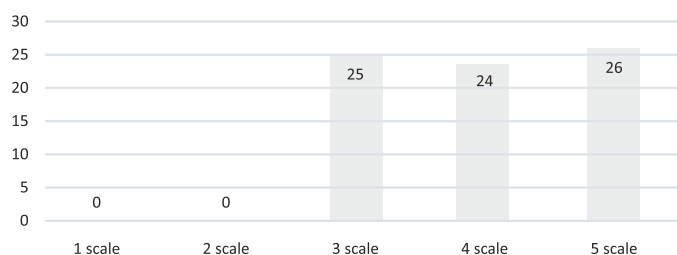


Figure 3: Rating of Online loan payment facility in Muthoot Fincorp

Interpretation - Out of 75 responses 26 people given the rating of 5 out of 5, 24 people has given the rating of 4 out of 5, & 25 people has given the rating of 3 out of 5, for the online loan payment facility by Muthoot fincorp.

Research Question: 4

How do you rate the loan amount sanctioned at Muthoot fincorp when compared with other gold loan companies.

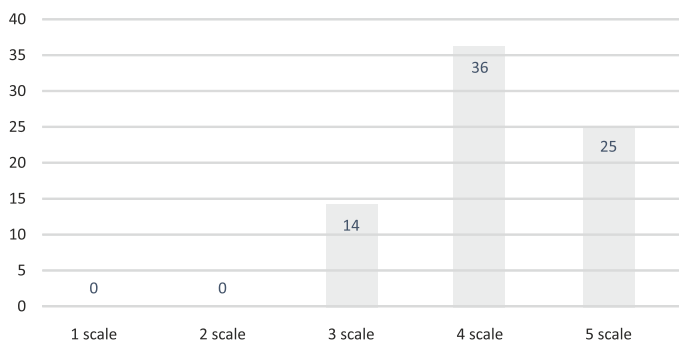


Figure 4: Rating of loan amount sanctioned at Muthoot fincorp

Interpretation - Out of 75 responses 25 people given the rating of 5 out of 5, 36 people has given the rating of 4 out of 5, & 14 people has given the rating of 3 out of 5, for the loan amount sanctioned at Muthoot fincorp when compared with other gold loan companies.

Research Question: 5

How do you rate Muthoot fincorp for its overall gold loan related services?

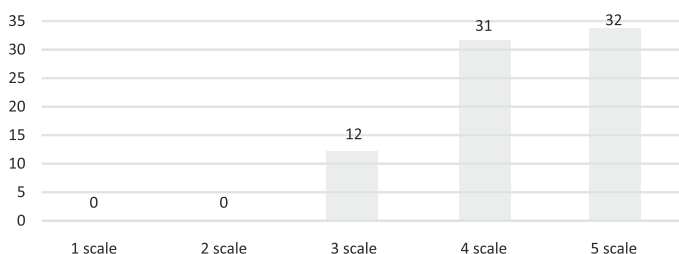


Figure 5: Rating of gold loan related services in Muthoot Fincorp

Interpretation - Out of 75 responses 32 people given the rating of 5 out of 5, 31 people has given the rating of 4 out of 5, & 12 people has given the rating of 3 out of 5, for the overall gold loan related services provided by the Muthoot fincorp.

HYPOTHESIS

Marital Status with the Purpose of taking Gold Loan at Muthoot Fincorp

H0 - There is no significant impact of marital status with the purpose of taking gold loan at Muthoot fincorp.

H1 - There is a significant impact of marital status with the purpose of taking gold loan at Muthoot fincorp.

Anova: Single Factor

Table:1

SUMMARY

Groups	Count	Sum	Average	Variance
Column 1	2	12	6	8
Column 2	2	14	7	8
Column 3	2	24	12	18
Column 4	2	25	12.5	40.5

Table: 2 ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	67.375	3	22.458	1.205	0.414	6.591
Within Groups	74.5	4	18.625			
Total	141.875	7				

Interpretation - The null hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected since the P-value we obtained using ANOVA is 0.414, which is higher than the significance value of 0.05. Therefore, the marital status has no significant effect on the decision to apply for a gold loan at Muthoot Fincorp.

LEVEL OF SATISFACTION WITH RESPECT TO THE GENDER

H0 – There is no significant difference in the level of satisfaction with respect to the gender & over all services offered by the Muthoot fincorp.

H1 - There is a significant difference in the level of satisfaction with respect to the gender & over all services offered by the Muthoot fincorp.

Table : 3 - T-Test: Paired Two sample for means

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	9.66	15.33
Variance	46.33	25.33
Observations	3	3
Pearson Correlation	0.80	
Hypothesized Mean Difference	0	
df	2	
t Stat	-2.42	
P(T<=t) one-tail	0.06	
t Critical one-tail	2.91	
P(T<=t) two-tail	0.13	
t Critical two-tail	4.30	

Interpretation – The P-value (two tail) we got using t-test is 0.1358 is higher the significance value that is 0.05, therefore null hypothesis (H0) is accepted. As a result, there are no significant differences in the degree of satisfaction with respect to gender & the overall services provided by Muthoot Fincorp.

DISCUSSION

From the study, we can find that whenever a person needs emergency money then he will first think of gold loan rather than any other loans. The reason behind taking gold loan is for family requirement or for educational requirement or for medical requirements. The documentation process required for the gold loan purpose from the Muthoot fincorp is very less and the loan process is very easy, and it requires very less time to get a gold loan from Muthoot fincorp. Most of the people are not that satisfied with the online payment

interface of Muthoot fincorp, the company needs to improve them in the online payment system. We can make a note that the loan closure system at Muthoot fincorp is fast as one can easily pre-close loan by making necessary payments. When it comes to interest-rate Muthoot Fincorp is one of the top players in the field of gold loan segment, which can be easily observed from this study. When it comes to non-banking financial companies, the Muthoot Fincorp plays a vital role in the market, even though there are many popular players in the industry. Customers strongly believe in Muthoot fincorp for its excellent services.

Even though the Muthoot Fincorp is not listed in stock market they raise the capital from the general public in the form of NCDs (Non-Convertible Debentures). The interest rate offered by the Muthoot fincorp on their loan is low, when compared with other players in the industry. The Muthoot fincorp will also provide a lot of other services like insurance, vehicle loan, gold ornaments selling, and business loan for MSME sector etc.

CONCLUSION

The Muthoot Fincorp must focus on its advertisement strategy, there is no doubt the company is making good promotions in the form of campaign, door to door surveys in the offline mode i.e., in the local markets, but the company needs to promote itself in the online platform also, if the company needs to attract more customers it has to increase its online promotions in the form of YouTube ads, local TV ads etc. Thus, it may be said that one of India's fastest-growing business is gold loans. George, J., & Kurian, (2014) study states that Gold Loan NBFCs serve the need of the poor and middle class to keep up their economic life, as they otherwise are not eligible to get credit from the banks. The tendency for using NBFCs to obtain gold loans is growing as of late because they offer a sufficient sum for the gold jewellery pledged and even quicker disbursement times. As a result, the borrowers pay their bills in an emergency. The

Muthoot Fincorp is one of the top players in the gold loan segment of the market; as a result, the company has enormous potential to rise to new heights. The majority of customers who choose gold loans at the Muthoot Fincorp, are between the ages of 22 and 35; this indicates that many members of the younger generation are choosing loans; if the company can meet the needs of this demographic, it will benefit the business. One of the best things about the Muthoot fincorp is that its customer service is the best, the company offers the best customer services when compared with the other gold loan providers in the market, because of its services the customer satisfaction level increases.

