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तदेव लग्नं सुदिनं तदेव

ताराबलं चन्द्रबलं तदेव ।

विद्याबलं दैवबलं तदेव

लक्ष्मीपते तेङ्घ्रियुगं स्मरामि ॥ ॥

That alone is the best time, that only is the best day,
that time only has the strength bestowed by stars, moon,
knowledge and Gods, when we think of the feet of
Lord Vishnu who is the spouse of Goddess Lakshmi

SAIBALAJI INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCES

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A STUDY OF EFFECTS OF WOMEN ATTRITION IN INFORMATION TECHNOLOGY (IT) INDUSTRY IN PUNE CITY

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ABSTRACT

One of the main problems faced by the majority of the IT companies is "the high rate of attrition" which is having numerous impacts on the organizations. Attrition or Steady loss is characterized as decrease in labor because of different reasons and factors. This research paper is aimed to enlist various effects of women attrition in IT industry. It may be stated that these effects are internal effects and other effects. The research paper presents survey outcomes that may be useful and beneficial in terms of reducing intensity of these effects of attrition in some way. It may also contribute towards activities that may be deployed by IT organizations to retain their talented manpower.

KEYWORDS

Women Attrition, Attrition in IT Industry, Effects of women attrition

Introduction

Growth of Information Technology - IT sector in India has been at significant since 1991. IT industry employs about 3.9 million software professionals in India and abroad as of today. IT Industry has been playing a vital role in the Indian economy by providing employment opportunities and reasonable contribution to GDP (Gross Domestic Product) besides undertaking social responsibility role.

The IT and ITES (Information Technology Enabled Services) sector is man-power driven. It's an employee (oriented) market with poaching taking toll by way of lucrative offers in all forms. For the young professionals, the glamour and attraction of high pay vanishes early due to the irregular working schedules and repetitive or monotonous way of working.

One of the main problems faced by the majority of the IT companies is "the high rate of attrition" which is having numerous impacts on the organizations. In spite of offering numerous incentives - rewards - benefits and other innovative attractive facilities, the rate of attrition is still on an increasing trend.

In the present circumstance, women in the IT sector include a sensibly huge part of the workforce in contrast with some other segment. It is assessed that women manpower constitutes around 40% to 47% of populace in Information Technology organizations in India and is developing.

According to IT industry apex body – NASSCOM estimates and data, the industry is witnessing an employee turnover of about 22% to 30% per annum. The trend is growing

every year. Indian Information Technology industry is very dynamic with lots of staunch competitors in the same field. IT as an industry is segmented into IT Services or Product Development companies. The poaching or war for talent is common in this sector.

The main objective of this study is therefore to enlist different effects of women attrition in IT Industry in Pune city.

Effects of Attrition

Attrition or Steady Loss

Attrition or Steady loss is characterized as decrease in labor because of different reasons and factors. Wearing down can be conceptualized in numerous structures. The two noticeable types of steady loss are whittling down to because of labor decrease by method for leaving the association and by method for getting the retirement from the association.

Manpower loss means for a progressive decrease in work force without terminating of staff, as and when laborers leave or resign and isn't supplanted.

Manpower loss may have distinctive reasons, factors and qualities related with it that fluctuate from association to association. The explanations behind whittling down are not straightforward and can't be effectively found inside any association except if they are found in time until the point that it is frequently past the point where it is possible to satisfactorily address the issue.

In perspective of the dynamic and profoundly aggressive structure of IT industry today, it is necessitated that universally HRM (Human Resource Management) and HRD (Human Resource Development) faculty must be in a situation to deal with whittling down and related outcomes.

Various literature reviews has listed and identified numerous effects of attrition. Some of the examples as mentioned by the review of literature are as listed below.

Sonnenbery F. (2004) mentioned a similar perspective that the steady loss has its own particular ramifications and may end up troublesome for any association if not controlled in time. Different results of the wearing down (that may have affect on the association or may influence the association) are listed below: [1]

- a. Loss of clients.
- b. Knowledge and abilities during the tenure is lost.
- c. Reputation of company is stained.
- d. Loss of spirits among the rest of the workers.
- e. Due to limited network, the message spreads like a wild fire.
- f. Work culture is aggravated because of despondency all around.

Herman R. (1992) studied the attrition and related effects on any organization. The author has stated some strategic approaches to retain good employees. These approaches are based on [2]:

- a. Working Environment.
- b. Relationship.
- c. Focused Task.
- d. Compensation. and

e. Growth of People.

Anuradha Saxena (2015) in the research paper titled 'The Problem of Job Attrition: An HRD Challenge' mentioned that the human resources department of any organization (HRD) is an important area for investigation as it is directly linked with the progress of the people within the organization. Now a day's attrition has turned out to be number one test for any HRD. To comprehend it (the manpower loss) is a HRD challenge today.

The research paper additionally specifies that with taking off steady loss rates higher, there ought to be maintenance systems set up in order to control the outgoing from the organization.

The research paper also mentions that in the age of social media today, reputation flows fast and easily. On the off chance that an association is marked, as anything, yet dynamic and cool, Gen Y will evade it. So for the development and holding ability in the present time following basic aspects may be taken in thought: [3]

- a. Competitive Salaries & Rewards
- b. Recognition Programmes
- c. Challenging Workplaces
- d. Work hour flexibility

Shine David, Saakshi Kaushik, Harshita Verma, Shivani Sharma (2015) had undertaken a research study on attrition. Their investigation incorporates staff working in IT area in different urban areas of India (like Mumbai, Pune, Bangalore, Delhi and Indore) as the respondents. The motivation behind the examination was to break down the issue of high weakening particularly in this area.

The authors specified that manpower loss for HR managers is currently a test to manage. The privatization of IT part has prompt different purposes behind whittling down as said in the discoveries. For representatives currently must be held by giving the pressure busters, merited acknowledgment, and reasonable treatment and development openings. Compensations are no more a maintenance instrument and representatives would love to work at a place that keeps up their advantage and development in adjust with the work and authoritative objectives. [4]

Savneet Kaur (2013) says that there is no general remedy to attrition. For each organization there exists a specific sort of inspiration strategy that must be taken after remembering the kind of workers and the set objectives of the organization. Attrition should be kept a check on a regular basis along with the calculation of cost related to it. [5]

Pradeepkant Dube, Siddharth Verma (2015), in their investigation specified that with changes in the economy, request, supply, needs, innovation, family factors and instruction frameworks, assets are more mindful of their qualities and significance. They have turned out to be additionally requesting in nature and all the more estimating towards their vocation and money related objectives. This thusly has spurred assets to change the occupations might be because of vocation or money related or family reasons. These progressions of employment by assets coming about into the steady loss of HR impacts altogether on the organization's development, money related arranging and efficiency. [6]

Joshi, Rashmi (2008) clarifies that however IT/ITES area is one of the significant supporters of the service sector development in India; attrition in this sector has achieved especially disturbing levels. The author additionally expresses that "manpower loss" is one of the

noticeable costs that an organization needs to acquire at whatever point any employee leaves are as listed below: [7]

- a. Recruitment costs: Whenever an employee leaves, the organization needs to spend on new promotions for enlistments for enrollment, as additionally towards installment to the office that handles the procedure.
- b. Training costs: An organization needs to incur training costs of the newcomer as far as costs of the person(s) who leads the preparation, cost of departmental preparing, cost of different preparing materials, and so on.
- c. Lost profitability costs: Newly taken recruit may not generate profitability to the organization immediately. It is required to give them sufficient development period before the contribution starts coming in. the organizations has to bear cost of this period.
- d. Other costs: Apart from the enrollment related costs specified above, different costs are additionally brought about in on acquiring the new individual into the system such as printing of cards, informing to branches and so on.

Objective:

The broad objective of this research paper is to identify various effects of women attrition in IT industry in Pune city.

Empirical Research Results [8]

About the study

The study was conducted to investigate different reasons of attrition among women employees working in IT Industry in Pune city.

Scope of the research is limited to select IT organizations in Pune city those satisfy following conditions:

- a. IT organizations having more than 100 employees.
- b. IT organizations with percentage of women workforce about 40% of their total workforce.

Dependent Variable for the study is:

- a. Attrition of Women employees working in IT Organizations.

Independent Variable for the study is:

- a. Various effects of women employees leaving the organization

Study results are as presented herewith.

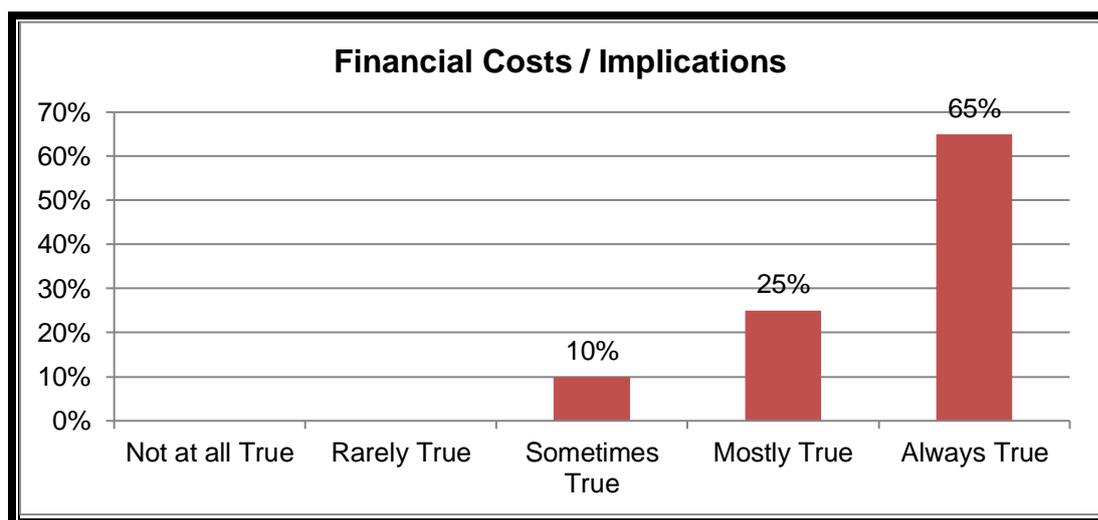
Effects of Women Attrition on the Organization

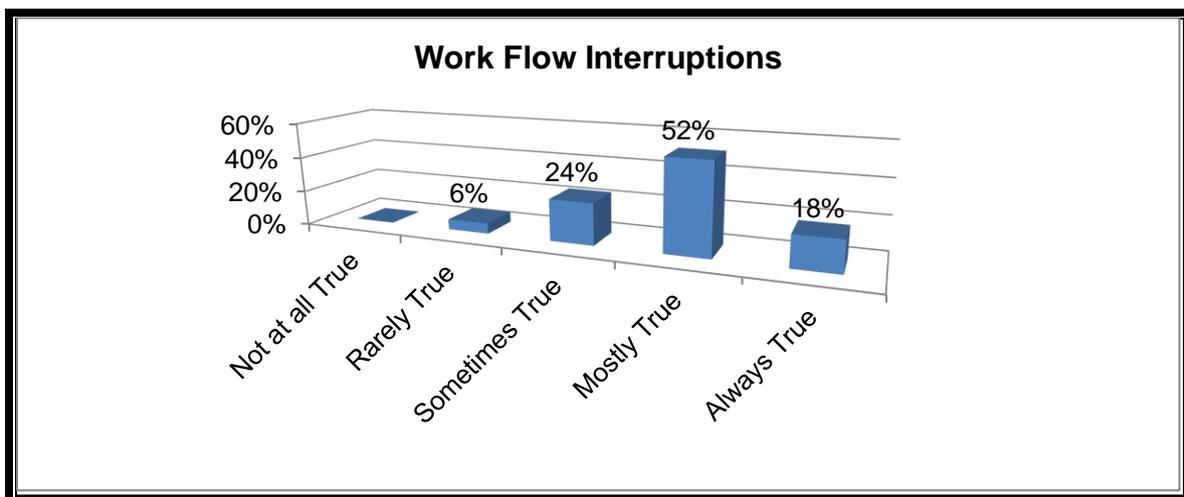
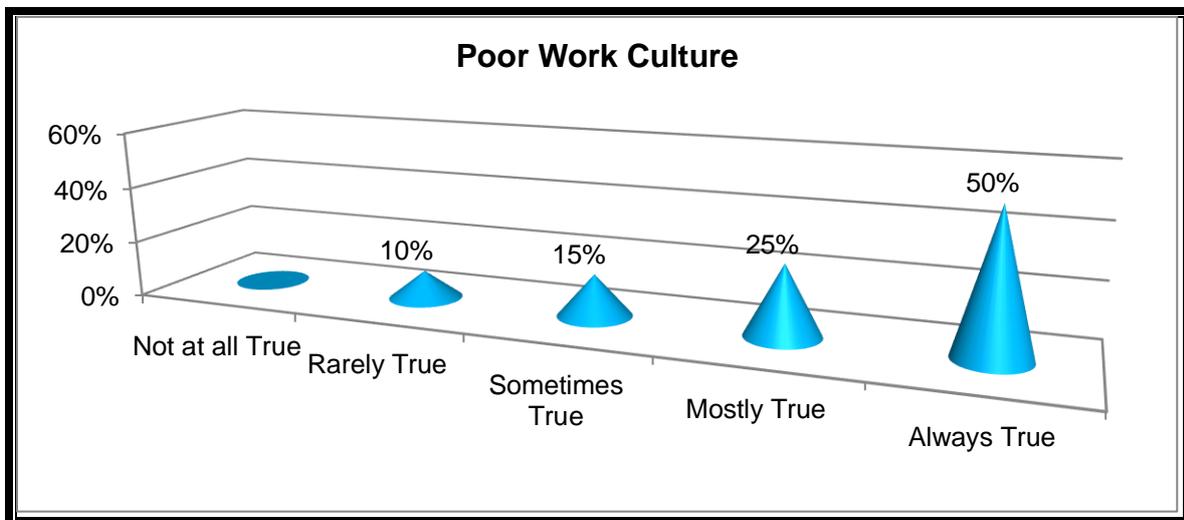
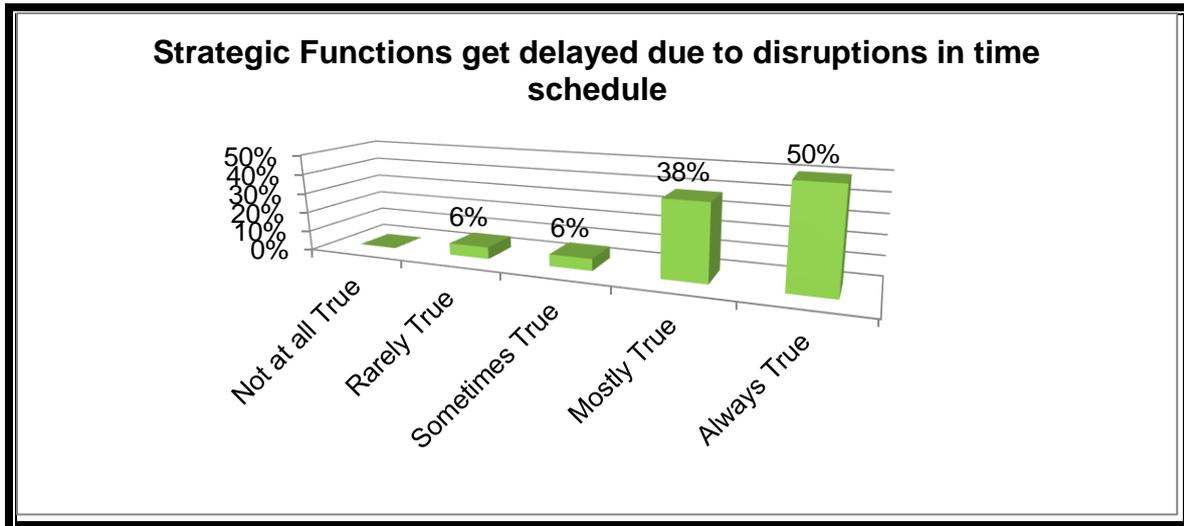
Major effects of attrition (with the responses 'Always True and 'Mostly True' as indicated by the respondents) are:

