



Criteria-III Research, Innovations and Extension

3.3. Research Publications and Awards

3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years

Number of Research papers in the journals modified on UGC website during last 5 years

Year	2018-19
Number of Papers	20


Director



Title

A STUDY ON PERSONAL FINANCIAL PLANNING FOR
IT SECTOR INVESTOR IN PUNE

Author(s)

Pravin Narayan
Mahamuni

Assistant Professor

*Z.F.S's Dnyanganga
Institute of Career
Empowerment & Research,*

Narhe, Pune-41

Santosh Kalabhau Apte

Assistant Professor

*Z.F.S's Dnyanganga
Institute of Career
Empowerment & Research,*

Narhe, Pune-41

Dr. Anand Ganpatrao
Jumle

Professor

*Z.F.S's Dnyanganga
Institute of Career
Empowerment & Research,*

Narhe, Pune-41

ABSTRACT:

The evaluation of financial planning has been increased through decades, which is best seen in customer rise. Now a day's investment of saving has assumed great importance. According to the study of the markets, it is being observed that markets are doing well in Mutual fund. In near future a proper financial planning has required to invest money in all type of financial product for every investor because there is good potential in market to invest money to achieve their objectives. In this research, emphasis is given to the investor's mind in respect to investment i.e. the needs and wants are taken into consideration while designing a questionnaire. The main objective of this research is to know the interest of the investor for doing individual financial planning and also to study the investors' preferences towards Financial Products on the magnitude of age group. While selecting the sample the researcher has given more emphasis on IT sector investor in Pune because it is the only sector where all type of Age group, Income class and different level of people are represented. The researcher used convenient sampling method for collecting data of 150 samples. After analyzing the data, the conclusion has been made that the Indian financial market is having lots of potential customer the only thing is to give a proper guidance to the prospective customers. It has been conclude that very few investors are interested in doing financial planning & there intention is different towards investments.

Key Words: Financial Planning, Investment, Investors' psychology.

INTRODUCTION:

The burgeoning of the personal financial planning has drawn great interests in financial services industry. "Personal financial planning is a fairly new and growing discipline. It deserves academic financial recognition as investment and corporate finance, and additional financial research and specialized centre are greatly needed," (Altfest, 2004, p.53)". Kapoor et al. (2004, p.4) stated that "personal financial planning is the process of managing your money to achieve personal economic satisfaction". Individual needs and goals change when he or she moves through different stages of life, therefore, making financial planning is a dynamic process (Gitman and Joehnk, 2005).

WORKPLACE BULLING: INFLUENCING FACTORS, IMPACT ON EMPLOYEE PERFORMANCE

Dr. Rahul More¹, Dr. Pravin Mahamuni², Prof. Poonam Kadwe³

¹Assistant Professor,
ZES's Zeal Institute of Business Administration, Computer Application & Research,
Formerly Dnyanganga Institute of Career Empowerment & Research,
Narhe, Pune, INDIA

²Associate Professor,
ZES's Zeal Institute of Business Administration, Computer Application & Research,
Formerly Dnyanganga Institute of Career Empowerment & Research,
Narhe, Pune, INDIA

³Assistant Professor
ZES's Zeal Institute of Business Administration, Computer Application & Research
Formerly Dnyanganga Institute of Career Empowerment & Research,
Narhe, Pune, INDIA

Abstract : Employee bullying is serious problem if today work culture. Workplace bullying cause serious problem to employee and this affect on the job performance of employee. This paper uses difference articles and research paper to find out factors influencing work place bullying and its impact on the employee performance. Researcher tried to figure out various factors by which work place bullying can be minimised. The factors by which work place bullying happens is gender, profession, education, race, professionalism, work culture, occupation, type of industry.

Keywords: - Workplace billing, factors influencing, Employee Performance.

I. INTRODUCTION

There is not any lawful definition of bullying and there is no inclusive list of bullying behaviours. According to Trade Union Congress (TUC), if a person frequently feels that he is observing misconduct with him and boss and colleagues are not treating him properly, there more great chances of him being bullied.

Bullying is very hard to define. It will come under the category of harassment. On the other side, bullying can often be seen as an act which is caused to dominate someone, causes grief and fear in the intended person. Bullying often happens privately or publically and by a person who has authority or power in hands and the evidences for the bullying are hard to find. Bullying is not accidental it is purposeful, intentional act and even if the bullying people take it casually when scolded, they will take on casual basis. Bullying often consists of a proper campaign by the bully with the negative intentions. And because of this it is so complicated and hard to show as it involves a personal evaluation of motives of the bully and intention is always hard to bring it out.

Day by day, workplace bullying is becoming vigorous and it is the time to take it seriously and prevent it by certain strict corrective actions. For identifying perpetrators, make new rules of conduct, penalties and if it's necessary make laws prohibiting and penalizing the bully. "Violence in the workplace starts very early fists fly or fatal weapons put out lives. Where resentment and aggression routinely move collaboration and communication, hostility has occurred" is stated by an Arbitrator named Bernice Fields. Bullying affect mental, physical health of the employee.

According to recent studies, workplace bullying occurs very frequently. The research has proved that in a survey the percentage of employees had been affected by workplace bullying is 75%. In the year 2017 Workplace Bullying Survey carried out in US, it was found that 60% of workers in US are affected by workplace bullying. Workplace bullying is different for men and women in terms of percentage. The percentage of men get bullied is 70% whereas women get bullied by 30%. Women more likely bully women than men and its percentage is more than 65% in these cases. According to the studies, women can do bullying behaviours in opposition to women.

Yes it's true that supervisors also do workplace bullying but it must be considered that bullying can also be done by co-workers. In any scenarios, it is the play of power. A study carried out in Australia was found that 1 of the 2 Australians will have chances to face any form workplace bullying in their life time, and 40% people already experienced the workplace bullying in their early career.

II. TYPOLOGY OF BULLYING BEHAVIOURS:

Many of academic researchers have now adopted the following typology of bullying behaviors with some. There are five types:

1. **Risk to professional status:** includes views regarding criticism, open professional embarrassment, allegation regarding in short of effort, threatening use of regulation or competence procedures.
2. **Risk to personal status:** includes weakening of personal honesty, negative suggestion and irony, making inapt jokes about the target, constant joking, mocking, abuse, and terrorization.
3. **Isolation:** includes preventing opportunities for growth, separate from people socially and physically, keeping secret important information, separating the target from other people, ignoring the target.
4. **Overwork:** includes excessive stress of work, hard to complete deadlines, and needless disturbances.
5. **Destabilization:** includes ignorance of good work done by the target, assignment of pointless work, taking away the responsibility, frequent reminders of embarrassing mistake previously happened, setting target up to fail, shifting goal posts exclusive of telling the target.

Relationship between Participants:

As per the research done by C.L. Cooper and H. Hoel, the people who do bullying are mostly the supervisors. Next to the supervisors are peers, along with subordinates and customers. The three major types of relationships between the participants in workplace bullying:

- Among co-workers
- Between supervisor and subordinate
- Employees and customers

Bullying may occur between an organization and its employees.

Bullying behaviors of senior coordinates towards their subordinates normally shows the misuse of control by the supervisors at workplace. The bullying practices may be part of any culture or it may be the way of working of the bullying supervisors. An autocratic leadership purposely or frequently consist bullying behaviors, which may cause fear in subordinates and encourage supervisors to show bullying behaviors more often.

Contrary to this, some of the researchers find the effect of workplace bullying in the positive way for performance in the workplace. Organizational power and control may be contributed by workplace bullying. If an organization genuinely want to demolish bullying in the workplace, policies and strategies must be well formulated and implemented to destroy bullying behaviors or to minimize it up to certain limits. Lack of proper monitoring and control encourages bully to harass their subordinates more often.

In addition to the supervisor-subordinator bullying, among colleagues bullying may occur. They can either be target or bully i.e. perpetrator. If workplace bullying happens among colleagues, the other colleagues who are witnesses may be by the side of target or the perpetrator. The fear of being next target does not allow witnesses to speak about the bullying by the side of target so usually perpetrator "wins". And this action encourages bully to continue their bullying behaviors. This adversely effects on the mental health of the bullied person. As a result of this the bullied person may become another bully who bullies his colleagues who possess less authority than him and all this causes encouragement to the bullying at workplace.