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Employee Retention in IT/ITeS Companies: The Impact of Employer Branding

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DOI: 10.23874/amber/2023/v14/i2/224295

Abstract

Talent retention is the primary differentiator in human capital management and is prioritized by many organizations. Today, even the biggest IT organizations struggle to compete in the worldwide markets for talent retention. In the current cutthroat corporate climate, retention of people, intellectual capital, and talent is crucial to an organization's strategic success and continued existence, businesses are looking for efficient ways to raise the organizational retention rate. Having exceptionally talented workers is crucial since they have a favorable impact on raising organizational productivity. As a result, businesses are looking for efficient ways to raise the organizational retention rate. Thus, the understanding or values of the employee gives to the employer is quite important and organizations are also focusing on enhancing the new hire experience. Hence the analysis of the dimensions of employer branding in terms of employee retention is quite significant.

Keywords: *Employer Branding, Employee Retention, Information Technology Enabled Services Companies.*

Introduction

Employers now need to find creative, fresh approaches to draw in and keep top people as the talent war picks up steam. In response to increased turnover rates, IT companies are stepping up their efforts to keep young, tech-savvy workers and other top talent from leaving their existing company. Software service providers aim to stop the exodus of talent by offering an all-encompassing employee value proposition that includes chances for learning, reskilling, and career advancement along with bonuses, promotions, and raises for top performers.

Some IT services organizations are beginning to encounter new hurdles as they diligently train their staff in digital capabilities. Because of the imbalance—more personnel with training than digital projects—newly skilled workers are searching for other employment. These businesses must keep their talent in order to recover the millions of rupees they invest in their reskilling.

The HR department is crucial to keeping employees on board. HR is supposed to get in right away if an employee quits from their existing position in order to ascertain the cause behind their resignation. Nobody ever quits from a company without a good reason. The human resources team needs to look into it since there must be one. A worker may leave his current position for a plethora of reasons. The main ones are disagreements with superiors, lower pay, stagnant advancement, unfavorable atmosphere, etc.

Employer branding has become a more strategic tool in the fight against this in recent years, with many big businesses making substantial investments in it. Employers are increasingly using employer branding as a strategic tool to improve employee satisfaction and position their company as an employer of choice. Employer branding describes the strategies a company employs to make itself the greatest place to work by inspiring, motivating, and retaining staff members through internal initiatives. Delivering a sustained competitive advantage through their human capital rather than through standard company methods and procedures is the intended outcome of these initiatives. It is essential for an employer brand to reflect the values of its workforce in order for it to succeed. If it were possible, this could also be used as a weapon in the company to keep its employees. The regular workflow of a company has been disrupted by the rise in attrition rates. There are two sorts of turnover: the first is internal to the company, where workers move from one project or role within an organization to another. For the most part, this is a good move and a competent employee staying with a company. This typically occurs in accordance with the company's policies and structured HR procedures. The second scenario could involve employees quitting the company to work for rival companies or similar ones.

The second scenario, on the other hand, might involve employees who depart the company to work for rival companies or similar ones. Losses include poorer overall performance, trouble handling daily responsibilities, higher expenses, firing and paying the former employee, hiring a new one, training expenses for the new hire, a shortage of experienced staff, impeding employee development, and even harming the organization's reputation as a result of a steady stream of departing employees. This damages the organization's brand or adds to its unfavorable perception. To keep their talent, companies use a variety of retention strategies. Therefore, it is imperative that the organization keep the staff, which in the current situation could be viewed as the human capital.

Literature Review

Tanwar and Prasad (2017) distinguished five dimensions of the employer brand. First of all, it's a healthy work environment: the company values a welcoming, cooperative, and safe work environment. The second is training and development, which is giving staff members opportunities to hone their abilities and expand their skill sets. Thirdly, work-life balance refers to establishing and maintaining an environment at work that enables juggling personal and professional aspirations. Fourth, it is ethics and corporate social responsibility, which refers to a company's pledge to uphold strict moral principles and fulfill its social duty to the community. The fifth factor is pay and benefits: a sufficient pay structure and extra benefit packages that are accessible to staff members.

Sivertzen (2013) investigates the role that social media plays in enhancing the reputational value that the company generates from its other internal employer branding components and the employee value proposition, both of which contribute to the company's increased reputational value. This will therefore serve as a glue for potential employees, making the company more appealing and increasing their intention to apply.

Life at Work The quality of balance establishes whether an employee can work in harmony with all of their identities by maintaining a healthy balance between their personal and professional lives. Workers ought to be viewed as more than just workers. It is crucial to remember that they are individuals outside of the workplace.

Sullivan (2004) defines employer branding as "a targeted, long-term strategy for managing employee, potential employee, and related stakeholder perceptions and perceptions of a particular company."

As a result of successful employer branding, your organization said to be a great place to work as an organization with a growing reputation and recognition, strong cohesiveness among its employees, and a high number of applicants. This shows that employer branding is important when retaining current

employees and attracting new ones. Employer brands are therefore strategically developed by managers and are consistent with well-considered behaviours and values. The more desirable an organization is to potential employees, the stronger its employer brand. Therefore, the analysis of employee attitude towards the employer also has an impact on the employee retention rate within the company.

After attracting and hiring employees, it is imperative that companies instill the values in their employees and assess the relative importance of the values that their employees convey.

Therefore, aspects of employer brand are evaluated and the impact of employer brand

Moroko (2009) defines the employer branding process is multidisciplinary in nature and incorporates ideas from other fields such as management, branding, organizational behavior, and human resources. The authors of the paper "Positioning Southwest Airlines through Employee Branding," Miles, Sandra, and Mangold, proposed that formal sources like employee branding

policies, practices, and training and development programs that demonstrate the organization's commitment to and regard for its workers. Informal channels, like messages and values disseminated by managers and coworkers, are also helpful in promoting the brand.

Sanchez and Brock (1996) identified that the employee commitment and job satisfaction are correlated with salary. An employee's degree of satisfaction increases with salary. Ambler and Barrow (1996) discovered that employer branding offers similar developmental, financial, and psychological advantages to product bands. According to Berthon, Ewing, and Hah's (2005) definition, economic value refers to the advantages that employers offer their staff, both material and intangible.

Main objectives of the study

The main objectives of this study are:

- i. To investigate whether there is a statistically significant difference between retention and the demographic factor (**Age**).
- ii. To investigate if Employer Branding dimensions have an effect on Employee Retention.