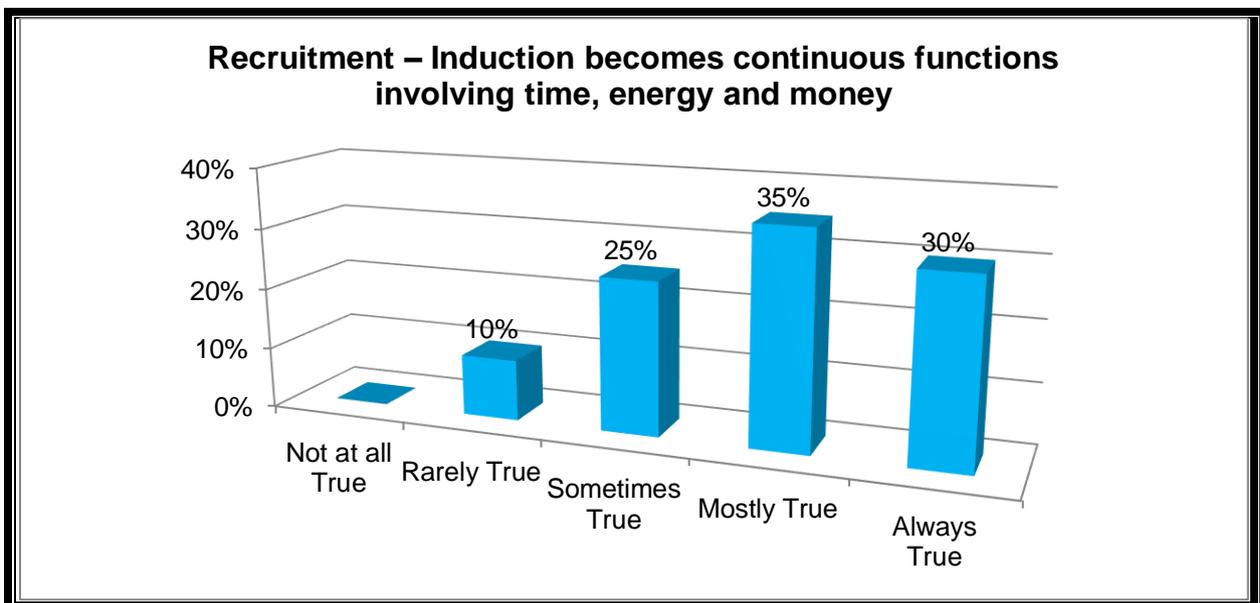
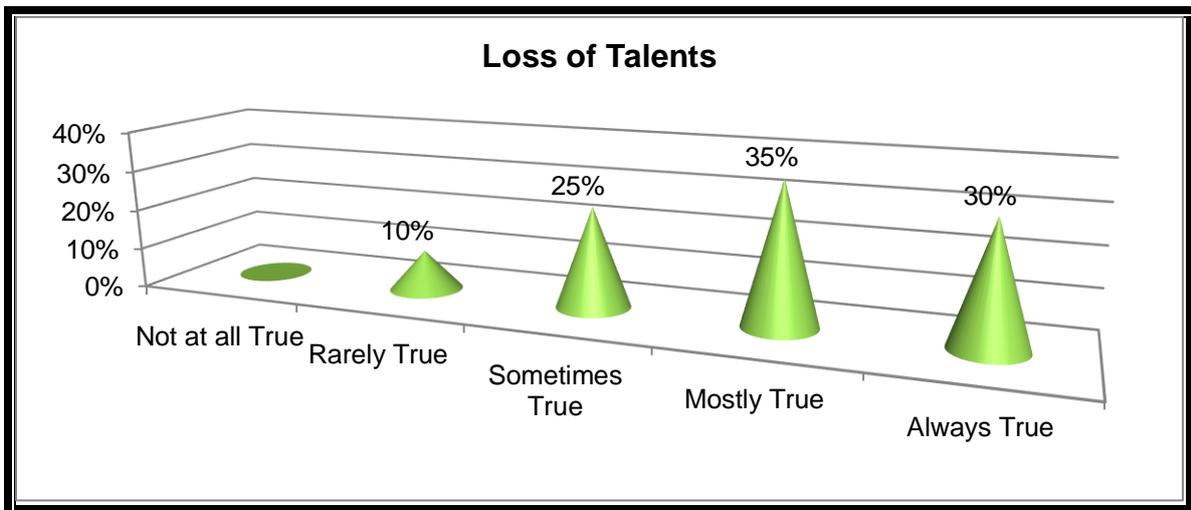
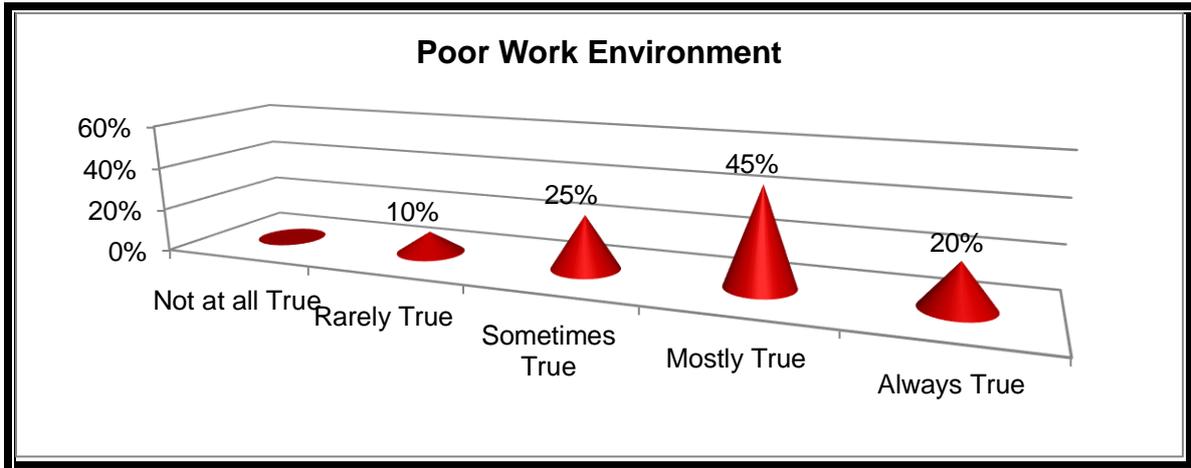
- a. Financial Costs / Implications
- b. Strategic Functions get delayed due to disruptions in time schedule
- c. Poor Work Culture
- d. Work Flow Interruptions
- e. Poor Work Environment
- f. Loss of Talents
- g. Recruitment – Induction becomes continuous functions involving time, energy and money
- h. Pressure of work stress to existing employees

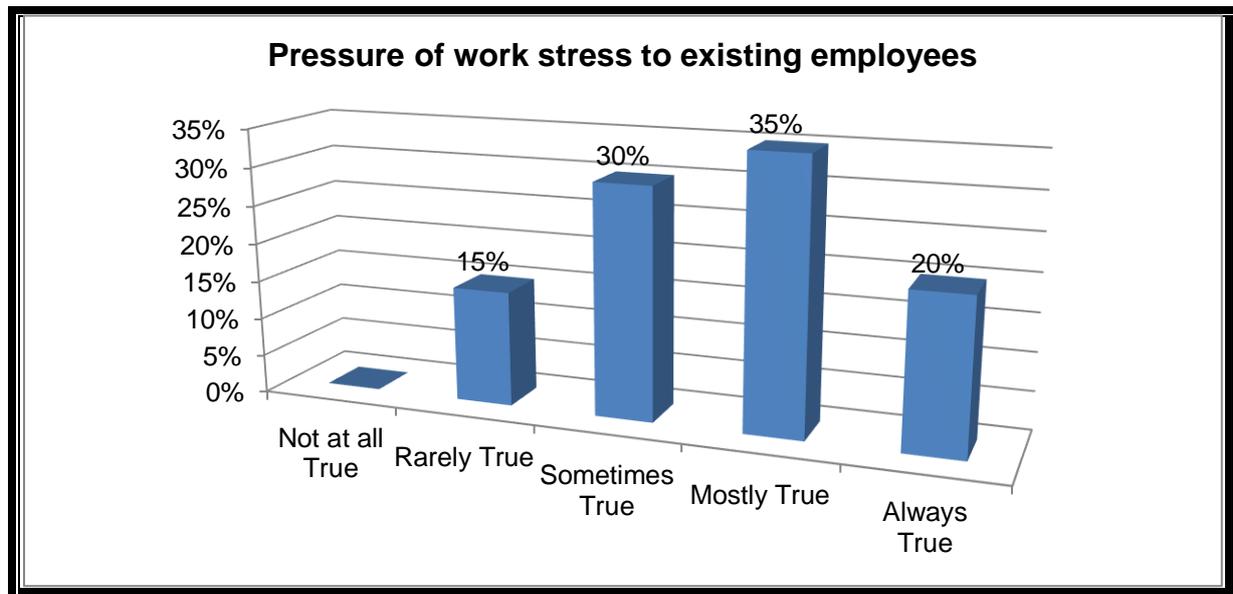
Parameter (Various effects of attrition on the organizations)	Mostly True (as % of Respondents)	Always True (as % of Respondents)
Financial Costs / Implications	25%	65%
Strategic Functions get delayed due to disruptions in time schedule	38%	50%
Poor Work Culture	25%	50%
Work Flow Interruptions	52%	18%
Poor Work Environment	45%	20%
Loss of Talents	35%	30%
Recruitment – Induction becomes continuous functions involving time, energy and money	35%	30%
Pressure of work stress to existing employees	35%	20%

Response graphs for the above listed respective reasons are as shown below.









Conclusions [8]

It is clearly evident that (experienced) and (knowledgeable) employee leaving the organization results in loss of talent. This loss of acquired knowledge has its own implications too. This may result in reduced business that may be possible to get it if the attrition has not occurred.

It is very interesting to note that respondents mentioned that such loss of talent does not have any effect on brand image of the organization.

Some of the other noticeable effects arising due to loss of talent are:

- a. Loss of Business Opportunities
- b. Poor Work Environment

- c. Poor Employee Morale
- d. Poor Motivation
- e. Work Flow Interruptions
- f. Pressure of Work Stress to Existing Employees

All these parameters are interlinked to each other. With all these unwanted effects it may likely to happen that within the organization major activities will be hampered. This may result in Strategic Functions get delayed due to disruptions in time schedule.

The problem of work life imbalance may be addressed to some level by providing flexible working hour and work from home options. This will facilitate women professionals in maintaining time and involvement balance between work and personal lives. Again the issues related to marriage and relocation needs to be handled delicately because in Indian society and culture family is the first priority for most of the women.

It may be possible that organizations may consider flexible relocation policies as one of the possible ways of reducing women workforce attrition.

Organizations may understand basic problems of the women and accordingly frame their policies.

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**“CROSS CULTURAL TRAINING FOR EMPLOYEES ASSIGNED
OVERSEAS”**

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ABSTRACT:

The economy is globalized. Every company is setting up the business globally. With such increasing globalization in business, employees are also going abroad. The movement of people across borders is now a common picture in today’s world. They search the opportunities throughout the world. Thirty years ago, expatriates were predominantly from the developed countries. In globalized economy, the companies getting success in one country may fail in another country. Also employees performing better in home countries may fail in another country. This is the major problem in multinational firms. The most companies believe that the problem is due to the working in unknown culture. The expatriate cannot be able to adjust with the foreign culture. The companies need to reshuffle their HR policies with respect to employees assigned overseas. Also companies facing huge attrition rate with regard to people working on foreign projects. These people leave the organization seeing that they are going to fail. Cultural proficiency is must amongst the employees working on foreign assignments. The major challenge human resources managers facing are that, the selection of employees for foreign assignments. The companies need to prepare their human resources for international assignments. In order to remain outstanding in global market place, cross cultural training should be designed and it should be the life-long learning for organizations

to learn about the other cultures. There are several approaches to deal with the international assignees. There is huge gap in the cultures between the nations. This gap can be lessened with the help of strong cultural training. These trainings should not be classroom training, rather it should be learning through past experiences, making changes in the behavior of potential expatriates. The cultural learning eases the potential expatriates. The international assignees along with technical skills, should be adaptable to international cultures, languages, customs etc. The employees now a day is enthusiastic to take up the international assignments; but when they are actually entering into the process they are facing several problems. These problems are (most of the time) never related to their performance but actually performance depends on these factors. Ultimately the role of human resources manager is to select and develop the people for international assignments so that the firm remains the outstanding in terms of performance. There is much complexity in selecting the future expatriates; however the companies should select the people those are willing to travel, so these people stay long in foreign country for their work.

