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Dear Readers,

One needs to be focused if he wishes to achieve even a small thing in life. For this a positive attitude must be there within. Your mind must follow only positive thoughts along with full dedication, devotion, hard work of enthusiasm. There must be a gesture of magnanimity to learn, to make people understand about the things. In fact, you need to unlearn all what you have learnt in your past, if you wish to learn something new in your interest area. Only a true leader can be like this.

I whole heartedly congratulate the proud Editorial Team & the researchers for the outcome as a Journal Volume X.

With Best Wishes.



Vineet Aggarwal
Secretary General

Message from Editor –in – Chief

***“IF YOU WANT TO GROW YOUR MANAGERIAL SKILLS,
THEN YOU MUST GROW YOUR INNERSELF FIRST”***

Dear Readers,

Management is the oxygen for all the related activities of the manager and other working hands in the organization, and composed with the mind full of research activities makes it supplementary.

Research is a mountainous task of putting all the hard labour and factual information together at one place for the benefit of the self society and the whole cosmos at large.

The scope of research really provides an excellent opportunity to deal with laborious facts of life to proceed ahead to achieve target.

Success comes to those who really think of success, while sleeping, dreaming or in a turbulent state.

For achieving success one has to work honestly, sincerely and truthfully.

The 10th volume of Ideal Journal of Management & IT is being published by the hard working editorial board, is a matter of great pleasure.

I wish the team all the success.

My Best compliments to one and all.

In the service of the nation.



Prof. (Dr.) Anil Parkash Sharma
Director cum Editor-in-Chief

From the Editor's Desk

Management is about arranging and telling. Leadership is about nurturing and enhancing.

Tom Peters

Dear Readers,

With 2019, Ideal Journal of Management and IT has completed its Tenth edition of publication and has established itself as one of the leading journal. On behalf of IJM team, we would like to extend a very warm welcome to the readership of IJM.

Our goal is to create a new forum for exchange of information in every field of research. Our consistent efforts are aimed towards providing the forum for critical issues in every field, latest developments in basis research, regulatory issues, original research and quality of our journal .We hope Ideal Journal of Management and technology will become the forum for researchers to share their valuable research achievements, practical experiences and discuss all perspectives of management and IT in the development of future innovations that will greatly benefit all Academicians ,Research Scholars and Students also.

We hope our readers and patrons share a similar vision and we look forward to a prolific, perfect and a successful 2019 year ahead. The success of this journal depends on your feedback for further improvements.

We request our readers to send their critique and valuable feedback for further improvements of our upcoming journal.

With Best Wishes and Season's Greetings,



Mr. Sumit Debnath
Editor (Management)



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AN ANALYSIS OF IMPACT OF GREEN MARKETING ON ENVIRONMENT

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ABSTRACT

The market for green products is generally considered to be both established and expanding. One example in the food sector is that the world market for ecological food products has an annual increase in sales of 20%. This may seem impressive, indicating great interest on the parts of industry and consumers in products that will do less harm to the environment. The present era of industrialization and globalization has not only added a lot of comfort and luxury to human life but has also led to an alarming situation of huge environmental degradation owing to all the involved activities. Today, the entire world is witnessing the environmental problems and its impacts in their day to day businesses. Not only the business firms have realized the importance of the environment but more than that an immense awareness is seen among the consumers and general public for the same. Due to all these reasons, the business organizations have started modifying their activities and strategies to ensure protection to our natural resources and environment. This paper focuses on the concept of green marketing. The paper tries to explain why green marketing is needed in today's scenario and what are the challenges that must be met by the organizations undertaking green marketing. The present paper points out how green marketing has impacted on our environment. It also highlights the problems and challenges in green marketing.

Keywords: *Green marketing, Green products, Challenges and impact of Green Marketing.*

1. INTRODUCTION

Business houses have turned into huge conglomerates being managed by professional managers who may or may not be controller of capital. This resulted into change in the focus of the entrepreneur and the managers and the objective became more profit oriented and organizations saw a complete denouncement to the philanthropic practices of running the business organizations.

Carbon emissions have become a huge issue and environment friendly ways to deal with non-bio-degradable waste has become an issue of major social concern. Conserving the environment has become an issue of concern to environmentalists as we need to leave a cleaner and better land for the generations to live. UN initiative created "The Kyoto Protocol which is an international treaty which extends the 1992 United Nations Framework Convention on Climate Change (UNFCCC) that commits State Parties to reduce greenhouse gas emissions, based on the premise that (a) global warming exists and (b) human-made CO₂ emissions have caused it.

Efficient handling of the non-bio-degradable waste has become the necessity of the day and is only possible to be achieved through "Reduce, Reuse and Recycle". Over the period business manager realized that this is not only social friendly but also yields economic benefit to the shareholders as the cost of use of virgin material is way higher and is a huge tax on the society.

The world's economy is developing rapidly and as a result of that the global environment is being heavily impacted. Environmental degradation and deterioration are both alarming situations in today's era. Protecting environment, creating a safe living environment has become one of the most important concerns. The aim of Green marketing is to promote environmentally friendly products and create a safe environment. Thus, green marketing has become a phenomenon throughout the world as increasing concerns towards the environment and sustainability have begun to rise in the past few decades. There is a large increase in number of people trying to shift to greener brands and environmentally friendly and safe products.