Research Methodology

Various factors influencing retention are studied and analyzed throughout the study, as is their relationship with employee retention in the company. The study gathers opinions from Bengaluru based IT \ ITeS company employees to identify their responses on the ways in which employer branding strategies are favored by current employees, in order to prevent layoffs from companies and increase retention, which is quite common in the IT industry. The respondent in this study is a company employee, and the data is collected using a structured questionnaire, which is distributed to the employees via a Google form.

Analytical and descriptive research designs were employed. The demographic factor Age has been considered for this study. There are two types of variables used in this study: independent and dependent variables. Employer branding served as the study's independent variable, and retention served as its dependent variable. The internal employer branding is the study's independent variable, and the following sub variables are also included: Economic Value (EV), Social Value (SV), Work Life Balance Value (WLV), Developmental Value (DV), and Reputational Value (RV).

The questionnaire was divided into three sections: the employee demographic, employer branding factors, and employee retention variables. There are a total of 22 questions on the questionnaire.

A five-point Likert scale was used to ask the questions: Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, and Strongly Disagree = 1. The sample unit

comprised of workers from Bengaluru-based IT/ITeS companies.

The sample size includes 85 respondents.

Employer Branding dimensions mean and standard deviations are displayed in table 1.

Table 1: Employer Branding Dimensions and Std. Deviation

Factors	Descriptive Statistics			
	Min.	Maxi.	Mean	Standard Deviation
Economic Value (EV)	2.32	5	4.19	0.65
Social Value (SV)	1.74	5	4.28	0.58
Developmental Value (DV)	2.66	5	3.94	0.54
Work Life Balance Value (WLV)	2.76	4.5	3.56	0.433
Reputational Value (RV)	3	5	4.33	0.523

The variable's mean 4.3294, represents the high rating of the employees for reputational value. This suggests that the workers feel fortunate to be employed by that company, which is a good sign. This highlights the fact that employees enjoy a great deal of respect from their peer groups. The staff feels fortunate to be employed by this company and that the deviation is limited to a range of three to five. The Social Value, which indicates that the staff members have a pleasant and amiable work environment, comes next. Its mean value is 4.1961, which is likewise noteworthy. In addition, every mean value is higher than 3, which is another strong indication that these values are understood by the employees.

Table 2: Mean and Standard Deviation of Employee Retention

Factors	Descriptive Statistics			
	Min.	Maxi.	Mean	Standard Deviation
Employee Retention	3	5	4.376	0.503

On a 5-point rating system, the mean average score for staff retention is 4.3765. Consequently, 87.53 is the mean percentage score for employee retention.

Table 3: Ranking reasons for Employee retention.

Variables	Mean	Rank
Compensation benefits offered by the company	2.6471	5
Career Development and Training offered by the company	2.752	4
Social Value offered by the company	3.1	3
Work Life Balance offered by the company	3.1	2
Reputation owned by the company	3.38	1

The company's reputation, which ranks highest at mean = 3.4882 among the contributing variables, is the most important factor.

Table 4: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
0.874	20

Cronbach's alpha is used to determine the validity of the data collected for the employee retention scale and the organizational climate scales. The items' alpha coefficient is 874, indicating a reasonably high level

of internal consistency for the variables. The research can rely on the gathered data to test the research hypotheses because the computed Cronbach's alpha values are greater than 0.5.

Hypothesis Testing

H01: There is no difference in opinion among the groups based on Gender with respect to Employee Retention

	Gender	N	Mean	Standard Deviation	Std. Error Mean
Retention	Male	48	4.28	0.53	0.075
	Female	37	4.48	0.47	0.0759

Independent Sample Test										
Retention		Levenes's Test for equality of variances				T-Test for equality of Means				
		F	Sig.	t	df	Sig (2 tailed)	Mean Diff	Std. Error Diff	95% Confidence Interval of the difference	
									Lower	Upper
	Equal variances assumed	0.071	0.791	-1.6	83	0.105	-0.17887	0.1090	-0.395	0.038
	Equal variances not assumed			-1.67	81	0.099	-0.17887	0.1072	-0.393	0.034

The gender variable's mean and standard deviation are shown in the table, with men outnumbering women by a count of 11. Table demonstrates that the F value of 0.071 is not significant at the 5% level (i.e., $P = .791$). As a result, the alternative hypothesis H11 is rejected and the null hypothesis H01 is accepted. It follows that the distribution of the two groups is obviously unequal.

H02: The dimensions of Employer Branding have no impact on Employee Retention

Model	R	R square	Adjusted R Square	Std.Error of the Estimate
1	0.727 ^a	0.527	0.499	0.3567

a. Predictors: (Constant), Reputational value, Work Life balance value, Developmental value, Social value, Economic value)

ANOVA						
Model		Sum of Squares	df	Mean Squares	F	Significance Value
I	Regression	11.25	5	2.26	17.705	0.000 ^b
	Residual	10.037	79	0.127		
	Total	21.265	84			
a. Dependent variable: Retention						
b. Predictors: (Constant), Reputational value, Work Life balance value, Developmental value, Social value, Economic value)						
Coefficients						
Model		Unstandardized coefficients		Standardized coefficients	t	Significance Value
		B	Std. Error	Beta		
I	Constant	1.198	0.426		2.878	0.005
	Economic value	0.0745	0.096	0.097	-0.788	0.427
	Social value	0.24	0.106	0.278	2.2754	0.022
	Developmental value	0.034	0.088	0.0345	-0.376	0.743
	Work life balance value	-0.36	0.109	-0.365	-0.328	0.732
	Reputational value	0.434	-0.102	0.455	4.332	0
a.	Dependent variable					

Multiple Regression Analysis was employed to test the aforementioned hypothesis. The R Square and adjusted R Square values are shown in the table. The R^2 value of 0.527 in the table above indicates that there is approximately a 52.8% degree of correlation between the independent and dependent variables. It also implies that 47.2% of the factors that affect retention are not taken into account in this study and are instead influenced by other factors.

It is found the table that the factor Economic Value's t statistic value is 0.798, which is not significant at the 5% level (i.e., $p = 0.427$). T statistic value for the Social Value is 2.2754, significant at the 5% level (i.e., $p = 0.025$). The t statistic value for the developmental value is 0.376, meaning that at the 5% level, it is not significant ($p = 0.717$). The t statistic value for the work-life balance value is -0.328, which is not significant at the 5% level ($p = 0.794$). The t statistic value for the Reputational Value is 4.332, meaning that it is significant at the 5% level (i.e., $p = 0.000$). Therefore, we can say that social value and retention as well as reputational value and retention are significantly correlated.

Examining the Beta scores further reveals that the variable Reputational Value ranks highest ($\beta = 0.445$), meaning that it alone accounts for 44.5% of the total. The Social value, which has the ($\beta = 0.272$), which accounts for 27.2%, comes next.

Findings

The age group of 26-30, which is referred to as millennials, comprises the majority of employees (30.6%). The employees (51.78%) have five to ten years of work experience. The majority (58.8%) consider post-graduation to be their highest level of education. Males make up 56.5% of the workforce, with women making up the remaining 43.5%.