This research article deals with the cross cultural training for employees assigned overseas. Also it deals with why companies should implement the training for their expatriates, what problems the companies are facing in managing international assignees and strategies to overcome such barriers.

Keywords: Globalization, International Assignees, Expatriate, Cross-Cultural Training, Cultural Proficiency.

Objective:

- This research paper aims to highlight the importance of cross-cultural training and strategies to be implemented by the global firms to manage the employees assigned overseas successfully and also focus on why MNCs fail in dealing with the international assignments.

Research Methodology:Type of Research:

The research paper is based on the secondary data and is of explorative in nature.

Data Collection Methodology:

Data collected from research journals, newspapers and published articles in the form of books and electronic media related to the topic.

Introduction:

Twenty years ago, only the largest companies had international assignees. Now, even the smallest companies can have employees on international assignment. To achieve significant program efficiencies and align human capital performance to global objectives, companies are managing their programs in a way that increases and measures the ROI realized from each and every international assignment.¹

With the increase in the pace of globalization, the migration of professionals across the international borders is the most common practice. People move from one country to another for exploring the better career opportunities in their respective specialization. The companies hire professionals from across the international borders and create a globalized cadre of employees where nationality plays a least role. In the world economy, the global firms are biggest players. National economy now becoming an international economy. It is important role of the multinationals to manage and control their operations across the world. In this international economy, companies are considering the people across the borders for employment. The employment is not only restricted with the local one but it has gained a global importance. In order to achieve the excellence, the companies are placing the top

performers out of their home country. There are several reasons for choosing the personnel for the international assignment.

Expatriates are the individuals who are hired by the companies to place or relocate them outside their home country or hired by a foreign company to work in the host country. The origin of the word is Latin; ex means “out of” and patria means “country”. The opposite term for this is repatriate; means returning back to one’s home. There are two types of expatriate one is Parent Country Nationals; the one who belong to the country of the origin of the company and second is Third Country Nationals; the one who belong to the country different from both the parent country and the host country. The international assignments may be for one to five years. There are several motives behind the international assignments such as management development, career advancement, and competency development. However the global firms are facing several problems in managing their expatriates. The success of these firms depends on the selection strategies adapted and implemented by the companies.

Meaning of Culture:

Culture may be defined as a patterned way of thinking, feeling and reacting to a situation that exists between the people. There are two aspects of a culture: one is called tangible or visible. For example, dress, music, dance etc. and the other is intangible or invisible. It includes beliefs, attitudes, norms and values.

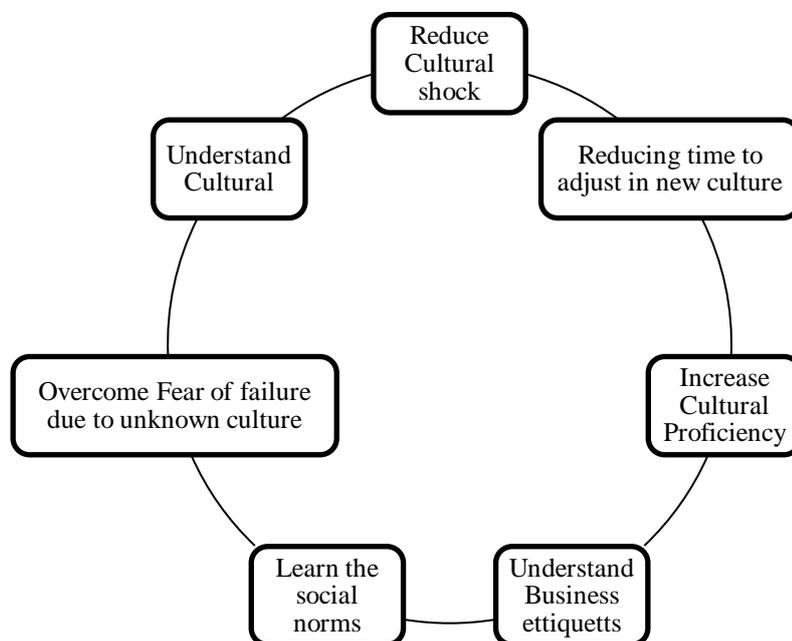
Hofstadter has defined culture as ‘the collective programming of the mind’. The culture is learned and not innate.

Cross-culture:

Cross-culture is an interaction where more than one culture is involved. This interaction is basically now a day is due to global business. The globalization of businesses has led to an increase in people from different cultures working together.

Why global firms should focus on cross-cultural training?:

Tata consultancy services limited, an information technology firm with over 93000 employees based in India, invests heavily in cross-cultural and cultural diversity training to help employees work in new areas. They constantly rotate people across roles and

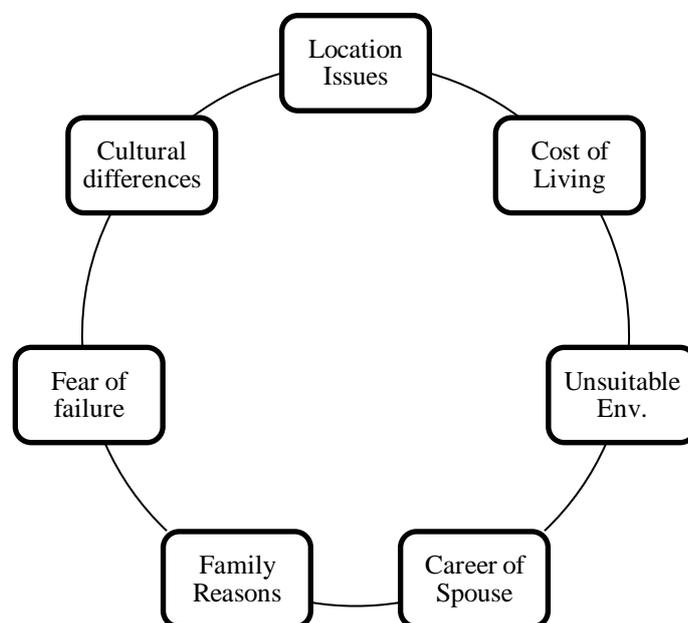


geographies since they believe that the continuing globalization of learning is one of the biggest challenges for workplace learning. A growing number of US firms have shown a strong commitment to international training and orientation.

Challenges faced by Employees assigned overseas:

Working in a different culture sometimes is very difficult for the employees. The people having different social backgrounds, different traditions may act as an impediment in working. Even if the employee is technically suitable for the job may fail to perform well due to these impediments. Most of the times these expatriates may have to face the resistance from the sons of soil or local employees. The local employees may feel insecure in a job leading to high attrition rate.

Why do employees unwilling to take up an International Assignment?



There are several reasons due to which the employees refuse to take up an international assignment. Some of the reasons are discussed below:

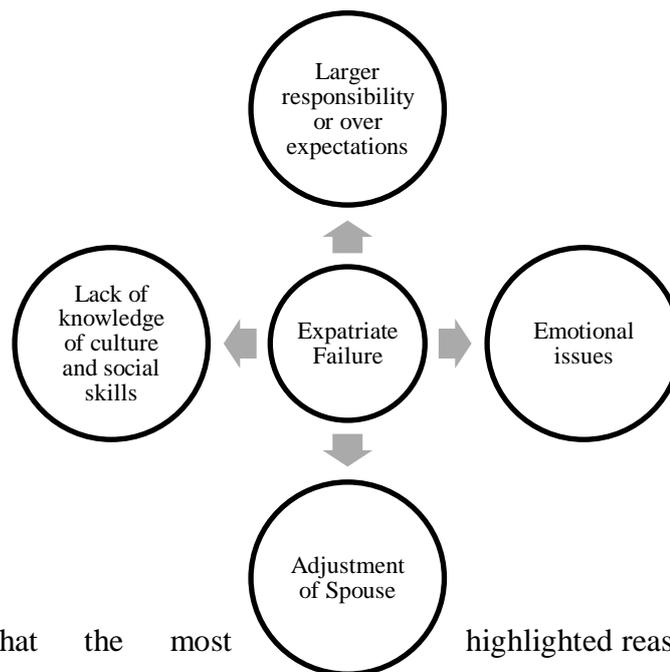
- Location Issues: There are many challenging issues associated with the final allocation of place of work. The perception about the place of work plays an important role. Many a people see posting in Europe or America is always better place to work; while in case of other countries like Africa or Saudi Arabia would be risky. These risks may

be related to poor transport facility, lack of infrastructure, health risks and political issues. In remote posting, the expatriate may not get the basic amenities. The employees may reject the offer due to poor medical facilities in area of posting. Crime is another factor which gains considerable impact on the selection of expatriate. In many countries, the crime rate is very high and specially in case of expatriates. Schooling facilities for the children of expatriates is an another factor.

- Cost of Living:The cost of living varies as per the country's economic conditions. The compensation package offered to the employees for the international assignment should be good enough to meet the daily expenses.
- Unsuitable Environment:Climatic and weather conditions play an important role in acceptance of global careers. The employees refuse the locations due to extreme weather conditions.
- Career of Spouse:This issue can be seen in case of dual career couples. In countries like India, it is common for women to give up the career and set in a location where her husband is posted and it is difficult to find the job for the partner in the posting location. The companies need to manage these type of dual career couples.
- Family reasons:The employees may have to look after the elderly parents or younger siblings in the family. It is very difficult for such type of employees to take up the foreign assignment.
- Fear of failure:Sometimes the top performers may lead to frustration feeling that they may fail when they are posted to a new location. They feel that their reputation of being top performer may get collapsed due to poor performance in the host country. Therefore such type of employees avoidsundertaking overseas assignments.

- Cultural differences: Employees get affected by the sudden exposure to an unfamiliar way of life and cultural differences. This condition is called culture shock. Due to this the employees may not perform as per the requirement. This happens because of inadequate training (culture and etiquettes in the host country) the expatriate received before leaving for international assignments.

Why do Expatriate Fails?



Research showed that the most highlighted reason for the failure of an expatriate is the inability of spouse to adjust to the foreign environment.*This is must be addressed by the company as about three fourth of expatriates are accompany at least one family member.\$

- Larger responsibility or over expectations: The expatriates are unable to deal properly with the international assignment; as the company gives larger responsibilities to the employees or expect the outstanding performance from them.

- Emotional issues:The expatriates may feel home sick, when they have longer assignment period. Due to this emotional imbalance they are unable to perform as per the expectations.
- Adjustment of spouse:This is the main cause of failure of expatriates. The inability of spouse to adjust the foreign environment leads to frequent absenteeism.
- Lack of knowledge of culture and social skills:This is may be the reason of failure as company gives over emphasis on the technical aspects of the employees while selecting the expatriates. The social skills and cultural knowledge about the host country is essential for the successful assignment. This creates inability to control the subsidiaries.#

Outcomes of failure in overseas assignments of employees:

Loss of Business:The well-established company may lose their business when the expatriate returns before the completion of the project.This impacts on the performance of the company leading to a negative image in the host country.

Increase in cost: If the expatriate returns before the said period, it creates unnecessary cost burden on the company such cost of air tickets, cost associated with visas and work papers and permits etc. Also it incurs cost for other amenities provided by the company such as house accommodation, schooling fees for the children of expatriates etc.

Loss of relationship with the customers: Failure lead to loss of relationship with the customers, suppliers and other stakeholders. This leads to heavy loss on the part of the employer.

Impact on the organizational culture and host country: Failure creates disruptive influence on the company. Both the parties start blame game. This affects on the coordination and control over the overseas projects. Ultimately company loses their talent leaving a bad impact on the potential employees.

Avoiding failure – Overcoming the challenges: strategies to be implemented:

- Selection of employee for international assignments

The proper selection of the employee for international assignment avoids failure. Majority of the failure happens due to improper selection of the employees for the international assignments. Selection should be based on the social and interpersonal skills. Though the employee is technically fit for the job but may fail to undertake the work on overseas project. Clear selection criteria should be designed accordingly. Employees should be interviewed with their spouses and other family members to ensure the family support.

- Defining clear role and communicate the expectations to the expatriates

The companies need to define the role of the international assignee clearly. Expectations from the company must be communicated to the expatriates. Over expectations should be avoided in order to maintain the pressure level on the assignee.

- Encourage the employees to apply for the international assignments

It is always better that the employee should nominate their names for taking up an international assignments. Japanese companies practice self-nomination.

- Attractive compensation package with incentives

Design lucrative pay packages for the international assignments. The company may design the pay structure which constitutes incentive plan also.

- Training before departure

Research study has shown that training before departure reduce the failure of expatriate. Before actual departure for the international assignment, the company should provide adequate training to the employees. The training must focus on the cultural aspects such as lifestyles, values, customs, beliefs, business and general etiquettes etc.

- Maintaining the communication between the home and host country locations

Clear and adequate communication reduces the chances of failure. The companies need to maintain the communication between the host and home country offices.

- Mentor at host country

Most of the time employees working abroad feel depressed. Depression leads to the poor performance. Thus the companies provide the mentor at the host country offices. Mentor should guide, motivate and provide an emotional support to the expatriates in mental distress.

- Support to family members in the host or home country

Companies must take care of expatriates' family members. Company should provide the adequate security and relocation support. The spouse and other members should also be included in the training program. It helps the spouse to look after the daily chores in the host country.