MaaritVaritia conducted a research and it is found that 20% of the respondents were affected by workplace bullying they were targets because of their differences.

The third relationship at the workplace is between employees and customers. This relationship can play a very important role in maximizing organizational efficiency and productivity but at the same time stressed or harassed employees cannot maintain good relationship with customers and at the end, it will result in low job performance and quality of the service overall. The relationship between organization or system and its employees is on fourth. In an article written by Andreas Lief ooghe (2012), many of the employees portray their employers as a "bully". Bullying is not only concerned with organizational culture or environmental factors that encourages bullying but it is hurtful misbehavior of the employer against the employee. A very high position or an authority of great powers disturbs the balance between business and its employees which causes the employer to legally implement power in a manner related to bullying.

By traditional view, bullying generally implies an interpersonal relationship between bully and intended person, sometimes organizational culture, environment and other's action can contribute bullying in their impacts on targets. However, while defining bullying as an interpersonal phenomenon is considered lawful, categorizing occurrences of employer misuse, retaliation, or other misuses of power against an employee as a form of bullying is often not taken as seriously.

III. ABUSIVE WORKPLACE BEHAVIOURS:

Bassman stated some common abusive workplace behaviors are:

1. Through bad language and bad comment devaluing and disrespecting the individual.
2. Giving work with unbeatable deadlines, extra work and loss of personal life especially salaried workers who are not compensated)
3. By giving cut to cut deadlines harassment is done
4. Paying too much attention to every detail needlessly and providing manipulative information (intentionally talking about previous mistakes and failures).
5. Creating threat and pressure by offensive controlling
6. Unfairly taking credit and taking its advantage.
7. Preventing from growth opportunities
8. Constantly teasing to affect the employee's performance negatively.
9. spontaneous harsh behavior

Hoel and Cooper stated following common abusive workplace behaviours:

1. Individual's views and opinions are ignored.
2. Keeping secret the information which affects the target's performance
3. Giving so much workload such that it cannot be handled
4. Being given tasks with unreasonable or impossible targets or deadlines
5. Not giving work according to individual's competencies
6. Ignoring and unfriendly behavior when target want to mix up with others.
7. Being humiliated or teased regarding work
8. Giving too much attention to the individual's work.
9. scattering rumors and gossips
10. Abusive or offensive remarks commenting about the target's person, manner and personal life
11. Removing responsibilities in key areas or being exposed to unrelated or unpleasant work.

IV. FORMS BULLYING:

According to Tim Field, workplace bullying takes these forms:

- **Serial bullying:** In this case, the bully targets a person. After the person leaves that environment, the bully finds his next target and this process continues. That's why it is called as serial bullying.
- **Secondary bullying:** In the bullying environment, people exposed to it may not have the confidence to speak about it. Because of this unethical behavior, people become the part of the problem.
- **Pair bullying:** In this type, bullying is done in pair. The one person comments on the target and other is enjoying, listening or observing.
- **Gang bullying or group bullying:** In this, the bullying is done in gang. But it is encouraged by the corporate culture. It can cause victimization.
- **Vicarious bullying:** In this type of bullying a party encourages other two parties to fight and finds enjoyment into their fight.

- **Regulation bullying:** No matter the relevance and appropriateness of the rules and regulation in the organization, target is constantly told to follow and stick to the rules and regulatory procedures in the organization.
- **Residual bullying** — after quitting the job in the organization by the target, even then target person is approached for bullying affecting his personal and professional life.
- **Legal bullying:** The legal action is taken against the target to annoy him.
- **Pressure bullying or unaware bullying:** In this, the target person is exposed to unmanageable deadlines and insufficient resources.
- **Corporate bullying** — It is done by the employer. And it is done where the law is weak and jobs are not that much available in the market.
- **Organizational bullying** — It is a mix of pressures bullying and corporate bullying. It happens when organization has large pressure to adapt latest trends and technologies, maximizing work efficiency with minimum budget, reducing expenses etc.
- **Institutional bullying:** Most of the times it is accepted as a norm at the workplaces.
- **Client bullying:** This type of bullying is often abusive and frightening. Examples are teachers are assaulted by pupils, customers frighten the bankers for their individual reasons, and hospital staff is threatened by the patients in abusive way.
- **Cyber bullying:** As its name suggests, it is done with the help of technologies such as emails, social media etc.

V. LITERATURE REVIEW

AzizYahaya (2012), title “the impact of workplace bullying on work performance” Published in Archives Des Sciences, Researcher is trying to establish the relationship between bullying at workplace and work performance of the employees. The researcher has used descriptive research method to carry out the study. This study says that management should focus more on job satisfaction. It should take help of other factors which will cause less mental stress and employee may feel to work such as compensation, revising HR strategies and policies, working conditions and interpersonal communication among staff members. It also focuses on how workplace bullying can affect one’s work performance. Management should treat their employees as a critical asset to the organization. Researcher says that every organization should feel responsible to look after their employees for mental irritation of a workplace bully. According to researcher management should take strict action against bully to demolish this issue which can help to attain organizational goals and achieve profitability. Researcher did study over 217 employees in the organization to find out relation between work place bullying and its impact on the work performance. Also researcher tries to find out factor of work and person related bullying. From the study researcher concluded that person related bullying affects the work place bullying and person who is suffering from the work place bullying their work performance decrease day by day. This study shows one of the strongest contributor to the employee work place bullying is personal bullying. Researcher found there is significant difference between foreign and local employee for those who expose to workplace bullying. Researcher suggested some improvement in the working environment so as to avoid work place bullying and improve the job performance. Work environment like compensation, policies, work condition and increasing employee interaction can lead to boost morale of the employee. Training program to find root cause of problem at all the level in the organization must be implemented to promote the harmonious working environment.

EdipSabahattinMete (2016) article titled “The influence of workplace bullying on employee’s job performance, job satisfaction and turnover intension in a newly established private hospital” Published in International Review of Management and Business Research, The researcher conducted the study at a newly established private hospital which evaluated the effects of workplace bullying of healthcare staff and its impact on their work performance, job satisfaction and turnover intention. The study signified that workplace bullying behaviours are positively related towards the individual person and their intention to leave. Also the researcher found that workplace bullying is negatively related to job performance. At the same time it is found that there is negative relationship between turnover intention and job satisfaction. The researcher tried to establish the relationship among the variables such as workplace bullying, turnover intension and job satisfaction of individual.

Ashraf Tag-Eldeen (2017), titled as “investigating the impact of workplace bullying on employees’ morale, performance and turnover intentions in five-star Egyptian hotel operations” Published in *Tourism and Travelling*. Human resource asset is most important asset to any organization without which any organization cannot run. The critical purpose of this research was to explore the amount to which workplace bullying influence the effect of the organization. For this the sample unit was five star hotels in Egypt. In this research three variable were considered such as employee’s morale, employee’s work performance and turnover intension of the employees. And based on these three variable hypotheses were formulated. The researcher used descriptive analytical research for understanding the workplace bullying. The study found that people related to hospitality industry get bullied very often and it negatively effects on their morale and work performance and their corresponding career growth.

Faran Robert (2018) Titled, “Impact of Workplace Bullying on Job Performance And Job Stress” Published in *Journal of Management Info*. This research is done to establish the relation between impact of workplace bullying job performance and job stress. The sample size considered for this research paper is 250 and the respondents were the employees of the 6 private banks of Lahore, Pakistan. For data analysis researcher used the SPSS version 5. This research clearly shows there is strong relationship between workplace bullying and job stress. Also researcher also showed that there is slight relationship among the workplace bullying and job performance. The research paper shows workplace bullying causes negative impact on work performance of the organization as it causes low job performance and it adversely affects on organizational profitability.