Average Score Employer branding, the independent variable under analysis, has a mean percentage score of 81.2824%. The mean percentage score for employee empowerment is 87.53%, with employee retention being the dependent variable. The T-test analysis suggests that there is no significant correlation between employee retention and the demographic variable, gender. Based on the data, it can be concluded that there is no statistically significant correlation between employee retention and the demographic variable of age. Based on the data, it can be concluded that there is no significant correlation between employee retention and the demographic variable experience.

According to correlation analysis, there is a somewhat positive relationship between employee retention and the employer branding aspects. Based on multiple regression analysis, the R^2 value is 0.528, indicating a roughly 52.8% strength of association between the employer branding dimensions and employee retention.

The training sessions that are offered in between tasks are impeding the work. Given how quickly the business environment is changing, it is imperative to cultivate a culture that values learning and growth. Therefore, in the event of a critical project delivery, these programs can be rescheduled in consultation with project leads or staff, avoiding the pushing of the training sessions.

More opportunities for employees to work from home were preferred. Thus, the company can take the necessary steps to increase the likelihood of working from home. To ensure that work is not impeded, the employer may use technological tools such as virtualization techniques or web/bridge connectivity via VoIP facilities.

Conclusion

The results of this study indicated that employer branding had an effect on retention. Employer branding is fundamentally an important component of a successful talent strategy that gives businesses a competitive edge. Organizations can improve employee retention, greatly expand their talent pipeline, and concentrate less on addressing the talent shortage by fortifying their internal employer brand. The five employer branding dimensions that are taken into account in this paper account for 52.8% of the retention influence. Therefore, additional research on other factors should be taken into account, and retention rates can be raised as a result.

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A Study on Price Trend : Pre & Post Dividend Issue with reference to NIFTY Pharma

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DOI: 10.23874/amber/2023/v14/i2/224296

Abstract

Investors have wide range of expectations from their investments - Capital gains / Dividends. This study analyses the impact of dividend announcement on the stock prices of 10 Nifty Pharma Companies for the period 2016-2022 (6 years). Market Model Event-Study Methodology has been used to estimate the expected return from a security. A 21-day Event window period is considered (-10,0,10) Average Abnormal Returns and Cumulative Average Abnormal Returns are computed for the study.

Keywords: *Capital Gains, Dividends, Nifty Pharma, AAR, CAAR.*

Introduction

It has been recognized by various research studies that a dividend announcement could make a significant impact on stock prices and valuation of the firm, when established and carefully followed. The goal of wealth maximization is widely accepted the goal of the business as it reconciles the varied, often conflicting, interest of the stakeholders.

The interest in shareholders' wealth is gaining momentum because of several recent developments:

- i. The threat of corporate takeovers by those seeking undervalued, under managed assets.
- ii. Impressive endorsements by corporate leaders who have adopted the approach.
- iii. The growing recognition that traditional accounting measures such as EPS and ROI are not reliably linked to the value of the company's shares.

iv. Reporting of returns to shareholders along with other measures of performance in the business press.

- v. A growing recognition that executives' long-term compensation needs to be more closely tied to returns to shareholders.

The relevance of dividend policy to shareholders wealth is due to market imperfections. Shareholders can receive the return on their investment either in the form of dividends or in the form of capital gains. Dividends constitute an almost immediate cash payment without requiring any selling of shares. On the contrary, capital gains or losses are defined as the difference between the sell and buy price of shares.

Alongside, investment in shares has always been considered as a good source of investment plan, both in terms of dividends and capital gains. Expectations out of the investment may vary from one investor to another.

Review of Literature

A plethora of studies have been conducted on effect of dividend on share price. Some of the significant ones are:

Archana HN (2018), analyses the impact of dividend announcement of 22 Information Technology (IT) companies on the stock prices for the period 2015 and 2016. It has used event study methodology to estimate the expected return from a security. It was found that the dividend announcements made by IT companies had minimum impact on their stock prices, which shows that the dividend signalling theory has

not been successful during the period of study for the said sectors.

Supriya Sardana, Anil Kumar Goyal & Pardeep Gupta (2018), examine the stock market efficiency with respect to the Union Budget Announcement of 2018. The event study methodology given by Warner and Brown has used in the study to identify the presence of the abnormal returns around the Union Budget announcement date. Further, Parametric T test has been used to check the significance of the abnormal returns. In the study, the AARs observed are not statistically significant and it is corroborated by the CAARs data as well. This implies that the level of efficiency of the stock market is high.

Renata Legenzova, Otilija Jurakovaite & Agne Galinskaite (2017), analyses and evaluate the dividend announcement impact on stock prices of companies listed on the NASDAQ OMX Baltic market during 2010-2015. The analysis was performed using the market model event study analysis and calculating AARs based on 3 strategies, which assume that investors buy shares 30 days prior to the dividend announcement and sell them either 1, 3 or 7 days after the dividend announcement. During the research period, dividends were paid by 40 out of 72 companies listed on the NASDAQ OMX Baltic. A total of 168 dividend announcements have been made and analyzed in this paper. The results of the research revealed that within the analyzed event windows, positive AARs exist; however, they are not statistically significant

Vinay Kandpal & P C Kavidayal (2015), analyze the effect of dividend policy on shareholder wealth of thirty selected Indian banks listed and traded in Bombay Stock Exchange (BSE). To study, the financial data from the period 2003-04 to 2012-13 of selected Indian banks (15 Public and 15 Private) would be used. The data would be analyzed using statistical tools like multiple regression technique, t test, the coefficient of determination (R^2) and F-Value. The results of the data analysis might reveal that there is a significant

effect of dividend policy on the share price of selected Indian Banks. The study is limited to a time period of 10 years and only selected Indian Banks.

Niharika Maharshi & Sarika Malik (2015), examine the determinants of dividend smoothing by firms and find out its linkage with information content of dividends, analyze the influence of firms' characteristics like profitability, growth, risk, cash flows, agency cost and on dividend payment pattern. i.e., to identify various determinants of dividend payout, investigate the association between various ownership groups and dividend payout policies of Indian corporate firms, find the impact of dividend announcement on shareholders' wealth. For the result of the study researcher analyzed the data by using the Statistical package of SPSS, employing the statistical tool of T Test Analysis, correlation, and regression.

Research gap

Pharma sector is one of India's most important and fast-growing sectors. Dividend announcement in such companies play a vital role in most of shareholders investment portfolio. There is very less or no research done on the dividend announcement impact on the nifty pharma companies. Thus, this sector was selected. The most recent research done on Dividend announcement Impacts is in 2018 and it was done on IT sector.

Statement of the problem

Investment in shares has always been considered as a good source of investment plan, both in terms of dividends and capital gains. Expectations out of the investment may vary from one investor to another. Some investors who have short term goals, dividend announcements might make difference to them and the relevant market prices, where as some other investors who have long term goals might feel that dividend distribution could decrease the cash surplus and liquidity position of the company, which can also create cash crunch soon. Thus, change in share price

due to dividend announcement has always been a hot topic for discussion and debate for a long time.