- Arrangement of repatriation

Repatriation is the return of the expatriates after completion of the international assignments. Career development plan should be designed by the companies in order to continue their working in the home country. Arrange small welcome home function

for the expatriates. Encourage them to share their experiences, these experiences should not restrict the expatriates to their work culture but about the people in the host country- their lifestyle, their views on the life, their relationship attitudes etc.

Conclusion:

The globalization has also impacted on the job seekers and working people around the globe. The employees prefer global careers which offer career advancement. The companies are also looking forward for giving global opportunities to their existing staff. Managing the international assignees is the biggest challenge for the global firms. However, in order to avoid failure, employers must consider the wide issues associated with the international assignments. The company must have a clear policies and objectives before sending their employees abroad. The cultural training to the expatriates plays an important role for successful assignment. The company should also consider an issues relating to dual career couples. The companies shall not ignore the needs of the expatriates. Communicate well before they leave for the foreign assignments. In order to create a place in the global market and make the firm a global leader in a products/services they should manage their expatriates well. This definitely creates a competitive edge for the company.

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**“THE IMPLICATIONS OF IOT AND EMPOWERING EMPLOYEE
PRODUCTIVITY AT WORKPLACE”**

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ABSTRACT

The IoT is an extension of the Internet in which large number of “things”, including sensors, actuators and processors, in addition to human users, are networked and able to provide high resolution data on their environment and exercise a degree of control over it. In the current economic environment these technological innovations have direct influences on the business markets, distributors, suppliers, competitors. There is also an indirect influence that propagates in the company’s internal environment. This paper aims to clusterize the main types of technologies that influence human resource development and analyze both causes and consequences and how this will be helpful for empowering Employee productivity at workplace.

Keywords: Resolution, Environment, Technological, Innovations, Empowering, Productivity

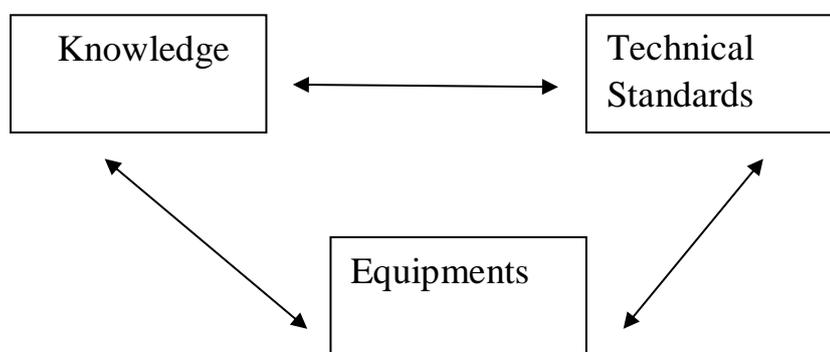
Introduction

The world of work is changing; and fast. The fourth generation revolution is challenging business models with the emerging aid of range of new technologies. Internet of Things is one of these technologies which is fusing the physical, digital & biological world, which in turn is impacting all discipline's economies and industries[1]. IoT in coming years is ready to take shape for its implication at workspace. Is not just about automating office temperature or turning on the office coffee pot, in fact it is all about tapping into higher plane of social interaction & productivity between colleagues. IoT in future will lead the changes in an organization with respect to work, workplaces, employee and their enhanced productivity. This revolutionary change in future will be emerged as an "era of assistants" in the world of IoT[2], which will sustain for everything & anything.

As we all live in a world which is more associated with network devices that counts not only smart phones but also smart coffee pots, running shoes, wrist band etc. this new era of connected devices is all set to permeate the workplace. According IDC, about 37% of world's labor force which is about a mobile workers and it is estimated by 2025 this projection will be about 1 trillion networks being hooked up worldwide. IoT is having great impact upon business as it provides more and more data than ever.

Thus IoT, the recent digital advancements offers various promising opportunities to empower the employee by leveraging their knowledge process, decision making skills & social Interaction practices.

Technology is an aggregate of technical rules, acknowledge and equipments which generally used to designed certain product considering the profit obtained per product. Technology consists of three elements:



Equipments: After mechanism which allows processing the raw material in order to obtain the final products.

Technical standards:- Are rules to be followed in the expectations of producing the products expected in given conditions. Know how it is a key component which connects all these rules.

Knowledge: Brings theoretical background and is underlying the transformation that can appear in the production process.

When it comes to Employee and IoT It is known as IoT enabled building system that provides real time access to the location of the employees. This provides useful information regarding the efficiency, and also about the workflow, which in future is useful at management level while practicing various recruitment practices, as well as for mapping of inventory plans also. The data collected by network solutions can also create a more considered and more aware work environment.

The tech enabled devices now a day's help in process in smoothening right from attendance to recording of time sheet. These overtly simplifying things are helping employees to be more productive. An IoT platforms makes it possible for the enterprise to simple connect together many different desperate elements within their business through automated workflow and leverage these workflows to better understand how their business operates. Thus, not just helping in reducing the times consumed in processes by making them seamless but also increasing the productivity of the employees.

IoT is a vast field outstretching its abilities to many real time bound applications, one such application is smart apartments or smart buildings which uses a technology for tracking assets. With the emerging concept and vast

networking capability it becomes easy and convenient to access the exact location of assets. This smart application solves the scenario of “where is the assets?”, which in turn saves the time by allowing the employees to be more efficient. With this ensuring technique, it has provide ease for managing assets as it can clearly map the need of new piece of equipment & the production schedule

IoT: Developing Quantified Employee

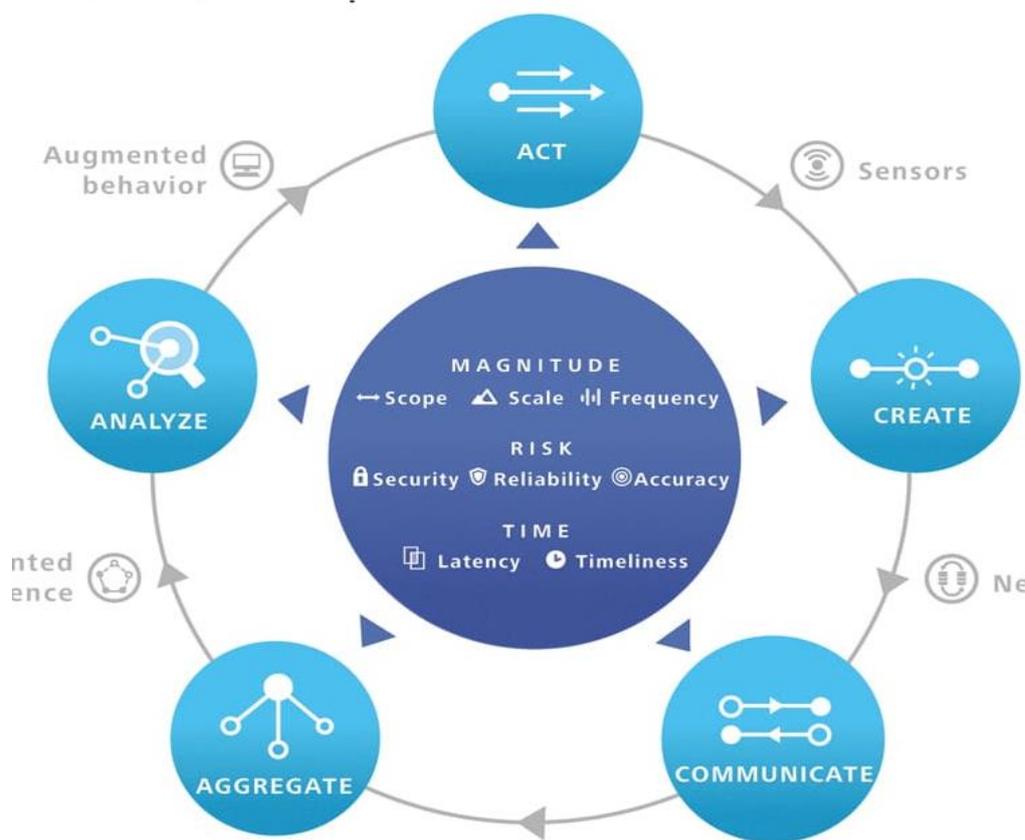
There are so many wearable's& IoT based devices available in markets which quantify , measures and monitors various aspects of human behavior in terms of their performance. with the advancement in technology & need of present era , the urge to quantify various indicators , number of fitness devices, various mobile communication tools and other computing devices are produced and the entire industry is more of merging into these innovative trends. Almost all the sectors are involved exploring these trendy inventions and it is expected in near future the list of users may grow rapidly in numbers of millions to trillions.

These devices help us to quantify [4] our self by providing information based on various measures and monitoring of our behavior by architecture of technology referred as IoT. This quantified self information could help any organization to create more efficient and pleasant work environment with the ocean of data from worker's wearable's such as by looking at the productivity,

patterns of communication, how team works together etc. The HR department of any organization can track these information of employee and can create a more flexible , efficient and productive environment for employees.

Technology Architecture: IoT

The IoT is a technology architecture connecting the technologies together to perform actions, a way of clubbing together many different types of technologies in such a manner to accomplish a specific task[5]. The connectivity of all these technologies is better explained in a detail information value diagram.



The key feature of IoT is its flexibility as no particular device or Technology can define it. IoT is a blend of various technologies for quantified task. IoT is one global (currently only limited to our planet) digital nervous system of devices and sensors that can connect devices with each other and with people.

Conclusion

IoT brings a lot of positive developments for business. The internet of things is the way of the future and it offers tremendous opportunities to businesses, customer and employees for greater productivity and opportunities for growth. All of these IoT-enabled preventative measures not only make employees feel safer at work, but reaffirm that management cares for their well-being, making them more engaged and feeling like a valued member of the team. Employee productivity directly impacts good work and therefore an organization's success, and a smart ecosystem can also make for a smart management decision.

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**“AN ANALYSIS OF NATIONAL EMPLOYABILITY ENHANCEMENT
SCHEME (NEEM) & ITS IMPACT ON EMPLOYABILITY”**

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ABSTRACT:-

National Employability Enhancement Scheme (NEEM) is a joint initiative of All India Council for Technical Education & Government of India introduced employability skills enhancement in recently years for passing out graduates & diploma holders in Technical education. It also helps to provide skilled workforce to organizations. Employment scenario of technical education in India is one of the major problems many Institutions & colleges facing nowadays & simultaneously businesses are searching for skilled & competent Workforce.

The present paper endeavors to study the concept of National Employability Enhancement Scheme (NEEM) & also helps to identify various issues involve in implementation this scheme- Reasons of unemployment among students passed out from technical education- Analysis of National Employability Enhancement Scheme (NEEM) & How it will be contribute to reduce current employment scenario.

KEYWORDS:- Employability, Technical Education, Skill

INTRODUCTION:-

Nationality Employability Enhancement Mission is known as “NEEM”, it is a exclusive initiative taken by Government of India in association with All India Council for Technical Education (AICTE). This scheme is introduced to provide skillful employment to Industry & employability skills to graduates/Diploma holders. This Scheme introduced in 2013 & then amended in 2014, 2017. The objective of this is to provide on the job practical training to improve employability who is either pursuing Post Graduation/graduation/diploma in any technical or non-technical stream or has stopped studies after Class 10th and apprenticeship training is one of the best ways to create a of trained manpower pool. As per Ministry of Skill Development & Entrepreneurship report, Government of India, Germany has three million apprentices; China has 20 million apprentices, UK & USA having 0.5 million each and India too has a huge potential to develop skilled manpower for industries through this initiative. The Central Government has been taking many initiatives with aims of adding 5 million employable youth by 2019-20. Above statistic shows that countries with large population mainly utilize their skilled manpower in the form apprentice or trainee.

Literature review

Green and Mc Intosh (2002) “IS THERE A GENUINE UNDER-UTILISATION OF SKILL AMONGST THE OVER QUALIFIED?” opined that less than the half of people in 2001 skill survey were over qualified and over-skilled for the jobs and education –job mismatches do not link to skill –job mismatches.

Poornima Jain (2013) in her study entitled “GLOBALIZATION AND DEVELOPING EMPLOYABILITY SKILLS: CHALLENGES AND THEIR SOLUTIONS

WITH REFERENCE TO NPSD & GOVERNMENT'S ACTION PLAN AND ROLE OF LIFE LONG LEARNING AND EXTENSION DEPARTMENTS" The study was related to Skill development in India, the National Policy on Skill Development and Government's Action Plan on Skill Development (APSD), to understand the challenges before government in carrying out the APSD & analyze role of LLLE departments to solve challenges for implementing SD Policy and suggest employability skills improvement of job seekers/employed persons. The study concluded for urgent Partnership between the Government and University departments for Life Long Learning to attain the National Policy of Skill Development goal.

Aspiring Minds (2014) 47% of graduates are not employable in any sector because of their English language and cognitive skills they are unemployable in any sector hence There is need for enhanced focus on vocational training, specific targeted intervention in areas of computer and English skill. Less than 25% students are able to apply concepts to problems. Our higher education system needs to lay greater stress on application of concepts and discourage habit learning. Employers should also start questioning their traditional ways of selecting and sourcing graduates and find new ways to reach employable youth

Regulatory bodies & agencies involved in functioning of NEEM

Nationality Employability Enhancement Mission (NEEM) involves three tier systems which includes AICTE as apex body, Facilitators/Agents as mediator & organizations offering jobs.

All India Council for Technical Education (AICTE) is the national-level statutory council body for technical education, As like many of policies related to employment of technical education students having involvement of AICTE, NEEM scheme is also one of the employment generation initiatives formed by AICTE.

Facilitator or Agent is any Society/Trust/Company registered under Section 25 of Companies Act, 1956 / Section 8 of Company Act, 2013 or Relevant Act as revised time to time by Bodies of Central Government/ Bodies of State Government / Government Institutes and Universities shall be eligible to apply for registration as NEEM Facilitator. NEEM Facilitator shall be in the business of training for at least five years.