ImtiazArif (2018) titled “Impact of Workplace Bullying on Job Performance, Intention To Leave, Ocb, And Stress”, Published in *Pakistan Journal of Psychological Research*. This study is focused on to explore the effect of bullying at workplace on job performance, organizational citizenship behavior, stress and individual leaving intentions. To check the intensity of the above defined variables, researcher considered the two mediators such as job satisfaction and supposed organizational support. The researcher used the random sampling method. The sample size considered for this research is 320. The respondents were private bank employees in Karachi. The researcher used questionnaire survey method to collect the primary data. For the interpretation of data, researcher used Smart PLS 3.1. The research paper finally concluded that there is strong impact of workplace bullying on organizational citizenship behaviour, individual intension of turnover and most importantly job performance.

Md. Rokonzamana, (2014), “The Effects of Workplace Harassment on Job Performance” The main objective of this study is to analyze the impact of different natures of workplace harassment on the employees’ performance. It also focuses on what are the sources of workplace harassment and its effects on mental health of individual and change in the behaviour of the particular employee. For collecting data, the researcher prepared a semi structured interview questionnaire and also done different site visits. To test the certain assumptions in this research paper, researcher used the programmable MATLAB software. Study showed that harassment is done in major or minor aspects of the employees and most of the times it is ignored by the employer. Workplace harassment can cause emotional pain to the employee as well as he can lose the confidence and apparently it will affect on his job performance resulting low.

Peter AdokoObicci (2015), “Effect of Workplace Bullying on Employee Performance in the Public Sector” Workplace bullying causes serious psychological as well as social problems and in turn its effect can be seen on the organizational performance of the employee. This study is carried out in Uganda. Researcher established two objectives for his study; those are to identify if there is workplace bullying practices in Uganda and to analyze its effect on employees work performance. The researcher used questionnaire and survey method to collect the data and sample size for this study was 180 employees who were working in public sector. Surprisingly the study has found that there are bullying practices in Uganda and they are badly affecting the organizational and individual work performance of the employees. Researcher contributed for the development for the framework that examine the present bullying practices in Uganda and its effect or impact on work performance through this research paper. Further research implications and polices are discussed in this research paper.

Young Ok Lee, Msn, RN, Younghee Yi, PhD, RN, titled “Work Environment and Workplace Bullying among Korean Intensive Care Unit Nurse, Seonoung Yun, MSN, RN, and Jiyen Kang” published in *Asian Nursing Research* 8 (2014) 219-225. The article focus on nursing industry is facing shortage of human resource. ICU care unit nurses has to update with new methods, technologies for curing people since this unit admits critical condition people where stress of work is high as compare to the other worker. As per the survey done by the researcher in the Koran intensive care unit this study shows that very less people working in the ICU care are affected by the negative work environment and 17.2% nurses are suffered from the operational work place bullying criteria. Also nurses have reported they are facing more work related bullying at the work place. If work environment is poor at that place more work related bullying takes place.

VI. OBJECTIVES:

1. To study the influencing factors of workplace bullying.
2. To Study the relationship between workplace bullying and its impact on work performance.
3. To find out conclusion on the basis of the literature study.

VII. METHOD

This researcher is exploratory research. Researcher studied different articles, web journal, and research paper.

VIII. SUMMARY

This research is based on the secondary data. The bullying at workplace happened in the medical or health care industry often where stress level is high. Finding pattern of bullying and victim is not easy. Since no one can appropriately gives details about what exactly happens to threat employee. It is perception of that employee which we treat as the result. Also the cultural difference arises when people work for other country. Various organisational factors contribute to the work place bullying of the employee. The best way to avoid work place bullying is to prevent personal bullying. This affects the work performance of the employee which affects the organisational performance.

IX. CONCLUSIONS

This study indicates work place bullying is serious concern in different industry all over the world. This work place bullying is increasing the risk about safety at work place for both personal and work environment. The factors by which work place bullying happens is gender, profession, education, race, professionalism, work culture, occupation, type of industry. Further it added to different health problem to the employee like metal stress, hyperglosima, diabetes, blood pressure, etc. and work related problem like absenteeism, turnover. To avoid such problem team leader must implement the stick action against work place bullying and to create harmonious environment at the work place. For this construct positive environment and relationship in the organisation between the employees.

X. FUTURE RESEARCH

Further research can be done with industry specific with specific area. With respect to the different sector, types of work place bullying and its cause of the can be identified. Separate sector wise study can be done to find solution on the factor affecting work place bullying.

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**ROLE PLAYED BY MEDIA WITH REFERENCE TO ADULT FEMALE CONSUMER
SOCIALIZATION TO OVER-THE-COUNTER (ORAL CONTRACEPTIVE)**

SANTOSH KALABHAU APTE

Associate Professor

Zeal Education Society's

Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR)

S. No 39, Narhe, Behind Bhaviravnath Temple, Dhayari – Narhe, Road, Pune – 411041

PANDURANG ANAND PATIL

Asst. Prof.

Zeal Education Society's

Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR)

S. No 39, Narhe, Behind Bhaviravnath Temple, Dhayari – Narhe, Road, Pune – 411041

Suresh Mehetre

Asst. Prof.,

Zeal Education Society's

Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR)

S. No 39, Narhe, Behind Bhaviravnath Temple, Dhayari – Narhe, Road, Pune – 411041

ABSTRACT

In this research paper the researchers has given more emphasis on how Media helped adult female learn to become consumers of OTC (Oral Contraceptive). There has been a considerable amount of research on consumer socialization over the past years. However, the marketing literature has not yet looked at adolescents & adult as consumers of over-the-counter (OTC) medicines, despite the frequency and the potential problems of product usage in this market segment. This is a descriptive research. For this research the researchers has used convince sampling method for selecting sample. Whereas, researcher has designed questionnaire for collecting data from 100 sample.

INTRODUCTION

Significant changes are underway in the Indian sub-continent's pharmaceutical sector opening up new opportunities in this potentially huge market of one billion people. Currently generating close to US\$7 billion of the US\$550 billion global pharmaceutical market, India is witnessing strong growth with its share rising by nearly 10% per year, compared with 7% for the world market. Indian pharmaceutical

THE STUDY OF SUPPLIER SELECTION CRITERIA FOR EMERGING SUSTAINABLE GREEN SUPPLY CHAIN MANAGEMENT

Prof. Poonam Kadwe¹, Dr. Rahul More²

1. Assistant Professor, Zeal Institute of Business administration computer application and Research, Pune, India
2. Associate professor, Zeal Institute of Business administration computer application and Research, Pune, India

Abstract: *The World is moving faster with the new technological development. Supply chain management is flow of information, product, finance, knowledge in upward and downward direction from vendor and customer. Now a day's people are more concern about the environment. For sustainable development business are moving towards concept of green ie green product, green practices. In this, businesses are operating on the produces which cause less harm to the environment and gain competitive advantage. With the help of systematic and integrated approaches for doing business this sustainable practise can be adopted. It has been found from different literature review selection of green supplier is the most important issues while developing green supply chain management and improving environmental performance. This study tries to find out the factors of green supply chain management and criteria for selection of supplier for achieving green supply chain practices.*

Keywords: Technological development, Supply chain management, green product, green practices, sustainable practise

1. INTRODUCTION:

In manufacturing industry there are two types of procurement strategies used 1st is single source supplier in which raw material is procurement from the single supplier and 2nd is multiple supplier in which there are more than one supplier who are provide material the for the manufacturing of the product. To gain competitive advantage you cannot rely on the only one supplier since some time he may not give the product on times. So if you have multiple suppliers it will be easy for manufacturer to achieve operational efficiency and utilization of resources can be done in proper way (Alyanak & Armaneri, 2009). This is essential to keep more than one supplier since one supplier alone cannot full fill customers requirement, along with this manufacturer must keep in mind to go for green Supply chain practices as far as concern for the environment and to gain competitive advantage.