Need of the Study

This study is needed to find out if investors should follow dividend decisions in order to make wiser profits and wiser investment decisions. It can also be helpful to find out if investors/traders can maximize their returns and make smarter investment decisions by paying attention to company's dividend announcement decisions.

This study is also needed to find out if the market is efficient enough to grasp and absorb each important event like dividend announcement into its share price of the market and if in any case shareholders could make profit. due to dividend announcement information. This study will also be needed to find out if the market is capable of comprehending and incorporating critical developments like corporate announcements etc.

Scope of the Study

The study is based on data collection from the year 2016-2017 to 2021-2022 (6 years). The study covers the companies that are listed in NSE, specifically all the 10 companies of NIFTY Pharma. This study is used to find the abnormal returns experienced by the shareholder during the dividend announcement date. The study will help the investors in maximizing their returns by investing wisely. The study will help investors understand about the efficiency of the market and how fast it incorporates the information without allowing investors to make out of the box profits. It also observes the pattern, if any during the dividend announcements.

Objectives of the Study

The key goal of this research is to find out how the dividend announcement affects the markets and to determine if the readily available publicly accessible documents can affect stock markets.

- i. The study will also decide if the Pharma sector has semi-strong efficiency which can aid numerous stock market traders in deciding various trading tactics.
- ii. This study aims at finding the Impact of Dividend announcement on the Stock Prices of the Nifty Pharma Companies (2016-17 to 2021-22).
- iii. To Investigate whether there are any significant Abnormal Returns related to the dividend announcements of the Nifty Pharma companies.
- iv. To see if there are any unusual market returns during the Dividend announcement date.

Limitations of the Study

The present study has the following limitations:

- i. This research is done based on William Sharpe's market model to compute expected returns from stock.
- ii. It still has a wide scope to add more sectors and do a broader study.
- iii. The research is done based on the secondary data.
- iv. All the information is from publicly accessible documents only.

Research Methodology

a. Sample Design:

- **Target Population:** Nifty Pharma
- **Sample Size:** All 10 NIFTY Pharma Companies.
- **Sampling method:** Convenient Sampling.
- **Period:** 2016-17 to 2021-2022 (6 years)
- **Dividend type:** Cash dividend
- **Hypothesis testing Tools:** SPSS and Excel
- **Sources of Primary data and Secondary Data:** The secondary data has been collected from the NSE website. The information regarding the stock closing prices of the Nifty pharma companies and

the Nifty market index was collected for 6 years from 2016-22.

- **Data Analysis technique: Event** research technique was used by Fama, Fisher Jensen, and Roll to measure the industry's semi strong Sharpe performance. Brown and Warne (1980) performed an analysis using regular returns to measure semi-strong performance. Even this study will find out how strong the market is.

This study has been done using market model event study Methodology. The basic calculation will be directed towards, abnormal returns attributable towards the event being studied. The stock return and market return are calculated to find expected return and abnormal returns. Later all the Abnormal Returns will be compiled and one sample T-test will be applied.

- Event window period: I have considered the window period of 21 days. During this period, I have calculated both AAR's and CAR's for all the respective days.
- Estimation Window Period: I have considered an estimation window of 100 days prior to the event window estimation period which is used to calculate the Parameter alpha (intercept) and beta (slope).
- The Dividend Announcement date is denoted my " t_0 ".
- The days prior to the announcement are denoted as negative integers.
- The days post the announcement is denoted as positive integers.

After downloading the share prices and market price index from the NSE website, stock return and market return is calculated. Using the market return, expected return is derived by applying the regression slope and intercept of the market index

data. Expected Return is calculated to derive at the Abnormal Return of the company. Abnormal return is derived after deducting the stock return from expected return. Later all the AAR's are compiled and T-test will be applied to find-out the significance. Often such incidents are analyzed using parametric significance tests. This can help in determining the significance of the AAR's and CAAR's computed. One such statistical method implemented for this research is T-test or t-statistic value.

• One Sample T-test (2 tailed):

The one sample t-test is a statistical hypothesis test that is used to see whether the unidentified population mean differs from a particular value. The market index will act as the population mean while the stock prices will act as the mean.

It is given by $T = AAR_t / SE(AAR)$

Where SE is the standard error of AAR's

And SE is calculated as follows:

$$SE = \sigma / \sqrt{n}$$

And n refers to the number of observations

Here the significance level is at 5%. So, the T-values above 1.96 will be considered critical and statistically significant.

9. Hypothesis:

H0 - Null Hypothesis: There is no significant abnormal return associated with dividend

announcement of Nifty Pharma Companies, i.e., $AAR_t = 0$

H1- Alternative Hypothesis: There is significant Abnormal Return associated with dividend announcement

of Nifty Pharma Companies, i.e., $AAR_t \neq 0$

Hypothesis testing tool: SPSS and Excel

Results and Discussions

Table 10.1: Summary of AAR with T-Statistic Values Output

T (Days)	AAR	T -Statistic VALUE (AAR)	Based on T-Statistic value (AAR)	P VALUE (AAR)	Based on P value (AAR)
-10	0.001033	0.4838	ACCEPT-Ho	0.63035	ACCEPT-Ho
-9	0.000183	0.0870	ACCEPT-Ho	0.93094	ACCEPT-Ho
-8	0.002999	1.2252	ACCEPT-Ho	0.22555	ACCEPT-Ho
-7	-0.00051	-0.2310	ACCEPT-Ho	0.81810	ACCEPT-Ho
-6	-0.00282	-1.6706	ACCEPT-Ho	0.10028	ACCEPT-Ho
-5	-0.01975	-1.0831	ACCEPT-Ho	0.28331	ACCEPT-Ho
-4	-0.00128	-0.6463	ACCEPT-Ho	0.52066	ACCEPT-Ho
-3	0.001354	0.4853	ACCEPT-Ho	0.62930	ACCEPT-Ho
-2	-0.00025	-0.1105	ACCEPT-Ho	0.91241	ACCEPT-Ho
-1	-0.00148	-0.6281	ACCEPT-Ho	0.53245	ACCEPT-Ho
0	0.000636	0.2919	ACCEPT-Ho	0.77140	ACCEPT-Ho
1	0.006337	2.1922	REJECT -Ho	0.03246	REJECT -Ho
2	-0.00322	-1.4080	ACCEPT-Ho	0.16456	ACCEPT-Ho
3	-0.00093	-0.3797	ACCEPT-Ho	0.70560	ACCEPT-Ho
4	-0.00268	-1.0162	ACCEPT-Ho	0.31384	ACCEPT-Ho
5	0.002171	0.9384	ACCEPT-Ho	0.35202	ACCEPT-Ho
6	0.000166	0.0774	ACCEPT-Ho	0.93855	ACCEPT-Ho
7	0.003408	1.7557	ACCEPT-Ho	0.08452	ACCEPT-Ho
8	-0.0012	-0.4662	ACCEPT-Ho	0.64288	ACCEPT-Ho
9	0.00254	1.2102	ACCEPT-Ho	0.23121	ACCEPT-Ho
10	-0.00016	-0.0904	ACCEPT-Ho	0.92829	ACCEPT-Ho