Organizations or Industries include companies/establishments from 23 types of business sectors & trades.

Pros & Cons of NEEM in current business Environment

Today world looks at India as a leading skilled & unskilled manpower supplier country. Many leading business shifted in India due to this main feature and on the contrary Governments in India facing major problem of employment to peoples especially youth. NEEM is one of the major initiatives to fulfill manpower demand of businesses & provide employment to youth. It is expected that we can provide 20 million job opportunities till end of 2022 through NEEM & other apprenticeship programs. It not only creates employment opportunities but also economic soundness to technical graduates & Diploma holders.

The another one major objective of this program is to provide on the job training to fresher graduates & diploma holders with which it can be possible for them to gain technical knowledge with some important key skills.

This scheme will be helpful to build early career confidence among candidates, through which they can use this experience & succeed in long run.

While considering benefits of this scheme there are some lacking which highlights dark sight of it.

According to some socialists this scheme provides lawful right of exploitations of candidates to organizations. As they get skilled workforce in less remuneration & does not provide any liability towards employer.

This scheme is applicable for person seeking NEEM training could be pursuing graduation / diploma in a technical or nontechnical stream or might have dropped studies of degree / diploma course. This means that, those who are having 5 years of experience will compete with Fresh graduate or diploma holders. Also rules for remuneration are same for all cadres of education i.e. ITI, Diploma, Graduate & Post-graduate. Candidate completed ITI will receive same amount & those who completed M.Tech will also liable to get same amount as remuneration.

Many organizations having their unions of workmen's, If companies are offering jobs to candidates under this scheme then what will be the status of such candidates because as per law trainee cannot be consider as workmen so such candidates who work for 3 years with regular hours not possessing any platform to raise his/her voice.

According to a survey conducted by Mr. Vivek Patwardhan, a well known management consultant, following nos. in Chakan & Ranjangaon MIDC speaks a lot about Trainees

Company	Permanent Workers	Trainee Workers	Temporary Workers	Contract workers	Total
Bajaj Auto	884	450	60	550	1994
Bosch	235	400	0	150	785
M&M	1800	700	250	1200	3950
Hyundai Cons	96	335	0	30	461
Tata Auto Comp	350	300	0	450	1100
Fiat	330	700	700	800	2530

This nos. shows the importance of Trainees/ Apprentice in manufacturing industry.

Findings

- 1) National Employability Enhancement Mission (NEEM) is help fresher graduates & diploma holders to get trained & adopt technical skill set from establishments & Companies.
- 2) It does not provide permanent solution for employment of candidates.
- 3) It has been observed that many of the candidates got placed on the same positions of trainee with different organization under same scheme.
- 4) This scheme does not provide any social security measures like PF, ESI to candidates.
- 5) Total No. of facilitators/Agents are 39 in all over India & it is very less.

Conclusion & Suggestions

After considerations of all facts & figures we can say that National Employability Enhancement Mission (NEEM) is a major step of Government towards solution to unemployment & Skill generation process. Government has taken various initiatives to stronger the business environment in India & NEEM goes had on hand to the same. There might be some lacuna observed in this scheme but simultaneously it has to say that Government is having good approach behind it. Two amendments are already made it this scheme but still there is scope for improvement. Following are some suggestions in this regard are,

- 1) Scope of National Employability Enhancement Mission (NEEM) can be increase through offering permanent job status to candidates who successfully completed 3 years of training period.
- 2) Candidates placed under NEEM shall have to get status of Workmen to raise their issues on a valid platform.

- 3) Performance based incentives & other increment benefits shall be provided to NEEM trainees after successful completion of One year.
- 4) All Colleges & Institutes shall have to register as Facilitator/Agent to provide benefits of this scheme to their students.

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“A STUDY OF FINANCIAL PLANNING AMONG INDIVIDUAL INVESTORS IN ACCUMULATING STAGE”

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ABSTRACT

India is an economy with of 6% - 7% growth rate since globalization, with an all-time high consumers spending of 19190.11 INR Billion in March '18, . Indian financial market Product Multiplicity has given investors more choice as they are faced with paradox of plenty. With Indian economy liberalized in 1990's, Indian government's role to protect citizen's future has been minimized due to job market privatization.

As India moves towards an open economy occupations offered are legally binding contractual private arrangements and the requirement for money related planning has expanded. Financial planning is the way toward building up an individual guide for your life & overall monetary prosperity for a Better way of life and is picking up fame among many. With increasing unsteadiness in worldeconomies and expanding inflation over some stretch of time makes it troublesome for people to keep up their way of life. Consequently it is critical to have exact financial targets and monetary plans.

Proficient financial arranging requires money related education and one ought to have a speculation design tuned in to life's objectives and plans. This study tries to find out the awareness and financial Planning among Individual Investors in career starting stage.

Key words: financial awareness , financial Planning, Individual Investors , career starting

I. Introduction:

Financial planning is defined as “the process of meeting your life goals through the proper management of your finances.” For short and long term goals. Preferably financial planning process has six steps that directs and give meaning to your financial decisions. The procedure is to gather pertinent monetary data, defining life objectives, analyzing current

budgetary status and plan for how you can meet your objectives given your current circumstance and feasible arrangements.

A few investigations give proof about the overall low financial proficiency in India as well. As per Standard and Poor's Financial Services LLC (S&P) study under 25% of grown-ups are financial proficient in South Asian nations. What's more, in India almost 76% of its grown-up population does not see even the essential money related ideas.

Money related proficiency or budgetary training can comprehensively be characterized as "Having what it takes and learning on monetary issues to unquestionably make compelling move that best satisfies a person's close to home, family and worldwide network objectives." OECD International Network on Financial Education (INFE) characterizes Financial Literacy as 'A blend of mindfulness, information, aptitude, state of mind and conduct important to settle on sound budgetary choices and eventually accomplish individual financial prosperity.

The study attempts to map financial literacy with various age groups and gender.

II. Literature Review

Money related proficiency and its connection with budgetary prosperity have been generally considered over different socioeconomics. Money related training has constructive association with person's budgetary proficiency .Financial instruction influences for individuals with low education and pay, which shows individuals require more formal directions to learn fundamental term. (Jamie Frances Wagner, 2015). Financial literate people are more associated with numerous parts of individual monetary planning (Tan Hui Boon, et al 2011).Women are less monetarily proficient when contrasted with male populace overall. The advanced education accomplishment is unequivocally corresponded with money related learning. It has been additionally seen that budgetary education is at the crest amidst the existence cycle and low among the youthful and old. Likewise people are more budgetary educated when they are filling in as manager spreads mindfulness about monetary issues. There are four ways to deal with money related instruction – boss, school, credit directing and from network, these methodologies have no unmistakable outcomes about their adequacy (Gale and Levine, 2010). Scholarly back and financial matters instruction settles on better money related life arranging choices. It is likewise expressed that noteworthy extent of respondents have no reserve funds or live with less investment funds. (Yasser Alhenawi and

Khaled El Khal, 2014) Individuals are reluctant in depending on the experts to understand their money related objectives (Tan Hui Boon, Hoe Siew Yee and Hung Woan Ting, 2011). Hence people depend more on companions and relatives who are not related with the budgetary business for picking a monetary plan. There exist an immediate connection between money related decision and mindfulness about various monetary plans (Prof. Sobhesh Kumar Agarwalla, et al 2012). What's more, grown-ups may not see how much their loans might cost them in interest (Lusardi and Mitchell, 2014). There are further recommendations that money related learning and arranging are positively correlated.. and few just couple have a retirement plan. (Annamaria Lusardi et al May 2011).

III. Conceptual Framework

Better way of life and monetary prosperity is a fundamental human need. The developing workplace instability and expanding expansion makes it hard to keep up their way of life. also, having exact monetary goals and money related plans toward the start of career is a need. Financial Planning expands on the mindfulness 'For the requirement for Financial Planning'. Can a man act naturally propelled to anticipate future money related necessity or does the inspiration originate from outside?

money related arranging needs to begin at exceptionally youthful age and people should know the contrast between genuine resources and resources that moved toward becoming liabilities. A normal man is caught up with working hard, paying tax obligations and put something aside for their future it has turned out to be essential that our cash begins operational for us.

Money related arranging is a procedure to comprehend one's present budgetary circumstance and Financial objectives that coordinate current circumstance is created.

- a. your finances, i.e., income, liabilities, and assets
- b. your goals, i.e., current & future financial needs
- c. your appetite for risk.

After the goals are determined various alternatives are identified and evaluated and finally the most appropriate financial plan is implemented. As these are focused process, a financial consultant needs to be hired..

IV. Statement of the problem

In Earlier studies a need was felt to study link between financial planning and investment pattern of salaried employees and this study undertaken .

V. Objectives of the study

1. Study awareness level among Individuals financial planning process.
2. Analyze if financial planning is grounded on personal choice or professional advice.

VI. Hypothesis

H1: All investors are completely aware of their financial goals.

H2: Individual investor's financial planning decision is centered on professional advice.

VII. Research Design

This study is based on both primary and secondary sources of data. The primary data has been collected by close ended questionnaire to 600 respondents (salaried individuals) working both in Pune -IT and Non IT based organizations by Random sampling technique. 484 people responded to the questionnaire of which 162 (40%) respondents completely filled questionnaires analysed to study their perception regarding financial literacy and financial planning. Questions covered demographic factors & financial planning seek to answer the level of awareness, knowledge, skill, attitude and respondent behaviour.

The structured questionnaire used neutrally worded questions with Likert scale questions from 1 to 9 Strongly Agree to 1 for Strongly Disagree which captured information..

Data analyzed using descriptive statistics , one-way analysis of variance (ANOVA) cross tabulation, to decide whether there are any significant differences and draw conclusion.

Reliability test of the structured questionnaire

Reliability test is used to measure the internal consistency and. need for financial planning and investment pattern, Cronbach's alpha score of 0.714 and 0.828 shows a high level of internal consistency.

Table 1: Reliability Statistics

Parameter	Cronbach's Alpha	Number of questions
Financial Planning	0.714	9
Investment Pattern	0.828	11

Table 2: Profile of the Respondents

The demographic characteristics of the respondents are summarized below:

Total responses:

Parameters		Number of Respondent (%)
	21-30years	68 (16.8%)
Age group	31-40 years	120 (29.7%)
	41-50 years	108 (26.7%)
	51 years & above	108 (26.7%)
	Male	204 (50.5%)
Gender	Female	200 (49.5%)
	Single	76 (18.8 %)
Marital Status	Married	328 (81.2%)
	Rs 3 - 7 lakhs	112 (27.7 %)
Yearly Income	Rs 8 - 15 lakhs	140 (34.6 %)
	Rs 16 - 24 lakhs	92 (22.7%)
	Rs 25 lakhs & above	60 (14.8%)
	Yes	380 (94 %)
Regular filing of I return	No	24 (06 %)

The analysis indicates that 31-40 age group constituted the most. It accounted for 29.7 percent.

34.6 percent of the respondents were in the income range of Rs 8 to 15 lakhs yearly followed by 27.7 percent in Rs 3 to 7 lakhs, 14.8 percent of the respondents were earning Rs 25 lakhs and above which was the least sample size. 94 percent (380) respondents approved to regular filing of their IT return & 6 percent of the respondents did not file their IT return regularly but 94 percent were aware that IT returns filing is mandatory after receiving Form 16. 6 percent of the respondents did not file their IT return regularly as TDS was deducted from their salary & lacked knowledge that IT return filing is a prerequisite even if employer deducts TDS. Between the independent factors Age and Yearly Income, cross tabulation was done to identify the number of times the selected combinations occurred in the sample data.

Table 3: Cross tabulation of Yearly Income and Age

Yearly Income	Age				Total
	21-30 years	31-40 years	41-50 years	51 years and above	
Rs 3 - 7 lakhs	30	54	10	10	104
Rs 8 - 15 lakhs	40	56	32	20	148
Rs 16 - 24 lakhs	2	14	30	42	88
Rs 25 lakhs - above	2	12	26	24	64
Total	74	136	98	96	404

The highest combination is seen in the age group on 31-40 years having yearly income Rs 8 to 15 lakhs. This is was followed by the age group on 51years and above earning Rs 16 to 24 lakhs and age group 21-30 years earning Rs 8 to 15 lakhs yearly.

VIII. Result and Discussion

H1: All investors are perfectly aware about their financial goals.

Table 4: Financial Planning across Income group

Dependent Variable	Mean Square	ANOVA result		Result
		F	p value	
Financial Planning				
I trust in necessity for Financial Planning	274.24	143.28	<0.001	<i>Significant</i>
I have fixed financial goals	380.83	496.68	<0.001	<i>Significant</i>
I am concerned by stock market volatility	216.05	231.43	<0.001	<i>Significant</i>
I adjust my investment portfolio frequently	114.24	99.33	<0.001	<i>Significant</i>
I am content with my financial decisions	4.61	4.44	0.035	<i>Not- Significant</i>
I track and evaluate my portfolio half yearly	121.4	82.88	<0.001	<i>Significant</i>
I spend in different asset classes	125.6	86.34	<0.001	<i>Significant</i>

Results show that the significance level (p value) < 0.05 in 6 questions relating to Financial Planning, Planning goals and planning awareness. & in the mean score of financial planning among the selected income groups there is a statistically significant difference.

The hypothesis is thus rejected and all investors are not fully aware of their financial goals. Many respondents lacked awareness to regarding need for financial planning' and frame financial goals mapping at career start. Many respondents were unaware of portfolio review and changing poor performance investments.

H2: Individual investor's financial planning decision is based on professional advice.

Table 6: Financial Planning decision across Age group

Sl No.	Dependent Variable	Mean Square	ANOVA result		Result
			F	p value	
1.	for personal financial planning take assistance from professionals financial consultant	1.891	2.491	0.315	NS

Results show that the p value is > 0.05 % Therefore we reject the hypothesis 2

Financial Planning is a scientific process and it requires investment knowledge & time to understand the various products , suitability etc. A financial consultant offers expert guidance and helps in building the investor wealth as Self learning does not always support to meet the financial goals.