Green supply chain management can be defined for integrated supply chain management approach in the industry including design of process, procurement of raw material, selection of supplier, and its delivery to the customer and end of life of that product after its usefulness to the customer ie reverse logistics or reverse engineering. Manufacturer can recycle the product of the end of life of product so that operational, environmental efficiency can be achieved. This facility of GSCM includes recycling of the product which minimizes wastes, garbage, saves money resources. This practice improves the environmental health and environmental degradation. This can be possible only if the supply chain partner is efficient who can manage the resources, product, and post service of product to the customer.

India is the country of large population which is 2nd in the world. Customer's demands are changing day by day and with the large population huge waste is generated though out the day. If channel partners are managed with the great efficiency in the chain then sustainable green supply chain can be achieved. This study is focusing on the green supply chain management with respect to India and supplier selection criteria for effective supply chain management. For evaluating GSCM practices and supplier selection literature review are used.

2. LITERATURE REVIEW

In last two decades various research papers had published by the researcher in which they have identified different issues related to the supplier and supplier selection.

Traditional supply chain management

There are many success story of different companies who are excellent in the SCM and different studies which shows how firms performance are best in class with the help of benchmarking. SCM is influence from logistics and transportation management which further uses the concept of distribution management, operations management, marketing, as well as procurement and use of IT tools. All these things are in combinable use to enhance the firm's performance (Wisner and Tan 2000, Croom et al. 2000). Basically SC integration has 6 different Era in the evolution of SCM and these concepts are evolved in 1980.

The main objective of SCM is to maximize overall value in the operation, faster delivery and improved quality of services without compromising the quality to satisfy customer needs. SCM consist of integration of actions that purchase resources, transform them into extreme goods and final products, this all activities are held before delivering them to customers (Render and Heizer, 2001)



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OUTLINING THE SIGNIFICANCE OF EXPERIENTIAL BRANDING FOR BUSINESS DEVELOPEMENT

**Dr. Nitin Zaware¹, Dr. Santosh Shinde²,
 Dr. Avinash Pawar³ and Prof. Suresh Mehetre⁴**

¹Director, Rajeev Business School, Tathawade, pune.
²Associate Professor, PCET's Pimpri Chinchwad College of Engineering, MBA Dept. Nigdi, Pune.
³Assistant Professor, Rajeev Business School, Tathawade, pune.
⁴Assistant Professor, Zeal Institute of Business Administration and Computer Application Research, Narhe, Pune .

ABSTRACT:

Experiential Branding is a process by which brands create and drive interactions with consumers in all aspects of the brand experience to emotionally influence their preferences and to actively shape their perceptions of the brand. Experiential marketing, also called as "engagement marketing," "event marketing", "on-ground marketing", "live marketing" or "participation marketing," These areas of marketing strategy directly engages, invites and encourages consumers to participate in the evolution of a brand. Instead of taking a gander at buyers as inactive beneficiaries of messages, commitment advertisers accept that buyers ought to be effectively engaged with the creation and co-formation of showcasing programs, building up a relationship with the brand. The present shoppers are gone up against with incalculable decisions and a huge number of data to consider when they purchase items or administrations. Customary limited time strategies like publicizing in magazines or on TV are never again as viable as in the past. By what means can an organization help their image stick out? What will make their image correspondence compelling? Considering these inquiries and numerous others, brand experience has developed as an inventive and convincing approach to assemble a brand in the psyches of buyers. In this paper we will discuss various dimensions of experiential branding and provide insights to strategically aspects of experiential branding in business in order to discover how this branding activity can be used to build the organizations successfully.

KEYWORDS: *Experiential Branding, Branding Strategies, Brand Building, Brand Equity, Brand Building, Marketing Strategy.*

1. INTRODUCTION

Experiential marking is a procedure by which brands make and drive tangible communications with customers in all parts of the

brand understanding to genuinely impact their inclinations and to effectively shape their impression of the brand. Associations include correspondence, brand space, and item and administration components. These components cooperate to influence brand value. Experiential marking, an innovative marking process through client experience, adds to mark separation, regard,

pertinence, and information, and accordingly is a compelling method to assemble brands. Through intuitive advancements, imaginative retail spaces, and roundabout online brand specialized techniques, purchasers would now be able to see, contact, hear, taste, and smell marks in manners they never could. Ostentatious publicizing and cost slicing item

advancements are regularly not maintainable techniques for brand building. Experiential marketing, with the goal of building brand value, has developed as a promising and feasible other option.

Brand experience can be thought of as sensations, emotions, recognitions, and conduct reactions evoked by brand-related upgrades. The more remarkable the experience is, the more grounded the brand impression. Brand experience additionally influences customer fulfillment and devotion; it permits the brand to sell items at a higher cost than expected and to make serious passage obstructions. If a brand event stirs genuine positive emotions within people then they are more likely to associate those emotions with that brand, which is more effective. Consumer Engagement is the ultimate point in which a brand and a consumer connect in order to offer a true experience related to the brand's core values. It is a long term connection that must be enhanced over time. Commitment gauges the degree to which a buyer has a significant brand experience when presented to business publicizing, sponsorship, TV contact, or other experience. In March 2006 the Advertising Research Foundation characterized Engagement as "turning on a prospect to a brand idea enhanced by the surrounding context". The ARF has also defined the function whereby engagement impacts a brand.

The mix of all associations with correspondence, brand space, and item and administration components, make up a client's image understanding. The client will at that point structure a brand assessment and observation dependent on these associations. This is the thing that constructs brand value in the shopper's brain, and it is made out of four key measurements: separation, pertinence, regard and information. Different experiential marketing techniques sway various elements of brand value, which must be painstakingly considered by advertisers or brand supervisors while using these strategies.

The brand and the "brand experience" are directly taken to consumers through interactive channels of retail, digital and live events. Rather than wait for the consumer to find it, the brand takes itself directly to the consumer with campaigns that resonate on a personal level. This is closely related to the definition of transparent marketing. Transparent Marketing is a strategy used to personalize the content marketed to a customer by engaging them in social media technologies such as blogs, live chat and product ratings. Through these web based technologies, companies are able to provide true transparency to their company and products, good or bad. In addition, they are able to build trusting and lasting relationships with their customers. Engagement Marketing is a very broad term, and purposefully so. It is an insight that human beings are highly social animals and have an innate need to communicate and interact. Therefore, any engagement marketing initiative must allow for two-way flows of information and communication.

2. ELEMENTS OF EXPERIENTIAL BRANDING

A) Differentiation: Perceived Distinctiveness of the Brand

Separation is a brand's capacity to stand separated from others, and to pick up buyer decision, inclination and faithfulness. It is how much customers discover a brand one of a kind. A convincing and noteworthy brand experience can stand out for customers and keep up their advantage, and in this manner add to mark separation. Lately, organizations like Nokia, Apple, Barbie, and Gucci have opened leader stores in China to give more buyer brand cooperation openings. The recently fabricated Barbie Store in Shanghai is a 6-story megastore with a spa, plan focus, bistro and intuitive exercises intended for young ladies. It turned into a problem area in Shanghai rapidly, with a huge number of young ladies currently visiting the store each day. The marked encounters gave by the Barbie store will without a doubt serve to separate the brand from others. Lead stores are one way that organizations can associate and collaborate with clients to take an interest in experiential marketing. They are additionally places to show restricted version items and novel assistance encounters, which can impart the organizations' way of life and brand esteems in manners conventional media can't.