Source: From Survey

Table 10.2: T-statistic as per Market Model- SPSS output

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
@-10	.484	57	.630	.001033224550	-.0032429688	.0053094179
@-9	.087	57	.931	.000183237833	-.0040322705	.0043987462
@-8	1.225	57	.226	.002998920650	-.0019026818	.0079005231
@-7	-.231	57	.818	-.00050787283	-.0049095131	.0038937674
@-6	-1.671	57	.100	-.00281848968	-.0061968540	.0005598746
@-5	-1.083	57	.283	-.01974564843	-.0562509925	.0167596957
@-4	-.646	57	.521	-.00127824379	-.0052384839	.0026819963
@-3	.485	57	.629	.001353877855	-.0042322094	.0069399651
@-2	-.110	57	.912	-.00025131201	-.0048060895	.0043034655
@-1	-.628	57	.532	-.00148301926	-.0062111484	.0032451099
@0	.292	57	.771	.000635810276	-.0037254397	.0049970602
@1	2.192	57	.032	.006336631770	.0005485435	.0121247200
@2	-1.408	57	.165	-.00322175503	-.0078037640	.0013602539
@3	-.380	57	.706	-.00093365494	-.0058579643	.0039906544
@4	-1.016	57	.314	-.00267930762	-.0079591386	.0026005233
@5	.938	57	.352	.002171410852	-.0024623716	.0068051933
@6	.077	57	.939	.000165799024	-.0041219358	.0044535339
@7	1.756	57	.085	.003408093688	-.0004791013	.0072952887
@8	-.466	57	.643	-.00120089030	-.0063595775	.0039577969
@9	1.210	57	.231	.002540305188	-.0016631080	.0067437184
@10	-.090	57	.928	-.00015843404	-.0036682530	.0033513849

Source: From Survey

Table 10.3: ANALYSIS OF CAAR AND AAR (-10, 10)

Window	T (Days)	AAR	CAAR
(-10,10)	-10	0.001033	0.001033
	-9	0.000183	0.001216
	-8	0.002999	0.004215
	-7	-0.00051	0.003708
	-6	-0.00282	0.000889
	-5	-0.01975	-0.01886
	-4	-0.00128	-0.02013
	-3	0.001354	-0.01878
	-2	-0.00025	-0.01903
	-1	-0.00148	-0.02052
	0	0.000636	-0.01988
	1	0.006337	-0.01354
	2	-0.00322	-0.01676
	3	-0.00093	-0.0177
	4	-0.00268	-0.02038
	5	0.002171	-0.01821
	6	0.000166	-0.01804
	7	0.003408	-0.01463
	8	-0.0012	-0.01583
	9	0.00254	-0.01329
	10	-0.00016	-0.01345

Source: From Survey

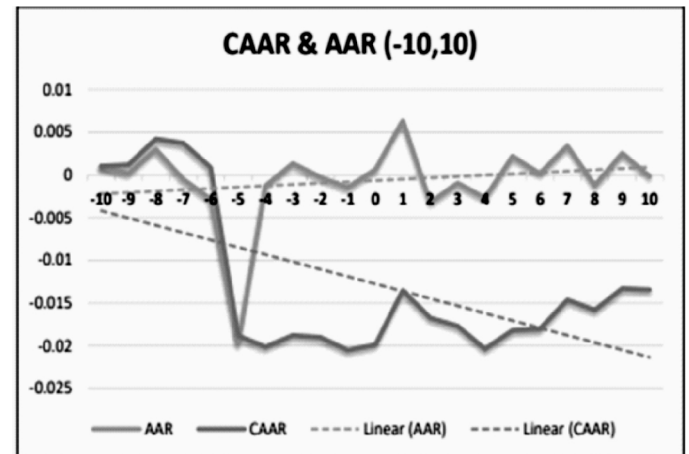


Chart 10.1: Showing Analysis of CAAR and AAR (Source: From Analysis)

- Form the study it is found that there is no significant impact of dividend announcement for 20/21 days (H0 is accepted)
- Only on Day t+1, the H0 is rejected because it has shown a significant impact (>1.96) at 5% level of significance

- All t-values of CAAR are insignificant.
- CAAR is negative in 16/21 days in the window and shows a negative trend.
- This means that information regarding dividend announcement can be seen factored in the stock prices much ahead of the information announcement.
- If the stock is purchased on t-2 or t-1 then, the shareholders have gained AAR insignificantly on day t+1.
- The AAR is highest on the day t+1.
- There is a no significant impact of dividend announcement on the stock prices of Nifty Pharma Companies.

The overall finding is that, the CAAR is negative after the announcement days for all the days post announcement. The patterns are showing a downward trend. This shows that the investors have not earned profits.

This also implies that the Dividend announcement information have influenced the stock prices of the Nifty Pharma Companies in a slightly negative (though insignificant) way and has not provided anything new to the market. Thus, it indicates minimal impact on the stock prices of the said sector.

Conclusion

This study is done to find out the impact of the dividend announcements of Nifty Pharma Companies on stock prices of 10 Nifty Pharma Companies from the year 2016 to 2022. The above findings and summary reveal that most AAR's and CAAR's are negative and statistically insignificant for almost all the days in the event window period. Only in the day t+1, or one day post the dividend announcement, the market gave away significant AAR. After which, the market digests the announcement information. Thus, the dividend announcement information seems to have grasped in the stock prices much ahead of the information announcement.

The research by Gordon (1959) and the dividend signaling theory which said that, when incidents like the dividend announcements are made, it is an indication of positive prospects. The study shows diametrically opposite opinions / views from the said theory and shows that there is very minimum impact of Dividend announcements on the stock prices of the Nifty Pharma Companies

The market is efficient enough to incorporate the announcement information in the stock prices by not allowing significant Abnormal returns. So, the study indicates no significant abnormal returns associated with the dividend announcements in Nifty Pharma Companies.

Suggestions

From the above conclusion it can be noticed that there is significant abnormal average return only on the day "t+1". So, it is suggested that traders can invest one or two days prior to the Dividend Announcement date and reap out the profit on the day post dividend announcement.

It is not recommended to invest 10 days prior or post the event date as the cumulative abnormal return trend shows a downward trend. This information might be found useful to aid the traders in making their trading strategy and have significant abnormal returns by investing while the Nifty Pharma Companies.

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Shakti- Karnataka's Free Bus Travel for Women

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DOI: 10.23874/amber/2023/v14/i2/224297

Introduction

Contextual of the Scheme

In its election manifesto for the recently concluded assembly elections, the Congress Party in Karnataka had promised many things and among these, five assurances/promises (Figure 1) received greater attention of all sections of society. It may be noted here that these five assurances played a major role in favor of the Congress Party and in winning majority of the seats in the assembly elections. Immediately after the formation of government/cabinet, the Government of Karnataka (GoK) laid down a time-bound roadmap for the implementation of its pre-poll promises.