IX. Concluding Remarks

In India Financial Planning' is a topic left to be debated, discussed and decided by the male members. Spouses are generally left bereft from the discussion. Individuals' supposedly feel financial goal setting is not an urgent matter and the future will take care of itself. However, the truth is juxtaposed to the self-limiting belief. To live exclusively on post retirement own savings, it is imperative to have fixed financial goals and plan taking expert guidance from a financial consultant at the beginning of the career.

Majority of the investors are ignorant that they can take the benefit of online for, switching, and redemption& checking of their investments. Capacity building of the investors is very essential. The investor has to be aware of asset allocation, risk measures & security range. Empowering the investors on how best to use their money is indispensable.

Each investment has its advantages & disadvantages. investment like equity investments seek to have higher returns, with higher risk. On the other hand investments like PPF are safe avenues but with shortcomings like illiquidity and less growth. Another option i.e. Fixed Deposit provide safely and liquidity but at the cost of return. Mutual funds seek to combine the advantage of investing in arch of these alternatives while dispensing with the limitations.

Moreover, investor should choose from variety of funds to suit risk tolerance, objective and investment horizon.

It would be good if one would diversify one's investment by taking into consideration ones risk appetite, time horizon and investment objective.

Technically there are four main financial intelligence skills (Robert T Liyosaki, 1997) which an investor needs to possess:

1. Accounting: Accounting is the ability to read numbers and understanding business balance sheets. This is a vital skill if one wants to build businesses or investments.
2. Investing: Investing is the science of money making money.
3. Understanding markets Understanding markets is the science of supply and demand
4. The law: The law is the awareness of accounting corporate, state and federal regulations. It's important to play by the rules of law.

It is this basic groundwork, or the amalgamation of these skills, that is needed to be successful in the pursuit of wealth, whether it be through the buying of small homes, apartment buildings, companies, stocks, bonds, precious metals.

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**“A STUDY ON EMPLOYMENT OPPORTUNITIES IN TOURISM
INDUSTRY IN INDIA”**

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ABSTRACT:

Tourism is the supreme major sector, a largest and illimitable industry having strong growth prospective and a remarkable positive impact on development of Indian economy and employment generation. It has now been remarked as a multibillion industry and third in foreign exchange generation and has an important role in National Income generation, employment, revenues, tax, foreign exchange and regional economy transformation. An important component of Indian economy are, a) Textile sector that is quite favorable and most advantageous industrial sectors in the country helped in boosting up the GDP of India to a great extent bringing in a huge amount of revenue in the country.

b) Retail sector's contribution is approximately 14 to 15 percent to the national GDP and it is one of the leading markets on a global platform when it comes to economic worth.

c) Tourism sector is brand image of India for foreign tourists. It creates 8.8% of the total jobs in India in addition to contributing approx. 6.3% of the aggregate GDP as the majority of the tourists to India are from the UK and the US. Thus Tourism sector is an significant in creating employment. Therefore, the study has been undertaken to study tourism industry employability.

Keywords: Tourism, Employability, Revenue generation, opportunities

1. INTRODUCTION:

Tourism is a dynamic and competitive travel industry for entertainment, leisure or business purpose that requires the ability to become constantly accustomed to customer's changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focal point of tourism business. Tourism in India was started in the year 1970 & it plays a major role in the growth of Indian economy. Tourism generates large scale employment and generates a large foreign exchange every year. The tourism industry employs people from different geographies including skilled - unskilled, educated - uneducated, men - women, all kind of people.

India is known for its vibrant & colorful culture, rich history, beautiful landscapes and breathtaking architecture among the tourists. In 2017, foreign tourist arrival in India has exceeded 10 million and more than 15 million tourists are expected to visit India per annum by 2025. Because of globalization, there is a tremendous growth in service & hospitality industry in India & rich culture of India, its heritage sites, exotic destinations are the major contributor for boom in this industry.

IT boom in India also made this industry as a major business hub. Several steps taken by the Indian government is the very important aspect in the growth of this industry like investment happening from abroad is boosting its infrastructure index which is enhancing the business sentiments to more positive. Again Trades across the nations have also increased the overall knowledge that have led to self discovery of improving the standards of the hotels and other tourism sites in India to look for bright future of Indian economy along with the bright future of the industry.

Ministry of Tourism launches several new initiatives and constituted several boards - Ashok Institute of Hospitality & Tourism Management Centre of Excellence, Medical and Wellness Tourism Board etc.

Various schemes by Government to boost Tourism in India are as follows:

1. Incredible India Helpline
2. Swachh Bharat Swachh Pakwan
3. E Tourist Visa
4. Swadesh Darshan
5. National mission on Pilgrimage Rejuvenation and Argumentation Derive : Prasad
6. infrastructure Development to meet the present and future needs.
7. Trying for best Air and Rail services.
8. Attractive packages to attract most attractive destinations for tourists.
9. overseas offices to promote India as a tourism destination at different countries
10. Developed Tourism Circuits to fascinate more tourists

Top tourist destinations in India are:

1. Kashmir
2. Leh / Ladakh
3. Rajasthan
4. Kerala
5. Mysore
6. Goa
7. Himachal Pradesh
8. Sikkim / Darjeeling
9. Ooty
10. Agra
11. Tirupati Balaji
12. Gujarat
13. Kanyakumari

Initiatives in Tourism in India

- 1) **Creation of world class tourism related infrastructure**
- 2) **Growth in tourist footfalls**
- 3) **Skill Development**

- 4) **Ease of doing business - Multilingual Tourist Helpline**
- 5) Improving railway stations, expanding airport capacity more than five times
- 6) To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/Restaurants
- 7) To provide transport, entertainment, shopping and conventional services;
- 8) To render consultancy-cum-managerial services in India and abroad;
- 9) To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

REVIEW OF LITERATURE:

Vethirajan.C. & S. Nagavalli (2014) made a research on "Trends and growth of tourism sector in India". According to him, the tourism is one of the biggest service industries in terms of gross revenue and foreign exchange earnings. Its role and importance in fostering economic development of a country and creating greater employment opportunities has been well recognized worldwide. This paper explores the unlimited business opportunities of entrepreneurship in tourism industry and a guide for entrepreneur entering tourism business.

According to the research of Lateef Ahmad. Mir (2014), "An Economic Evaluation of Indian Tourism Industry", The Indian Tourism industry is playing an important role in economic development by generating employment for skilled as well as unskilled labor force Thus Tourism industry is a industry with growth potential having positive impact on economic and social aspects of Indian Economy.

The paper on "Impact of Tourism in Indian Economy" by Vijayaragavan. T. (2014) shows the significance of tourism sector for Indian economy and its contribution to GDP and employment. Tourism industry plays a major role in any country's economic development.

Robinson, Lück and Smith, (2013) focused on following points - a major economic sector and source of social and environmental change since the 1950s. It has also become a field of serious research and scholarship in many academic disciplines since 1970s. The patterns of tourism development reflect the histories and cultures of those regions and nations & it is an important source of wealth for many nations..

Sandeep Das (2011) in his paper “Tourism Contribution towards Employment Generation” analyzed that tourism industry has lot of potentiality in generating employment opportunities, forced earning to achieve higher economic growth. In the 11th five year plan period number of programs, incentives have been taken by the Govt. to develop tourism industry under Incredible India Revolution scheme.

Bhatia A.K. (2010) in his book ‘Tourism Development Principles and Practices’ gives complete picture of historical dimension of tourism and its economic significance. Tourism income multiplies infrastructure, regional development, employment multiplier etc. This book also gives complete information relating to various organizations of tourism and role of travel agents in tourism development.

Subash.T. made a research on “Tourism in India: Potentials, Challenges & Opportunities”. This paper states that Travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. Its contribution to the global G.D.P and employment has increased significantly

OBJECTIVES OF THE STUDY:

1. To Evaluate tourism employment share in the overall employment in India
2. the tourism initiatives and projects undertaken by the Government of India
3. Influence of use of Tourism Destination of Marketing networking sites
4. Negative experiences from on line social networking on tourism destination Marketing.

SCOPE OF THE STUDY:

The study covers the employment in Tourism Industry in India, and contribution of each service sector in the total services sector towards employment in India. An Analysis of the initiatives taken by the Government towards the development of tourism industry is also made.

RESEARCH METHODOLOGY:

1. **Secondary Data Sources:** The sources of collection of secondary data
 - a. Research Articles

- b. Websites
- c. Report of WTTC and Tourism Ministry Department
- d. Books
- e. Magazine , Journals etc
- f. Company Publications: Advertisement, Newsletter, official Brochure, Company annual reports and profiles.

India - International tourism, number of arrivals14, 569,000(number) in 2016

In 2016, number of arrivals for India was 14.6 million. Number of arrivals of India increased from 2.37 million in 1997 to 14.6 million in 2016 growing at an average annual rate of 11.34 %. The data gathered by Yodatai, ,computerized information partner. Worldwide inbound vacationers are the quantity of sightseers who travel to a nation other than that in which they have their standard thing habitation, however outside their typical condition, for a period not surpassing a year and whose primary reason in visiting is other than an action repaid from inside the nation visited. At the point when information on number of sightseers are not accessible, the quantity of guests, for example, travelers, same- day guests, voyage travelers, and team individuals, is appeared. Sources and accumulation strategies for entries contrast crosswise over nations. Sometimes information accumulated from border statistics (police, migration and so forth.) and enhanced by border reviews. Now and again information is from the travel industry settlement foundations. For a few nations number of landings is constrained to entries via air and for others to landings remaining in hotels/inns. A few nations incorporate entries of individuals dwelling abroad while others don't. Alert should along these lines be utilized in looking at entries crosswise over nations. The information on inbound sightseers allude to the quantity of landings, not to the number of individuals voyaging. In this way a man making a few excursions to a nation amid a given period is considered another landing each time

Date	Value	Change, %
2016	14,569,000	9.67 %
2015	13,284,000	1.35 %
2014	13,107,000	88.10 %
2013	6,968,000	5.93 %
2012	6,578,000	4.26 %
2011	6,309,000	9.23 %
2010	5,776,000	11.76 %
2009	5,168,000	-2.18 %
2008	5,283,000	3.96 %
2007	5,082,000	14.28 %
2006	4,447,000	13.47 %
2005	3,919,000	

India - travel and tourism Contribution to GDP - current prices 234.0 (billion US dollars) in 2017

In 2017, contribution of travel and tourism GDP for India was 234 billion us dollars. Over the last 20 years, contribution of travel and tourism to GDP of India grew from 58.3 to 234 billion US dollars rising at an increasing annual rate that reached a maximum of 33.57 % in 2007 and then decreased to 12.37 % in 2017.

Date	Value	Change, %
2017	234.0	12.37 %
2016	208.3	7.22 %
2015	194.2	5.03 %
2014	184.9	7.93 %

Date	Value	Change, %
2013	171.4	3.30 %
2012	165.9	-0.41 %
2011	166.6	13.34 %
2010	147.0	24.14 %
2009	118.4	-5.23 %
2008	124.9	9.17 %
2007	114.4	33.57 %
2006	85.7	

India - Direct Contribution to employment growth rate 2.5 (%)in 2017

In 2017, direct contribution of travel and tourism to employment growth for India was 2.5 %.

Date	Value	Change, %
2017	2.5	2.38 %
2016	2.4	37.37 %
2015	1.8	-21.37 %
2014	2.2	88.34 %
2013	1.2	73.78 %
2012	0.7	-55.50 %
2011	1.5	-145.11 %
2010	-3.4	-24.09 %
2009	-4.5	-158.64 %
2008	7.7	-258.77 %

Date	Value	Change, %
2007	-4.8	-153.55 %
2006	9.0	

India - Contribution of travel and tourism to employment growth rate 2.7(%) in 2017

In 2017, contribution of travel and tourism to employment growth for India was 2.7 %. Though India contribution of travel and tourism to employment growth fluctuated substantially in recent years, it tended to increase through 1998 - 2017 period ending at 2.7 % in 2017.

Date	Value	Change, %
2017	2.7	18.09 %
2016	2.3	43.56 %
2015	1.6	-35.78 %
2014	2.5	83.03 %
2013	1.3	19.74 %
2012	1.1	-59.10 %
2011	2.8	-232.39 %
2010	-2.1	-59.15 %
2009	-5.1	-70.79 %
2008	-17.4	-289.03 %
2007	9.2	1,235.30 %
2006	0.7	

India - International tourism expenditures in current prices 19,185,000,000 (US dollars) in 2016

In 2016, tourism expenditures for India was 19,185 million us dollars.

Date	Value	Change, %
2016	19,185,000,000	8.48 %
2015	17,686,000,000	1.11 %
2014	17,492,000,000	25.99 %
2013	13,884,000,000	-1.58 %
2012	14,107,000,000	2.98 %
2011	13,699,000,000	30.59 %
2010	10,490,000,000	12.67 %
2009	9,310,000,000	-22.95 %
2008	12,083,000,000	13.03 %
2007	10,690,000,000	22.34 %
2006	8,738,000,000	5.57 %
2005	8,277,000,000	

1.4 TOP 10 TOURIST DESTINATIONS IN INDIA

1. Agra
2. Jaipur/Udaipur
3. Goa
4. Kashmir
5. Kanyakumari
6. Kerela
7. Old Delhi
8. Ajanta Ellora
9. Darjeeling
10. Mysore

Table 3: India Tourism Initiatives

S. No	Initiative	Objective
1.	Medical & Wellness Tourism Promotion Board	Promoting & Positioning as a competent wellness tourism destination
2.	Ashok Institute of Hospitality & Tourism Management- Centre of Excellence	To Supply trained manpower to the Hospitality industry
3.	Tourism vision Document 2030	Challenges for the sector and details the way towards vision 2030
4.	Launch of Bi-Lingual website of Ministry of Tourism	Provides information of E-Recognition system for recognition of Travel Trade Service Providers and approval and classification of Hotels.