B) Relevance: Personal Appropriateness of the Brand

Importance alludes to how significant a brand is to their objective purchasers. Important brands are both suitable and engaging. Specialty and developing brands may decide to concentrate first on

separation and afterward on importance, though driving brands will exceed expectations on each of the four measurements. Adidas Brand Center in Beijing is both experiential and significant for clients, so it adds to mark pertinence. The retail place includes a scope of intelligent zones including MI Coach Core Skills, the as of late propelled MI Originals, mi Adidas, a juice bar, a committed 'Urban' zone for displays and occasions, a ball court on the housetop, a Concierge Desk and a kids' territory. As should be obvious, there are items and collaborations offered for Adidas' different focused on showcase portions, guaranteeing that the client's encounters of the Adidas brand are profoundly important

C) Esteem: Regard for the Brand

Regard gauges how much the intended interest groups respect and regard a brand—to put it plainly, how well it is loved. At the point when organizations become bigger and turn out to be progressively developed, brand regard turns out to be increasingly significant. Today, organizations frequently utilize backhanded experiential marking techniques to manufacture brand regard. One approach to do this is through the Internet and person to person communication sites. With the ongoing notoriety of long range informal communication administrations (SNS, for example, Facebook, Twitter, Kaixin, Renren, and some increasingly, ground breaking organizations place their image unnoticeably in the pages, games, and posts, of these destinations. SNS sites are another media which invigorate expanded collaboration with clients. In the principal half of 2009, Kaixin001 turned into China's most famous SNS with more than 83 million enlisted. Brands, media offices, and associations have utilized various ways to deal with interface with the network and focus on its netizens. An amazing and delegate case is Lohas juice. It effectively advanced its image in the mainstream SNS game "Kaixin Garden". Through this intuitive game, the juice brand advances its items, yet additionally depicts a way of life and a demeanor which impacts the clients' image recognition.

D) Knowledge: Understanding of What the Brand Stands For

Information decides if there is a genuine comprehension of what a brand depend on. Brand mindfulness is a sub-segment of information. The degree of brand information is a sign of the organization's past presentation, just as an establishment for its further advancement. Positive and precise comprehension of the brand among target customers brings about brand faithfulness. Notwithstanding, it isn't sufficient for a brand to mention to purchasers what their image implies, they need to show them, and what preferable approach to do this over through brand understanding. This is the thing that Nokia is doing with its worldwide client care and experience focus in Shanghai, which opened in August, 2009. The inside gives equipment fix and programming administrations to clients of its cell phones. The Shanghai experience focus is a spot for clients to get familiar with their Nokia mobile phones and experience what Nokia brand rely on. Helping their clients build up a profound and exhaustive comprehension of their organization will help Nokia combine their client devotion and brand value.

3. SOCIAL EXPERIENTIAL BRANDING

As with any marketing channel, the rampant nature of social media has driven change and will continue to do so. "Over the past three years, the biggest development has been the share ability element," says Wyrley-Birch. "A lot of what we're doing focuses around how we can ensure that the experience is something that a person will want to share with their friends, and almost give a positive endorsement to the brand as a result of that experience."

As social media has become a daily part of consumers' lives, it has enabled experiential to have a longer lifeline, says Marcus S and with, managing director at Haygarth. "The actual theory of experiential marketing hasn't changed at all: it has always been about consumers interacting and connecting with your brand," he explains. "However, the media space has become much more cluttered, and brands have recognized that they can create a unique and valuable experience, a proper interaction between the consumer and brand. "Furthermore, and with argues that, technology and social media have become enablers for experiential to be recognized as a valid media channel in its own right.

"Whether it is by using sophisticated things such as augmented reality, beacons or face recognition, there are technologies that have allowed experiential marketing to move into a whole new world," he says.

Indeed, complementing experiential has helped galvanize the appeal of social media to many a marketer, and this in turn has meant that in 2015, experiential will be able to position itself in the centre of the marketing mix. RPM's managing director Dom Robertson explains: "We believe experiential marketing has been around for years. We simply define it as being when a brand takes an action and then uses that action to help consumers understand its purpose or its product." In the past, experiential possibly wasn't considered when brands were looking at their communications strategy. "It was deemed as very event- or sampling-led. People didn't view that as being pertinent enough to be a key part of a marketing plan – it felt like it was a tactic. However, over the past five or six years, it has very much been understood and recognized that an experiential campaign or in our language, the actions of a brand – can in fact sit at the absolute heart of a communications platform."

Experiential branding is the thoughtful application of brand to every point of contact with the market. Beyond business cards and letterhead, experiential branding is combining design disciplines of graphic, architectural, interior, landscape, and industrial to communicate identity, information, and the idea of place. A presentation goes beyond the ordinary to create extraordinary visual branding elements that extend the marketing and communications of non-profits and corporations. By extending a brand into all internal and external environments of a space it can promote sensory perceptions of a non-profit or corporation. When your employees understand your vision and mission they are better at self-promotion and are more loyal. Visual keys are an easy way to promote brand awareness on a daily basis. Your clients, visitors and employees will know who you are the moment they enter your campus or open a brochure.

Touch points are the specific experiential branding contact opportunities to strengthen brand and communicate identity. There are thousands of opportunities each day to contact your market. Taking advantage of all of them will reassure an increase in market share and build brand equity among employees, vendors, clients and visitors. Presentations brings cohesion and innovation to all of the touch points, making sure they all work together and deliver the same solid message.

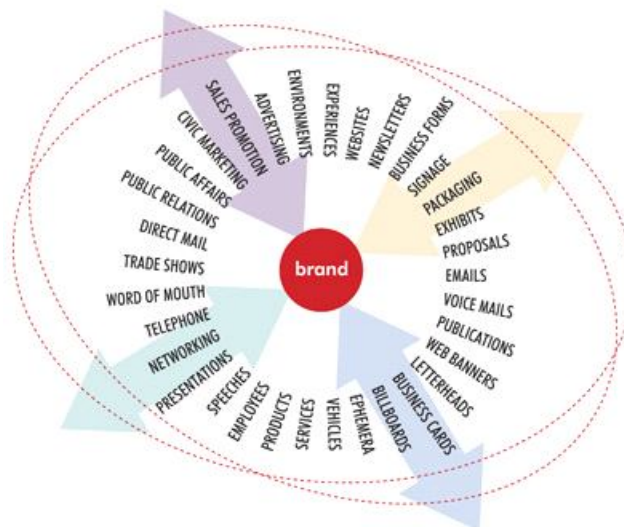


Figure 1: Brand Touch points

(Image courtesy of "Designing Brand Identity" by Alina Wheeler, C.2006, Source: <http://www.p-egd.com>)

The competition for recognition is tough and in today's market extends to the airwaves and cyberspace. A business can increase brand awareness, promote loyalty and differentiate itself from

competitors in the market by using experiential branding. Experiential branding makes you stand out from the crowd with a focus on a strong brand message. Experiential branding is a different approach to your business. More than experiential marketing, which is a tactic, experiential branding is a philosophy of business that demands the organization be actualized and all processes aligned to the final customer experience. A powerful brand is one that can be more than just seen, it can also be smelled, tasted, touched and heard and is expressed at every touch point. An experiential brand creates a much deeper level of engagement because it creates a complete experience that envelopes its audience.

4. ANALYSIS OF EXPERIENTIAL BRANDING ATTRIBUTES

Smell is arguably the strongest of senses. There are more connections between the olfactory regions of the brain to the place where emotional memories are processed than any of the other senses we have. 75% of our emotions are generated by smell (women are more sensitive to smells than men). In this context, for 80% of products sold in the market, It have the following analysis

- it's estimated 40% of fortune 500 brands will have a sensory branding strategy
- 80% of all the impressions we form when communicating with others are nonverbal
- 75% of buying decisions are based purely on emotion
- 91% of customers say music has an effect on their shopping behaviour
- 84% of people in a study said they were more likely to buy in a scented room

5. FINDINGS AND DISCUSSION

5.1 Theoretical aspects of Experiential Branding

Experiential branding is related to and influenced by numerous theories within a range of different marketing disciplines and in this section the most important of these theories will be briefly introduced.

A) Experience Economy: In "The Experience Economy" Pine and Gilmore (1999) suggested that western societies were in the process of evolving from a service economy to an experience economy, characterized by an increasing demand for staged experiences related to goods and services. They argue that companies in relation to this societal change should change their focus to the selling of experiences with their products and services as props and a stage, charging admission for participation in the experience only.

B) Branding Theory: Changing strategic focus towards experience based marketing will be highly influenced by branding theory as the premises for brand (equity) building are the same as for any other type of campaign. Customer Based Brand Equity model (CBBE) and the Brand Value Chain (Keller 2008) can be used to evaluate experiential branding as a brand equity building strategy.