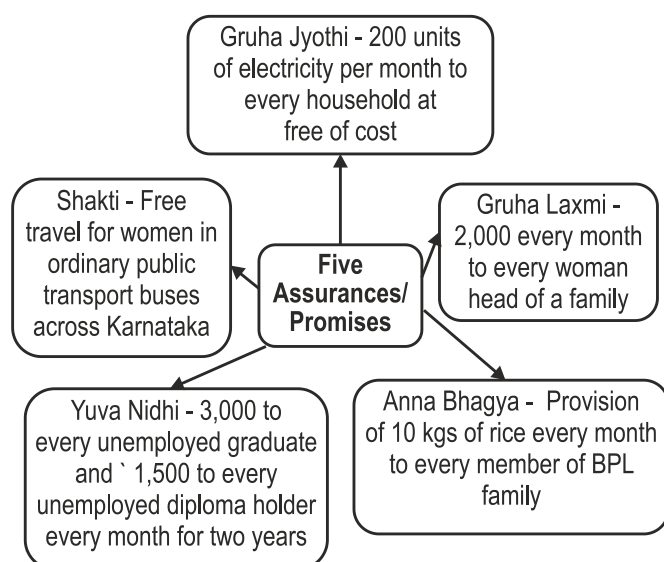


Figure 1: Five Pre-poll Promises/Assurances

Of the above five promises, the last one viz., *Shakti* is rolled out with effect from 11 June 2023 and started providing free rides for women in government buses.

Salient Features of the Scheme

The salient features of the Scheme, *Shakti* - Free Bus Travel for Women, are summarized below:

The facility is available only in government buses i.e., the vehicles operated by all the four state transport undertakings (STUs) viz., (i) Bangalore Metropolitan Transport Corporation (BMTC), (ii) Kalyana Karnataka Road Transport Corporation (KKRTC), (iii) Karnataka State Road Transport Corporation (KSRTC) and (iv) North-Western Karnataka Road Transport Corporation (NWKSRTC). This implies that 'free bus travel facility' is not available in vehicles operated by private operators. Of course, the representatives of private vehicle operators in the state came forward to extend this facility provided the GoK reimburses the loss in their traffic revenue. However, in the light of financial constraint/incidence, the GoK has not shown inclination to accept this proposal.

The free bus travel facility is available for all women, girl students, linguistic minorities and transgender persons with Karnataka domicile. This means, non-resident Karnataka women are not covered under this Scheme. However, the Scheme is not mandatory from the point of view of woman-passengers - women who can afford to pay and travel, and willing to do so, can reject/surrender the 'free travel facility'.

This facility is available in both city and mofussil areas/services, and both in ordinary and express bus services but within Karnataka. This means, the Scheme is applicable only for ordinary buses operated by all four STUs of Karnataka. Therefore, the Scheme is not applicable for travel in luxury buses like Airavat,

Ambari, Fly Bus, Non-AC Sleeper, Rajahamsa buses operated by the STUs of Karnataka. It is stated that the women can travel free in 18,609 of the 21,678 bus schedules accounting for 86% of the schedules.

Interestingly, 50% of the seats in KKRTC, KSRTC and NWKRTC ordinary and express buses are reserved for men. However, this reservation condition is not applicable for standees and for BMTC buses.

The guidelines are not specific/clear about the facility in ordinary buses plying/running as non-stop services e.g., Mysuru to Bengaluru - it appears that the scheme covers even the non-stop services (in ordinary buses and operating within the state). Further, the Scheme is not applicable even to the ordinary buses which operate on inter-state routes (i.e., from Karnataka to other states). This means, although the women are eligible to travel at free of cost within the state in ordinary/express buses, the bus services to destinations outside Karnataka are outside the scope of the Scheme even if women travel within the state. For example, if a woman wants to travel from Mysuru to Bengaluru in a KSRTC ordinary bus (but express service) plying from Mysuru to Hyderabad, then she is required to pay and buy ticket. This condition is not convincing as both Mysuru and Bengaluru are parts of Karnataka and the travel is in ordinary bus.

The Scheme is expected to benefit over 41.80 lakh women passengers every day. This number may go up under 'free travel' scheme. This results in a sharp decline in the traffic revenue of STUs. However, the government has assured that it will reimburse the full loss of traffic revenue to STUs based on actual distance travelled by (eligible) women on quarterly basis. And it is expected that this scheme would cost the state exchequer around Rs. 4,051.56 crore per annum including the cost of pass-holders.

Shakti and Stakeholders

At the outset, the GoK deserves appreciation for prompt implementation of its election promises although there are many criticisms mostly from opposition political parties. Of course, there is a merit

in both the criticisms and appreciations of/for the Scheme.

Although Karnataka is one of the richest states in India contributing about 8.20% to the country's GDP and with per-capita income of Rs. 3.02 lakh as against national per-capita income of Rs. 1.71 lakh, there is a wider gap between one district and another within Karnataka e.g., per-capita income of Bengaluru Urban District is Rs. 6.21 lakh (highest) as against Rs. 1.25 lakh in the case of Kalburgi District (lowest) - the gap between top and bottom districts is about Rs. 4.96 lakh! Of course, these are the averages. But the bitter truth is that a larger section of the population has much lower per-capita income than the average for the state. In this background, the Scheme is justifiable and welcome although the government could have confined the benefits of the Scheme only to the people 'below poverty line' (BPL). However, the Scheme is expected to be a powerful tool/mechanism for the socio-economic empowerment of women.

The State has 27,028 inhabited and 2,362 uninhabited villages besides 281 towns/urban agglomerations. All towns/cities are covered by STUs in different degrees e.g., the districts like Bidar, Kalburgi, Vijayapura, etc., have more number of STU buses whereas it is low in the districts like Shivamogga, Udupi, Dakshina Kannada, etc. About 16,000 buses are operated by private vehicle operators, and about 35-40% of woman-passengers are depending on private buses. However, even today, about 3,000 villages in the state are deprived of STU bus services and many more villages have inadequate STU bus services. For the women of these villages, the Scheme has no solace as it is of no use. Therefore, people have already started demanding the government to provide adequate STU buses to these places.

Further, the Scheme is expected to hit hard the private bus operators. This is more so in the places where both private and STU buses operate. When both the buses (i.e., private bus with a fare and government bus without fare) are available for a particular journey, woman-passengers normally/naturally prefer STU

buses. Further, when male members of the family also travel with female members of their family, both male and female members prefer STU buses as they can save the bus fare of ladies. As a result, private vehicle operators suffer heavily in these routes. This is more so in mofussil areas. This will be a big blow to private vehicle operators who are recovering from the loss of traffic revenue owing to COVID-19. It may be noted here that they must pay tax in advance, have insurance, and meet day-to-day operating expenses besides paying their employees including crew members periodically. With the drastically reduced traffic revenue with no reduction in operating costs, it becomes very difficult to meet even cash/inescapable expenses.