FINDINGS

1. Economic reforms in India resulted in employment changes from Primary to Tertiary Sector.
2. There is an increase in direct employment .
3. There is a decline in an indirect employment.
4. Tourism Products and Services must be up-graded regularly to meet the changing market needs
5. Professional Management of heritage buildings required .
6. One window policy should be started to help the direct and indirect investment in tourisms sector.
7. To meet the present and future needs of tourist, infrastructure. improvement needed
8. Proper coordination between the states and central tourism departments

9. Air and Rail should provide best services.

LIMITATION OF THE STUDY

- a. Study was restricted to Indian Territory only
- b. Data is collected on secondary source and from the website of Tourism Government.
- c. Not all information from digital media, Social Networking Sites and websites were taken for study.

SCOPE FOR FURTHER STUDY:

- a. The study can be further bring about upcoming Social networking sites & Mobile Networking
- b. The study can be carried in various other sectors or Industries.
- c. Study can be conducted further on all over globally.

CONCLUSION:

The Tourism industry in India is a very promising Industry. India is a recognized tourist destination. In remote rural areas Tourism industry has emerged as an important tool in their economic development. Due to its well-built backward and forward linkages it generates employment in diverse profiles. The demand for travel and tourism is expected to grow by 8.2 per cent till 2019 and will place India at the 3rd position in the world The Indian tourism has a clear bright future. Due to huge foreign exchange earnings and rise of world class infrastructure development, By 2019 India's travel and tourism sector is expected to be the 2nd largest employer in the world.

Productivity Growth and income in the Tourism Sector-

- a. Tourism sector with a monopolistic competition proposed to tourism Demand model.
- b. The positive growth effects with an elastic demand increase of labor productivity.

- c. Multiple pricing objectives
- d. Visitor categories
- e. Visitor activities

FUTURE SCOPE:

Travel & Tourism Share in the Total Contribution to Employment:

Tourism industry in India is a very promising Industry and has power to become one of the leading employers of Indians. Tourism industry has an important implement in the economic development of Indian economy, in remote rural areas. This industry generates employment in different profiles due to its strong backward and forward linkage and thus increases standard of people who are directly or indirectly linked with this finance profitable activity. Tourist spending on more on, food & drink, local transport, accommodation ,entertainment and shopping much needed employment and opportunities for development.

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**“THE EFFECT OF SOCIAL NETWORKING SITES ON BUSINESS
PRACTICE ON TOURISM MARKETING”**

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ABSTRACTS:

The Indian tourism and travel industry has risen as one of the key drivers of development among the service sector in India. The travel industry in India has a potential distinct advantage. It is a sun rise industry, a work generator, a noteworthy wellspring of remote trade for the nation and a financial action that helps increase employment. The estimation of the brand to the shopper, the development in developing markets, the significance of customer confronting innovation, and improvement and maintenance of human capital have helped shape the travel industry in the course of recent years.

The tourism and the travel industry has formed into an industry with a yearly financial report (direct, indirect and induced) of around US\$ 6.5 trillion around the world. The worldwide hotel industry produces around between US\$ 400-500 billion in revenue every year, 33% of that revenue is inferable from the United States.

The internet has turned out to be progressively integrated into our everyday lives. The expansion of mobile internet gadgets implies that individuals are seldom a long way from a communication device with which they can source , share information or offer data. Social media sites permit the conglomeration of data on any theme. Collecting these information can have huge ramifications for tourist, retailers and service providers.

Key Words: Social Networking Sites , Practice , Tourism Marketing

1.INTRODUCTION AND SOCIAL NETWORKING SITES: AN OVERVIEW

The Indian the travel industry and hospitality industry has risen as one of the key drivers of development among the services segment in India. The travel industry in India is a potential distinct advantage. It is a sun rise industry, a work generator, a noteworthy wellspring of remote trade for the nation and a financial movement that helps neighborhood and host networks.

The estimation of the brand to the consumer, the development in developing markets, the significance of buyer confronting innovation, and advancement and maintenance of human capital have helped shape the travel industry in the recent years.

The travel and tourism segment has formed into an industry with an yearly financial report direct, indirect and actuated) of around US\$ 6.5 trillion around the world. The worldwide lodging industry produces around between US\$ 400-500 billion in income every year, 33% of that income is inferable from the United States.

The web has turned out to be progressively coordinated into our day by day lives. The expansion of portable web gadgets implies that individuals are seldom a long way from a specialized gadget with which they can source or offer data. Social media sites permit the aggregation of data on any subject. Concerning consumer behavior such collection can have critical ramifications for makers, retailers and specialist service organizations.

1.1 MARKET SIZE

The quantity of Foreign Tourist Arrivals (FTAs) has developed consistently over the last recent years stretching around 10 million amid January– December 2017. Remote trade profit (FEEs) from the travel industry as far as US dollar developed by 7.1 percent amid January-December 2017 when contrasted with 5.9 percent over the relating time of 2017. There has been a development of 6.8 percent in December 2016 over December 2015.

The Tourist Visa on Arrival (TVoA) empowered by Electronic Travel Authorisation (ETA), propelled by the Government of India on November 27, 2014 for 43 nations has prompted a development of 1,214.9 percent as of late. For instance, amid the long stretch of January 2017, many traveler landed by profiting TVoA .

Hospitality, a major segment of tourism, has grown by 10-15 per cent on the back of better consumer sentiment with the change of Government. As demand is going up occupancies are improving.

1.2 INVESTMENTS

The tourism and hospitality sector is among the top 15 sectors in India to attract the highest foreign direct investment (FDI). During the period April 2000-February 2015, this sector attracted around US\$ 7,862.08 million of FDI, according to the data released by Department of Industrial Policy and Promotion (DIPP).

With the rise in the number of global tourists and realizing India's potential, many companies have invested in the tourism and hospitality sector. Some of the recent investments in this sector are as follows:

1.3 GOVERNMENT INITIATIVES

The Indian government has realized the country's potential in the tourism industry and has taken several steps to make India a global tourism hub. Some of the major initiatives taken by the Government of India to give a boost to the tourism and hospitality sector of India are as follows:

The Government of India has set aside Rs 500 crore (US\$ 79.17 million) for the first phase of the National Heritage City Development and Augmentation Yojana (HRIDAY). The 12 cities in the first phase are Varanasi, Amritsar, Ajmer, Mathura, Gaya, Kanchipuram, Vellankani, Badami, Amaravati, Warangal, Puri and Dwarka.

Under 'Project Mausam' the Government of India has proposed to establish cross cultural linkages and to revive historic maritime cultural and economic ties with 39 Indian Ocean countries.

Prime Minister Shri Narendra Modi has approved to enter into a memorandum of understanding (MoU) between India and Oman for strengthening cooperation in the field of tourism.

Announcement by Mr Arun Jaitley, Minister of Finance, to extend Visa on Arrival Facility (VOA) to 150 countries in stages from the current 43, is a big step to promote tourism. The

revenue from tourism sector can be utilised for the development of the country and can boost the economy of country.

1.4 TOP 10 TOURIST DESTINATIONS IN INDIA

India is extremely differing – likely the most different of nations that you will discover on this planet. We have the absolute Coldest places in Kashmir, A place that has most astounding precipitation in world – Cherrapunji, and furthermore one if the driest places on the Earth – The Thar Desert. Adding to that – More than half of Indian limit is home to excellent shorelines. What's more, bear in mind that Northern piece of India has Himalayan Ranges snow topped mountains.

Top 10 Tourist Destinations in India

11. Agra
12. Jaipur/Udaipur
13. Goa
14. Kashmir
15. Kanayakumari
16. Kerela
17. Old Delhi
18. Ajanta Ellora
19. Darjeeling
20. Mysore

1.4 BACKGROUND AND PROBLEM DISCUSSION

We are living in the period of ongoing data and communication spreading everywhere throughout the world. By June 31 2017, 40% of total populace is utilizing web. (Web Usage Statistics, 2017). In addition, these web clients are substantially more associated than at any

other time. The clients never again get the data inactively or listen to individual suggestion. The guests could assemble travel encounters, advices by going to the movement gathering, making inquiries to have answers immediately from individuals at the goal or any edge of world. They have just been locked in and connected with the data channels and social virtual networks with no outskirts. The huge improvement of the popular expressions, for example, Google, Facebook, video-sharing site Youtube, online journals and miniaturized scale blog, for example, Twitter are the most productive confirmations, considering as the core of progress in the correspondence channel and the virtual social life.

As per Brand-Finance (2011), the world's most complete brand esteem study called The BrandFinance Global 500, has positioned Google as the most important brands over every single significant market. Google, the predominant site of data searcher, is the most profitable brand. The report demonstrates that the general population are expanding reliance on the web & Facebook surpasses 1 billion dynamic clients to wind up the most celebrated long range interpersonal communication site (Facebook organization course of events, 2017) . The advancement of these computerized data advances powers firms, associations to center around it as one the key angles to contend in the worldwide commercial center.

In the new worldwide economy, the fast development and expansion of the travel industry throughout the years have turned into an overall marvel and influenced altogether the national economies. These inexorably significant impacts of the travel industry are on generally financial exercises, as well as on networks. (World Tourism Organization, 2017). Inside the travel industry exercises, the travel industry goal is an essential and key component of the travel industry framework where the vast majority of noteworthy and dynamic components of the travel industry happen.. Goal Marketing Organizations (DMOs) assumes a vital job in the travel industry advancement. Since the late nineteenth century and for the greater part of that time DMOs have assumed a viable job in the improvement

The web has turned out to be progressively incorporated into our day by day lives. The expansion of versatile web gadgets implies that individuals are seldom a long way from a specialized gadget with which they can source or offer data. Web based life destinations

permit the accumulation of data on any point. Regarding shopper conduct such accumulation can have noteworthy ramifications for makers, retailers and specialist organizations.

1.5 SOCIAL NETWORKING SITES:

social media are defined by the following characteristics: openness, participation, conversation, community and connectedness³. Essentially Social Networking Sites is a set of platforms where users are free to connect and create their own content to be viewed by all interested parties.

social media into seven categories of social networking sites as:

- 1) Social Networks
- 2) Blogs
- 3) Wikis
- 4) Podcasts
- 5) Forums
- 6) Content communities
- 7) Micro-blogging

1.5.1 Facebook

Facebook is by a wide margin the biggest informal organization with one billion individual clients covering the whole globe. It permits hotels likelihood to associate with a tremendous number of potential visitors. Through the visitors that join a hotels network the brand will end up known to their companions in their system each time they communicate

1.5.2 Twitter

Twitter is a Micro-blogging webpage much the same as SMS content informing on a cell phone. Clients can present messages with up on 140 characters on which others clients can remark or repost. It was introduced in 2006 and it presently flaunts 175 million clients

1.5.3 LinkedIn

LinkedIn is a business related long range informal communication site with roughly 100 million clients in more than 200 nations around the world. The distinction among LinkedIn and the other informal organizations highlighted in this examination is that LinkedIn is intended for experts to keep up and assemble associations with similarly invested individuals with whom they can work together.

1.6. PROBLEM DEFINITION

The web and other new innovations have changed the greater part of the business from administration, industry to business segment on an exceptional scale. The travel industry isn't a special case. Web data is currently one of the vital impacts to the client choices in many significant markets. The traveler will book travel trips, air ticket and accommodation and additionally discover the data of information of destination in travel forum by, online or interpersonal interactions in the web. Therefore, unmistakably the web and new data advances have turned into a need for both the travel industry undertakings and DMOs. Voyagers have turned out to be progressively educated and advanced as they could think about their goals before arriving. Online networking has likewise step by step changed tourists conduct in discovering information from soliciting make a trip agent's advices to that from asking companions and associate surveys, expression of mouth through web based social sites and other source from web.

1.7. PURPOSE AND RESEARCH QUESTIONS

By surveying the current circumstance of internet and social media in travel industry and in addition with regards to DMOs, the study expect to contribute an understanding of web based online marketing and digital communication channels showcasing the advanced

correspondence channels with social media as one of advertising choices in destination marketing.. The study centers around talking analyzing the role and the utilization of web based marketing in promoting travel destinations.

1.8. OBJECTIVES OF THE STUDY

- a) To realize how social networking sites (SNSs) influence the Tourism sector.
- b) To understand Impact of utilization of Tourism Destination Marketing sites

1.9. LIMITATIONS

The investigation was constrained as the literature survey for the web based advertising with social media were not of adequate quality to permit firm establishment in regards to the role of web based f online marketing and social media in travel industry specifically.

2. LITERATURE REVIEW

2.1. ONLINE MARKETING

Internet advertising definition

As per Eley and Tilley, (2009), web based online marketing can be basically characterized as limited promotional action on the Internet, including email. It can take numerous means, including internet searcher showcasing, email, web based online publicizing, social media,, and affiliate advertising.

The term of web based promoting by e-advertising, advanced showcasing, web advertising or electronic web-based marketing promoting. The Internet showcasing can be basically characterized as "accomplishing showcasing targets through applying computerized innovations" clarified that by and by, Internet advertising will incorporate the utilization of an organization site related to online procedures. The term „Internet marketing“ refer to an

outer point of view of how the Internet can be utilized related to conventional media to get and convey services to clients.

2.2 TYPES OF ONLINE MARKETING

Online marketing, to be effective the internet advertising travel companies need to locate the reasonable strategy to achieve the target market, and to take full favorable position of web based advertising. (Admin, 2010) There are various sorts of web based promoting that numerous travel organizations pursue, social media . In the recent couple of years, there have been numerous authors' meanings of social media. Every one of them could reflect alternate points of view about social life & clarified that the term is an extremely difficult to define the meanings . social media is the manner in which the web is being utilized by different models.