C) Experiential Marketing: In 1999 Schmitt did suggest an experiential approach to creating marketing strategies. However, he put great emphasis on the use of traditional media to create experientially driven advertisements. The use of traditional media is putting ever increasing limitations on the possible effectiveness of campaigns, limiting the potential effectiveness of direct application Schmitt's work.

D) Event Marketing: In their writings on event marketing, Whelan and Wohlfeil (2006; 2006a; 2006b) take an experience staging approach to their analysis of events as a tactical marketing tool. They provide an analysis of target group motivations to participate in marketing-events and demonstrate the effectiveness of experiential campaigns.

Authenticity: Experiential branding is based on the premise that a company will build brand equity through engaging its target group with real lived experiences at planned events. However, for this to actually be an efficient branding strategy it is essential that the target group perceives coherence between the brand and the content of the event.

5.2 Online Experiential Branding Tools

We believe, people embrace what they create. Advanced economies the values of society and the individual change. At the heart of this is the key issue around identity and belonging. We have always

had community. However, in a post-modern world we can have many selves, as we undertake a quest for self-identity. With the help of modern technological tools we can create a sustainable experiential brand in the market.

A) Blogs: For commitment showcasing purposes, organizations can share content on their own sites and partake as an analyst or substance supplier on pertinent outside online journals. Facilitating a crusade that offers prizes to the perusers of outside online journals for their support in a challenge is a case of a commitment showcasing effort focused on outer websites.

B) Social networking sites: Social systems administration destinations, (for example, Facebook, LinkedIn, and Twitter) are perfect for commitment promoting on the grounds that they give an approach to individuals to cooperate with brands and make a two-path exchange among clients and organizations. Most organizations keep up a nearness on a few of these destinations.

C) Webcasts: Differing from inward webcast gatherings with a little, explicit greeting list, commitment showcasing on the web occasions are focused on an a lot bigger and open crowd. They are regularly accessible live or on-request, which permits watchers to see content on their own timetable.

D) Email campaigns: One of the most punctual online commitment showcasing instruments, email advertising requires target crowds to pick in to straightforwardly get an advertiser's messages. Organizations can likewise urge people to share their messages virally, by means of the sending of messages to partners, loved ones.

E) Crowd sourcing: Crowd sourcing locales offer commitment promoting openings through their open media challenges. Publicly supporting destinations like these create brand ministers as a natural result of the publicly supporting procedure itself by urging clients to share their entries on different person to person communication locales. By first captivating fans and buyers in the demonstration of forming the brand character itself, there is expanded brand mindfulness and improvement of brand connections a long time before propelling any official media crusade.

5.3 Brand Judgments and Brand Feelings

Brand performance and imagery are evaluated by the customer, forming brand judgments and feelings. Brand judgments are the sum of customer evaluations on all aspects of the brand, both in terms of performance and imagery. In particular four main types of judgments are essential:

- Brand Quality
- Brand Credibility
- Brand Consideration
- Brand Superiority

Brand quality naturally refers to the perceived customer value of the brand and is rated in relation to competing brands. Brand credibility describes customer perceptions of the brand in relation to perceived expertise, trustworthiness and likeability (Keller 2001). This aspect of brand evaluation is closely related to the concept of authenticity. In relation to experiential branding campaign planning, this will be a key aspect as customers in this case must perceive not only the brand as being credible/authentic, but also the experience staged by the brand, as these shall be able to merge to build brand equity.

As brands gain a high degree of salience and present customers with positive aspects of brand imagery and performance, eliciting positive brand judgments and feelings, they have the potential for attaining brand resonance with the customer. Brand resonance is according to Keller (2001) divided mainly into four categories with an increasing level of involvement with the brand: Behavioral loyalty, attitudinal attachment, sense of community and active engagement. The presence of customers with a degree of brand resonance is a marker of strong brand equity and should be the ultimate goal of marketers (Keller 2008).

5.4 Brand Value Chain

When marketers create marketing campaigns it is done with an expectation of the investment having a positive effect for the brand and often much emphasis is put on financially measurable effects

overlooking the importance of the brand equity building effects. The brand value chain can be used to understand and interpret the effects of marketing investment by tracing the value creation through five value stages

-Product	-Awareness	- Penetration trial	- Distribution	- Profit
-Communication	-Association	-Loyalty	- Market share	- ROI
-Trade	-Attitude	- Retention	- Price Premium	- Cash Flow
-Employee	-Attachment	- Price Premium	- Price Elasticity	- Stock price
-Other	-Relationship			
-Clarity	- Competitive Reaction		- Market Dynamics	
-Relevance	-Channel Support		-Growth Potential	
-Consistency	- Market Growth		-Brand Contributions	

Figure 2: Brand Value Chain

This five staged brand value chain is a combination of the four stages from brand value chain brand equity constituting components. This enables the use of behavioral response effects to be evaluated in the brand value chain and further it makes a more distinct connection. Maximizing customer mind set effects ensures optimal premises for creating behavioral brand response such as trial, repeat purchase, increasing retention and creating loyalty. As such, the behavioral brand response is the unleashing of the brand equity built through mental brand responses, releasing it into cash flow. The effects of the behavioral value stage are influenced by marketplace condition multipliers.

Brand Value Chain will be used to explain how experiential branding can contribute to value creation. Focus will mainly be on the first three value stages as these stages and multipliers are closer, and more directly related to the influence of experiential branding initiatives, whereas effects through the remaining half of the model - market response and economic brand values will be induced from the earlier value stages.

6. CONCLUSION

The purpose of this paper has been to provide a means for a possible future validation of the effectiveness of experiential branding through constructing a framework for strategic planning and effects measurement hereof in relation to maximizing the building of brand equity. Above we concluded that the guide for this strategic planning could realistically be implemented in marketing practice through an evaluation of its coherence with current best practice. Future research seeking to document the potential effectiveness of experiential branding in terms of building brand equity with both participants and non-participants at events, may hence be conducted. Likewise this paper may seek to uncover the effects of experiential branding campaigns in relation to the elements the behavioral brand response and market response of the brand value chain. This paper will allow for valid generalized results as the campaigns planned through the use of the guide will be based on the same optimal approach to strategic event content choice, objective setting, event composition etc. This will effectively limit the negative effects on results caused by differing practices in planning and effect measurement. The impact of experiences on brand equity with the brief description of the premises for commercial and marketing experience above provides some clue as to how experiential branding can be employed to build brand equity. It is uncertain how the use of experientially driven marketing will develop in the future, however we expect to see an increased focus on experiential branding and expect to see more versatile variations.

Based on the discussion of event composition we found that diversifying the experience through inclusion of more experiential realms strengthens the possible associations created. Further, we argued that the composition of events on one or more should be based on the following:

- Sense
- Feel
- Think
- Act
- Relate

Through this we conclude that to optimize the building of brand equity through event composition the company should strive to include as many experiential realms as possible and identify on or more relating specifically to the event content.

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EVALUATING PROFITABILITY PERFORMANCE OF BAJAJ AUTO LTD & HERO MOTOCORP BY USING DUPONT MODEL

Dr. Pravin Narayan Mahamuni

Dr. Anil Arun Poman

ABSTRACT

This study attempts to measure the financial performance of the Auto-mobile companies in India with respect to Bajaj Auto Ltd and Hero Motocorp. In this paper, researcher uses DuPont analysis, is method of assessing a company's return on equity (ROE) breaking into three parts i.e. Profit Margin (Profit/Sales), Total Assets Turnover (Sales/Assets) and Equity Multiplier (Assets/Equity). In order to achieve the goal, this study has measured the ratios of ROE, ROA applying the DuPont analysis, which have been demonstrated with tables and graphs to show the change periodically. DuPont analysis is based on analysis of Return on Equity (ROE) & Return on Investment (ROI). DuPont analysis (ROI and ROE) is an important tool for judging the operating financial performance. It is an indication of the earning power of the firm. The return on equity dis-aggregate performance into three components: Net Profit Margin, Total Asset Turnover, and the Equity Multiplier. The return on investment consists of Assets Turnover (Operating Income×Total Assets) and Profit Margin (EBIT×Operating Income). The researcher used 't' test for analyzing and comparing previous 5 years financial data to find out level of significant change.