In urban areas (cities and towns), some people prefer auto-rickshaws (three-wheelers) for commuting within the city/town. A source puts that there are about 1.45 lakh licensed auto-rickshaws besides about 25,000 unlicensed auto-rickshaws. In a few cities/towns like Mangaluru, Shivamogga, etc., even the private parties are operating city services. Since free bus travel facility is extended even in city services (in STU buses), it is expected to affect lives of thousands of auto-rickshaw drivers/owners besides the private vehicle/bus operators.

Similarly, there are a few more grounds on which a few sections of the society are expressing their apprehension about the Scheme. However, the most important part of the Scheme is the challenges for both the state government and STUs.

State Government and STUs - Challenges

All the four STUs in the state have been in red for the last few years suffering and reporting losses year after year on a perennial basis. During the COVID-related lockdown, they suffered a lot e.g., KSRTC (one of the four STUs in Karnataka) lost a traffic revenue of Rs. 1,600 crore and other revenue of Rs. 35.68 crore during 2020-21. Similar is the fate with other STUs of

Karnataka and they are depending on the state government even to meet their recurring expenses including employee benefit costs. Adding fuel to the fire, the prices of almost all inputs used by them (i.e., by STUs) for the provision of transport services are increasing incessantly while the fares for the transport services are not revised periodically (say, yearly). For example, fares have not been revised during the last three years – the last upward revision was on 25 February 2020. Even the rate of increase in fares is not commensurate with the rate of increase in operating costs due to the hike in the prices of input factors.

Now, the *Shakti* Scheme – free bus travel for women. Of course, the state government has assured all STUs that the loss of traffic revenue on account of free bus travel for women will be reimbursed by the government on quarterly basis. But the mute question is, how to meet the day-to-day expenses including monthly salary payment to the employees and payment for fuel supplied by HPCL (which provides only 60 days credit facility). These are some of the challenges from the perspective of STUs.

On the other hand, the financial position of the state is also not very sound. Adding salt to wounds, the implementation of five pre-election promises will be a very big drain on the state exchequer. Because the government has already started implementing even the other schemes (viz., Gruha Jyothi, Gruha Laxmi and Anna Bhagya except Yuva Nidhi). Even for the last one viz., Yuva Nidhi, the GoK has already laid down the concrete action plan for implementation. And a conservative estimation puts the required amount for all five Schemes at Rs. 45,000 crore per annum. With limited sources for the mobilization of required funds, the government may find it very difficult to mobilize the required fund for these schemes. In the process, developmental expenditure/work may become the victims.

Posers/Issues

In the light of a sizeable portion of even woman-passengers (with Karnataka domicile) can pay for their journey/travel; is it desirable to extend the Scheme for all woman-passengers?

Do you think that the GoK took a wrong decision to extend free travel facility to all woman-passengers? Why?

Despite progressive nationalization of passenger road transport in Karnataka, a sizeable portion of areas are not served by the STUs. As a result, the woman-passengers of these areas are deprived of the free travel facility/benefit. Is it justifiable? How?

Both the private vehicle operators and auto-rickshaw drivers/owners are suffering a lot on account of Shakti Scheme. Is it desirable? How? What is/are the avenue/s to help them?

In the light of 'not so sound financial position' of the state, is *Shakti* Scheme justifiable?

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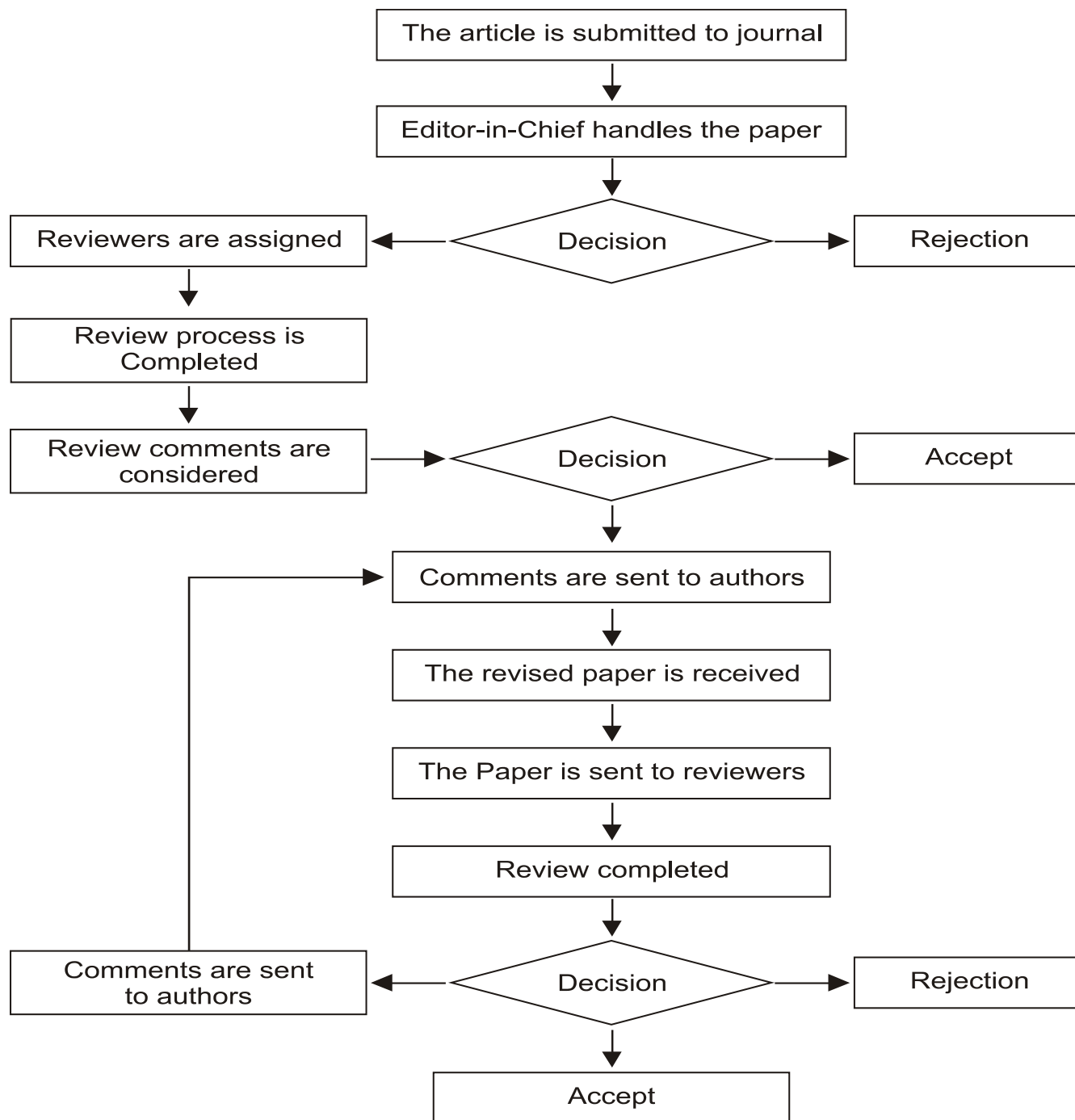
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