3. METHODOLOGY

There are two sorts of research techniques which are normally made reference to, specifically quantitative and subjective. By and large a significant refinement is made among quantitative and subjective research, which additionally requires distinctive methods for dissecting moderately isolated and diverse information. We chose to utilize the subjective qualitative methodology . The objective isn't to acquire the definition or Visit a different DMOs to utilize web based advertising procedures with social. It is somewhat wanted to go further into the requirements and new technique to showcase the travel industry goal which is more inventive, so Visit could be separated from different DMOs. Actually the study is to help having a top to bottom comprehension of this sector.

3.2. DATA COLLECTION

As indicated by, when the examination issue has been recognized, it will be suitable to choose first the kind of quantitative or subjective methodology, which will be expected to explore the issue, and after that sort information which is required to be gathered with the end

goal to make investigation. Regularly, there are primary and secondary data. The refinement between these information depends on the sources from the information are inferred.

3.3 PRIMARY DATA COLLECTION

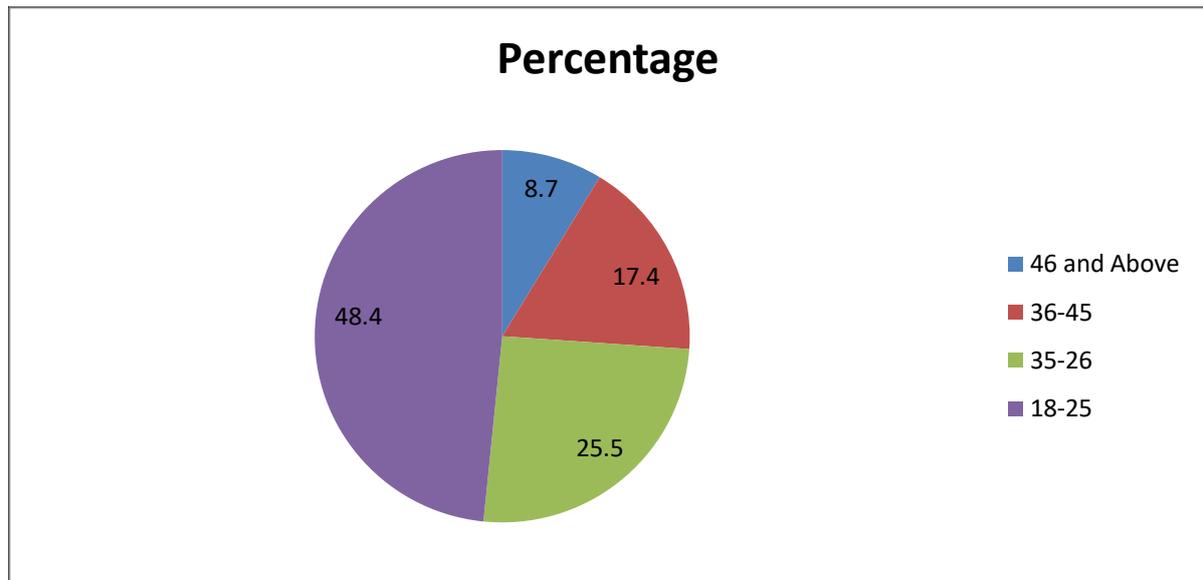
Data from primary sources can be gained by direct detached observation or measurement of phenomena in the real tourist destination, undisturbed by any intermediary interpreter

3.4 SECONDARY DATA COLLECTION

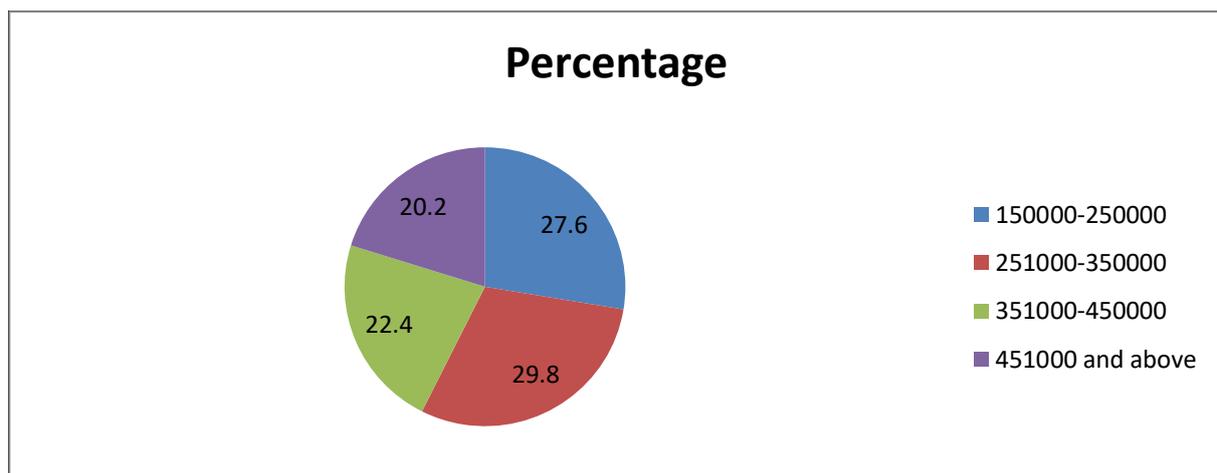
One of the important tasks to undertake the collection of data is secondary data collection. claimed that it is difficult to see how a researcher could conduct an effective research using only primary data and ignore the theoretical in the same or similar area of study. In this paper, our most common form of secondary data is writings in books, articles, reports, newspapers and other publications both in electronic and printed form. In addition, the discussions on professional social networking site Facebook, LinkedIn and Twitter, opinion of social media experts also have considerable contribution to the process of generate secondary data.

ANALYSIS:

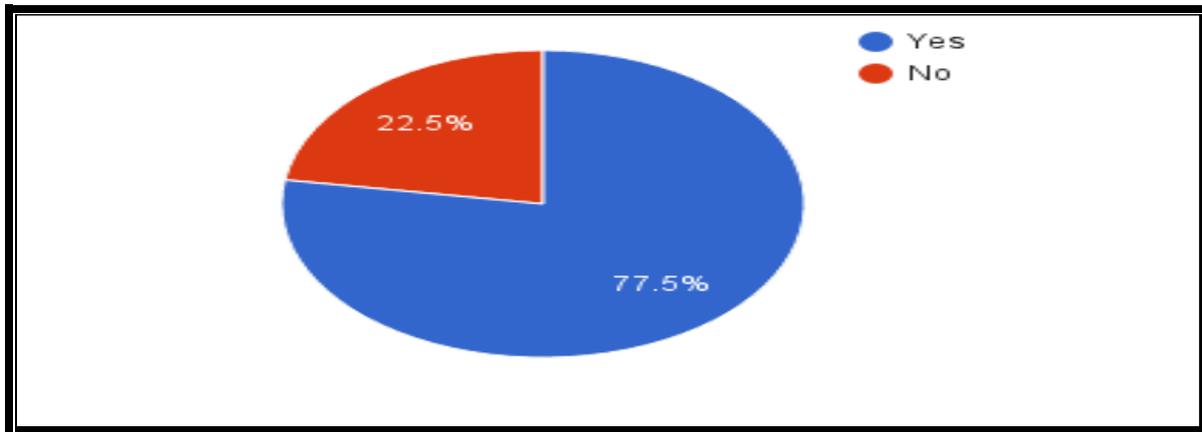
In response to the study of demographic variable, the first question regarding travellers **age group** was asked and the only (50) respondents filled the response which has been graphically presented below



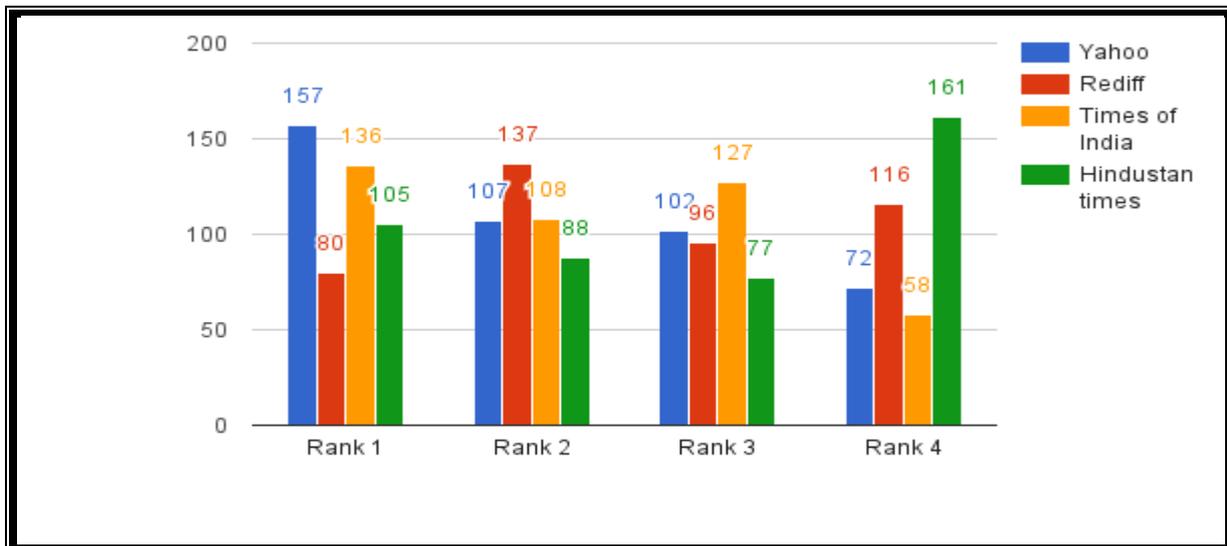
In response to another demographic variable regarding income, respondents filled the response which has been graphically presented below.



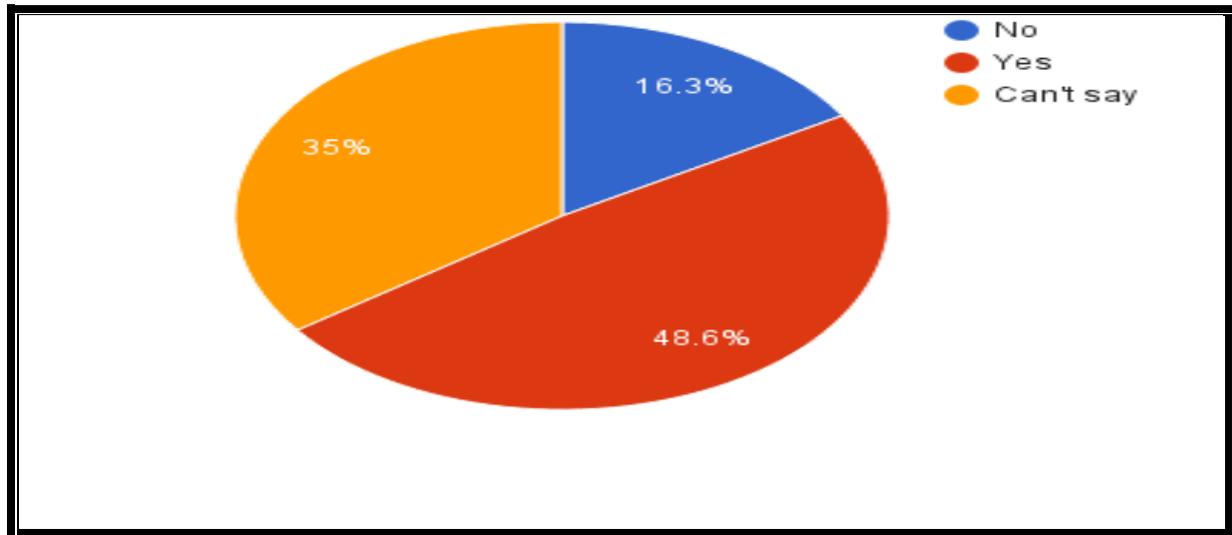
In response to question that whether respondents opt for online advertising, the following response was collected: (50 responses) Percentage represents the percentage of responses among respondents.



As the study of the research is based on informational sites (web portals), in the next question the respondents were asked to provide preference to the websites under study and rank them on the scale of 4 accordingly.



The respondents were asked to rank (up to 3) the product categories whose advertisements they notice the most in response to their internet surfing. It was not mandatory to rank 1, 2 and 3 but they were allowed to rank only 1, 1 & 2 or upto 3, so that data gathered is shown on the above



The respondents were asked to provide 1 and 2 rank to the most preferred type for tourism marketing . It was not mandatory to provide both rank as 1 and 2, so that data gathered is shown on the above Graph .

4. CONCLUSION.

This Study has explored the methodology of rehearsing online marketing with socialmedia as one of computerized marketing communication alternatives to build brand and engage with potential guests.

The investigation attempted to inspect and assess the role of role of online marketing and social media in goal promoting procedures and administrations and wide support in web based advertising and internet based life exercises to accomplish benefits.

Coordinating online marketing and social media exercises with traditional marketing is a fundamental marketing strategy for the present DMOs. Role of web based online marketing turned into a vital business technique for SNS in the era of information technology & be imaginative in this competitive environment. One imperative issue for SNS is to make a clear objective for the internet online marketing strategy.

SNS need to discover which the reasonable strategy is, and what the guest needs. With the clear technique, it can assist SNS with far reaching success as these days, Internet is an immense information source with various beneficial characteristics. In addition, SNS need to

see how every social media platform work, and see how to incorporate social media into traditional marketing strategies to accomplish the profitable results.

5. FURTHER RESEARCHES

Digital world is evolving continually. Online marketing and social media is to some degree still growing in Indian tourism sector. Moreover, there has been less research performed in the field of Online marketing and social media from SNS point of view, further broad research is required on the theme. This investigation adopts a wide approach; it is recommended that future studies to center around particular issues. However, the conventional media ought not to be avoided from traditional marketing promotions. By assessing interest in web based online marketing and social media with SBS and how to gauge the accomplishment to promote and increase return of investment in online marketing and social media with social geo-location application with advanced mobile phones. Social media has many concerns for the organizations including public and private sector. Further examinations are required to distinguish the negative effect of Social media in destination marketing which could help guests attracting or even destroy their brands.

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