Keywords: *DuPont Analysis, Return on Equity, Return on Investment, Financial Performance*

COMPARATIVE STUDY OF NET INTEREST MARGIN (NIM) OF SELECTED INDIAN PUBLIC AND PRIVATE SECTOR BANKS

Dr. Pravin Narayan Mahamuni *

Dr. Anand Ganpatrao Jumle **

ABSTRACT

Net Interest Margin (NIM) of commercial banks varies from economy to economy due to variation in country, industry and firms specific factors. This study aims to assess and identify the determinants of NIM in the Indian Banking Industry. The data has collected from annual reports of selected Bank for the period 2008 to 2017 and MS Excel has been used for analysis of data. In this study, assessment was made to identify determinants of NIM, which is the ratio of net interest income to earning assets using panel data. The results of the study revealed that cost efficiency, implicit interest payment, competition, and scale efficiency have positive and significant effect on NIM. However, liquidity risk and management efficiency has negative and significant effect on NIM. On the other hand, credit risk, interest rate risk, capital risk, inflation and economic growth do not seem to have significant impact on banks' performance.

Keywords: Net Interest Margin, Banking Industry, Macroeconomic Variables, Banking Performance

* **Associate Professor,ZES's Zeal Institute of Business Administration, Computer Application & Research,(Formerly Dnyanganga Institute of Career Empowerment & Research), Narhe, Pune**

** **Principal,SNDDT Art & Commerce College for Women, Pune**

THE STUDY OF SUPPLIER SELECTION CRITERIA FOR EMERGING SUSTAINABLE GREEN SUPPLY CHAIN MANAGEMENT

Prof. Poonam Kadwe¹, Dr. Rahul More²

1. Assistant Professor, Zeal Institute of Business administration computer application and Research, Pune, India

2. Associate professor, Zeal Institute of Business administration computer application and Research, Pune, India

Abstract: *The World is moving faster with the new technological development. Supply chain management is flow of information, product, finance, knowledge in upward and downward direction from vendor and customer. Now a day's people are more concern about the environment. For sustainable development business are moving towards concept of green ie green product, green practices. In this, businesses are operating on the produces which cause less harm to the environment and gain competitive advantage. With the help of systematic and integrated approaches for doing business this sustainable practise can be adopted. It has been found from different literature review selection of green supplier is the most important issues while developing green supply chain management and improving environmental performance. This study tries to find out the factors of green supply chain management and criteria for selection of supplier for achieving green supply chain practices.*

Keywords: Technological development, Supply chain management, green product, green practices, sustainable practise

1. INTRODUCTION:

In manufacturing industry there are two types of procurement strategies used 1st is single source supplier in which raw material is procurement from the single supplier and 2nd is multiple supplier in which there are more than one supplier who are provide material the for the manufacturing of the product. To gain competitive advantage you cannot rely on the only one supplier since some time he may not give the product on times. So if you have multiple suppliers it will be easy for manufacturer to achieve operational efficiency and utilization of resources can be done in proper way (Alyanak & Armaneri, 2009). This is essential to keep more than one supplier since one supplier alone cannot full fill customers requirement, along with this manufacturer must keep in mind to go for green Supply chain practices as far as concern for the environment and to gain competitive advantage.

Green supply chain management can be defined for integrated supply chain management approach in the industry including design of process, procurement of raw material, selection of supplier, and its delivery to the customer and end of life of that product after its usefulness to the customer ie reverse logistics or reverse engineering. Manufacturer can recycle the product of the end of life of product so that operational, environmental efficiency can be achieved. This facility of GSCM includes recycling of the product which minimizes wastes, garbage, saves money resources. This practice improves the environmental health and environmental degradation. This can be possible only if the supply chain partner is efficient who can manage the resources, product, and post service of product to the customer.

India is the country of large population which is 2nd in the world. Customer's demands are changing day by day and with the large population huge waste is generated though out the day. If channel partners are managed with the great efficiency in the chain then sustainable green supply chain can be achieved. This study is focusing on the green supply chain management with respect to India and supplier selection criteria for effective supply chain management. For evaluating GSCM practices and supplier selection literature review are used.

2. LITERATURE REVIEW

In last two decades various research papers had published by the researcher in which they have identified different issues related to the supplier and supplier selection.

Traditional supply chain management

There are many success story of different companies who are excellent in the SCM and different studies which shows how firms performance are best in class with the help of benchmarking. SCM is influence from logistics and transportation management which further uses the concept of distribution management, operations management, marketing, as well as procurement and use of IT tools. All these things are in combinable use to enhance the firm's performance (Wisner and Tan 2000, Croom et al. 2000). Basically SC integration has 6 different Era in the evolution of SCM and these concepts are evolved in 1980.

The main objective of SCM is to maximize overall value in the operation, faster delivery and improved quality of services without compromising the quality to satisfy customer needs. SCM consist of integration of actions that purchase resources, transform them into extreme goods and final products, this all activities are held before delivering them to customers (Render and Heizer, 2001)

**ROLE OF SOURCES OF INFORMATION AND EXTENT OF THEIR INFLUENCE ON
THE BUYING DECISION RELATED TO OTC HERBAL PAIN RELIEVERS: AN
EMPIRICAL ANALYSIS**

DR. SANTOSH KALABHAU APTE

Associate Professor

Zeal Education Society's

Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR), Pune

DR. AMOD MARKALE

Director

Zeal Education Society's

Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR), Pune

[1] INTRODUCTION

The context in which an individual lives is of great importance for both his/her health status and quality of life. It is increasingly recognized that health is maintained and improved not only through the advancement and application of health science, but also through the efforts and intelligent lifestyle choices of the individual and society. Self-care is one solution available in case of minor illness. Self-care is the action individuals take for themselves and their families to stay healthy and take care of minor and long term conditions, based on their knowledge and the information available. The benefits of self-care to society are empowered patients with higher self-esteem, improved wellness, and longer life expectancy and reduced use of healthcare services. People should be given the information, education and tools they need to become more proactive in their healthcare and more confident to take good care of themselves. Health professionals, not least doctors and pharmacists, also have an important role in encouraging self-care. Encouraged self-care is



Post-Merger Financial Performance of Indian Manufacturing Companies with Reference to Metals & Metal Products and Machinery Companies

Mahamuni PN, Jumle AG

ZES's Zeal Institute of Business Administration, Computer Application & Research (ZIBACAR), Narhe, Pune, India

ABSTRACT

This research work was undertaken to find out the impact of merger on the financial performance of Indian manufacturing industry with reference to selected metals and metal products and machinery companies during 1st April 2005 to 31st March 2010. In simple words, this study is all about to find out whether merger & acquisition helps the organization in post-merger period to improve their performance in the sense like; companies achieved liquidity, solvency and improve profitability after merger, companies expand their business activities after merger, is there any improvement in operating performance of merged manufacturing companies and also an attempts to fill this gap in knowledge about M&As in India.

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KEYWORDS: *Mergers, Acquisitions, Financial Performance*

PRACTICES ADOPTED BY SMALL BUSINESS FOR FINANCE AND MANAGEMENT CONTROL

Dr. Pravin Narayan Mahamuni,

Associate Professor

ZES's Zeal Institute of Business Administration,

Computer Application & Research

(Formerly Dnyanganga Institute of Career Empowerment & Research),

Narhe, Pune-41

Mb. 09881373798

E-Id: pravinmahamuni@gmail.com

Co-Author

Dr. Anand Ganpatrao Jumle

Principal,

SNDT Art & Commerce College for Women, Pune-04

Mb. 09890305308

E-Id: a_g_j@rediffmail.com

ABSTRACT

In the past, a large numbers of Indian entrepreneurs could survive or even grow despite of inadequate managerial capabilities. Simply because they could not hide their inefficiency and high cost behind large profit margins or high prices resulting from lack of competition.

Despite visible projects and adequate finance, a large number of small and medium enterprises have been failing. There is a need to evaluate and diagnose industrial firms to promote them and to assist them.

The problem of Indian entrepreneurs has been the rather narrow and limit-

ed horizons within which they have confined their vision. It is now time for a progressive and broader outlook without which success in industry or business will not be ensured.

Financial analysis lays emphasis entirely on past happenings rather than on problems likely to arise in future. No doubts, the financial snapshot of a company may give some hints about its future, yet it is much better to adopt probes that are inclined more towards the future of the enterprise than its past.

INTRODUCTION

A number of large companies have



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A STUDY OF VARIOUS TECHNOLOGY FRONTIERS USED FOR CREATING SMART FORESTS AND IMPACT ON INDIAN TOURISM SECTOR

Prof. Madhavi Shamkuwar¹ and Dr. Aniruddha Joshi²

¹Assistant Professor, Zeal Education Society's, ZIBACAR, Narhe, Pune, India.

² Assistant Professor, PUMBA, Department of Management sciences, Savitribai Phule Pune University, Pune, India.

ABSTRACT:

Tourism is one of the emerging and evolving sector in India. A major amount is contributed by Indian and world tourism. From this amount, there is a significant contribution for the wildlife tourism apart from other types of tourism. The wildlife tourism is a sector which involves number of business sectors including logistics, hotels, infrastructure, supply chain management, IT devices and equipment's are on boom. The government policies pertaining to tourism and support from other related and non-related sectors. The present study would enable to identify, recognize and discuss prospectus of the Indian wildlife tourism and contribution to the nation socio-economic as well as technology development. The opportunities for entrepreneurship and technology innovations are ample, the effective utilization of both of them will give new horizon of this emerging wildlife

KEYWORDS: Wireless Sensor Network, Internet of Things, Drones, Tourism, Wildlife monitoring.

INTRODUCTION

Mankind had evolved to greater extend from the stone-age to the current technology age. Extensive use of technology in research is done to support humankind and make him more and more powerful and give him comfort, satisfaction, happiness. Wildlife tourism has contributed positively to development of the wildlife and generated revenue. In agri-tourism, the agricultural land and related products are the attention seeker. Plants being the prime source of energy they are too supported by technology in development of agriculture and horticulture. However, animals especially wild animals are the most neglected part of the eco-system. They are being killed for various purposes in rituals, food, medicines, smuggling etc. Thus, the revenue generated both for legal and illegal animal products is enough. Due to large profit in this money making business, earth is facing being biggest mass extinction and this time reason it is not nature but greed of human beings. The world is witnessing the harsh implications of such decisions in form of imbalanced ecosystem in form of lower sustainability and lower productivity of every individual species on this planet. The business when combined with Technology has proven as a savior for all the organisms found on this earth viz human beings, plants and animals. If earth is chariot, then the Technology is the fast moving wheels of it. Initially, the term wild involved all those animals which are undomesticated in nature, but later, it was it involved fungi and plants which are more found in forests than human habitats. The wildlife needs



STUDY OF INTELLIGENT TRANSPORTATION SYSTEM WITH REFERENCE TO ROAD TRAFFIC MANAGEMENT IN PUNE CITY

SAMRIT.KIRTI

Research Scholar

samrit.kirti@gmail.com
 9370326061

ZES's ZIBACAR, Narhe
 Pune, India

DR. KUMARSWAMY NIRMALA

ksita_nirmala@rediffmail.com
 9823120225

D. Y. Patil Institute of MCA, Akurdi,
 Pune, India

ABSTRACT

Road Traffic congestion and managing the increasing traffic is a big problem all over the developed cities in India. In India, the main cause of road traffic problems is due to slow growth in road infrastructures as compared to growth in number of vehicles. As a result, there is increased traveler time, property as well as human life damage and environmental pollution.

Intelligent Transportation System (ITS) provides possible solutions to these problems with the help of recent technologies. ITS is an integrated system that provides a broad range of communication control, vehicle sensing, and electronics technologies.

In this paper, we have studied various ITS application in Pune City with reference to road vehicle traffic. It will lead to the gaps in the knowledge which can be studied in future. This study highlights the conclusions extracted from the studies of different ITS applications and also propose the future scope in the field of ITS.

1. INTRODUCTION

India is the second largest populous country in the world. India, as a fast growing economy, it is seeing huge traffic congestion problems in its developed cities. Any type of congestion on roads ultimately leads to financial losses resulting in the growth of any city. With inadequate space and funds for the construction of new roads, and the growing imbalance between traffic demand and transportation resources; it is increasingly obvious that countries must move beyond the traditional model of just building roads infrastructure to solve traffic problems [2] Pune is set to become one of the largest cities in India, but its plans to solve road congestion aren't helping. Pune is amongst three Indian Cities in the Top 10 list of worst traffic conditions in the world. [14] The ranking is arranged based on a combination of factors including the average time spent by a commuter, traffic index and overall inefficiencies in the traffic system.

With the vehicle density of 753 vehicles per 1000 people, traffic that does not seem to move on city's road is a common picture. Absence of mass transport is main cause of the traffic mess. As the lifestyle and financial condition of the citizens living in Pune is increasing, more people are purchasing private vehicles and preferring to travel by their own vehicle. The population of Pune, Pimpri-Chinchwad and adjoining cantonments has already touched 55 lakh and is expected to grow one crore by 2030. [15] Major roads with heavy traffic jams daily are Ganeshkhind Road, Pune Ahmednagar Road, Karve Road, Pune Solapur Road and Pune Satara Road.

Around 40 flyovers have been built in various parts of the city but the city is not moving in solving its traffic problems.[13]

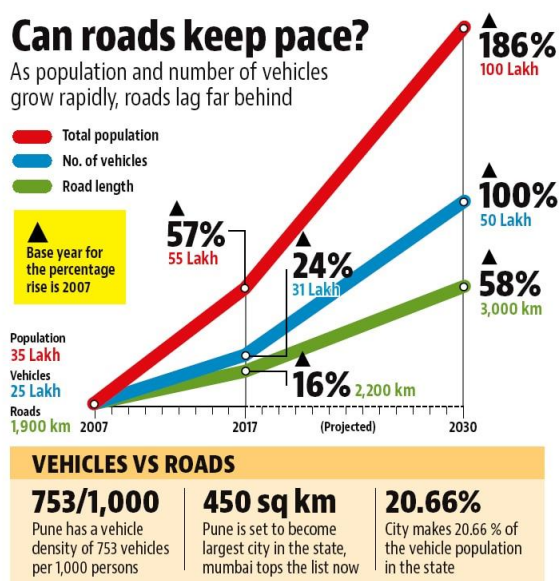


Fig. 1 Vehicle Vs. Road

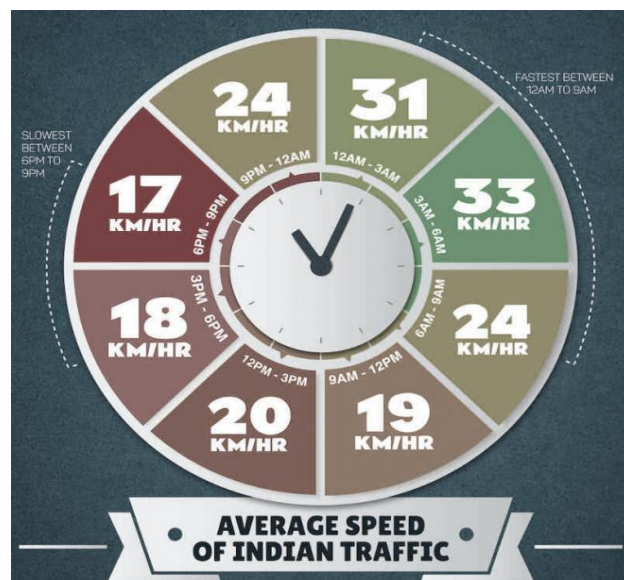


Fig. 2 Average Speed of Indian Traffic

ITS is an integrated system that provides a broad range of communication control, vehicle sensing, and electronics technologies. ITS can provide solutions to different problems related to Road vehicle traffic management. ITS proves to be useful in following manner:

- a. A better managed Road vehicle Traffic