Arising concerns have therefore lead the marketers to rethink about their companies' strategical paths. These days the customers have become more vigilant and aware about the environmental issues. Therefore, in order to please the customers and to be socially responsible companies have now shifted their focus on sustainability. The book "the green marketing manifesto" by John Grant also supports the study conducted by the scientist that if adequate measures are not taken to protect the environment that it may result in some ugly scenarios and would make the survival even more difficult.

The most suitable business objective is to accomplish the economic activity in socially acceptable, legal sustainable and ethically verifiable way.

2. NEED FOR GREEN MARKETING

The biggest challenge for the companies now a day is to retain its customers along with acting in accordance with the socially desirable techniques and methods. The absence of green marketing techniques may cost heavily not only on the market share but would also hamper the company's reputation in the society.

According to Ken Peattie and Martin Charter (the marketing book) green marketing can be summarized as "A holistic and responsible strategic management process that identifies, anticipates, satisfies and fulfils stakeholder needs, for a reasonable reward, that does not adversely affect human or natural environmental well-being". In the present scenario where technology has taken a new shape it has become utmost important for businesses to urgently implement green marketing. The development of new techniques and approaches of dealing with pollution, improved resources and energy efficiency, growing consumer and community interests in green products and governmental interventions have made green marketing implementation important.

Green marketing helps in expanding the market share by targeting environment friendly consumers. This helps in increasing the sales and profitability of the company by enhancing its public image. It has been observed that growing government regulations and interventions globally has made it very difficult for non-green products to survive in the market. Therefore the companies should act in advance before it might become too late to for survival.

In present times, the consumers have become more vigilant and informed about their choices. The consumers now understand the merits and impact of green products that it has on them the society and the environment as a whole. In India near about 25 percent of the consumers prefer greener products and around 28 percent consumers are health conscious. It may be noted that this percentage is growing many folds day by day. Therefore the marketers have quite a substantial market to cater to.

3. CHALLENGES IN GREEN MARKETING

The concept of going green may sound intriguing however there are a lot of problems and challenges a firm has to face before adopting green marketing. The firms using the concept if green marketing must ensure that none of the activity that they are involved in should mislead the consumers or industry in any kind. It must ensure that the government regulations are followed without any breach. The companies must clearly state the environmental benefits, characteristics and negative factors taken into consideration.

Some of the challenges of green marketing are discussed below-

3.1 Standardization:

It has been observed that only 5% of the marketing messages from “Green” campaigns are true and therefore there is a lack of standardization to completely authenticate these claims. There is a need for some regulatory body which can provide a standard for quality control, authentication, licensing and labelling of these products.

3.2 New Concept:

Even though it has been observed that the consumers are slowly shifting towards the concept of green products, it is still a new concept for the majority of people. Thus it has become important on the part of the marketers to educate the consumers about the environmental issues and problems and how important it has become globally that green products should be adapted. The companies and investors must ensure that if they want to sell a greener product they must know their customers. They should make adequate efforts to educate the customers about what environmental issues are being targeted and how the greener product overcomes those issues substantially.

3.3 Patience and Perseverance:

For any shift in the strategic path, the companies and investors must realize that the concept of green marketing is not a short term investment. It is rather a long term opportunity and therefore lot of time and efforts are required to make the shift. Initially the profits are very low since renewable and recyclable products and green technologies are very expensive. Therefore the planning should be done for long term rather than short term. The business should avoid getting involved in unethical practices to make profits in the short run.

3.4 Consider Your Pricing:

The pricing of the product is of utmost importance since the customers must be able to feel the worth of the product and can afford it. It must be ensured that the target audience and product specifications are designed in such a way that it can cater to a larger segment.

3.5 Cost:

One of the major challenges of adopting green marketing is that it involves lot of investment in terms of green technology, green power energy and therefore a lot of money has to be spent on research and development. This hugely affects the cost structure of the company.

3.6 Avoiding Green Myopia:

Green myopia is again a very major challenge in green marketing. The very first rule of green marketing is to maintain its focus on customer benefits. It is important to understand the primary reasons behind the buying intentions and behavior of the customers. Green marketing myopia occurs when green products are unable to provide substantive

environmental benefits. The biggest reason why consumers don't want to buy green products is that they feel that using green products requires a lot of sacrifices and causes inconvenience. Also green products have higher cost and low performance without having any significant advantage to the environment.

The companies should empower the consumers, that is it should be able to make consumers feel and believe that their product choices and preferences could actually make a difference. The customers and consumers should be made to believe that adopting green products will not reduce the amount of satisfaction that they derive from the product. Also, in the name of environment friendly products the quality of the product will not be sacrificed.

4. IMPACT OF GREEN MARKETING

Green marketing offers business bottom line incentives and top line growth. While modification in the business processes and strategies may lead to higher startup cost, it will however yield greater returns in the long run. The companies that are involved in developing new and improved products and services keeping in mind their environmental impact give themselves an opportunity to access larger market, improve profits substantially and competitive advantage.

The impact of green marketing can be summarized as:

- It has been observed that there is a shift in the consumption pattern of the customers. People are insisting more towards pure products produced through organic farming techniques.
- There is a substantial fall in the usage of plastics and plastic-based products.
- Increased consumption of herbal products instead of processed products.
- Customers have become more aware and have narrowed down the usage of plastic and polythene bags.
- Increasing use of bio-fertilizers instead of chemical fertilizers and minimum use of pesticides.
- Aggressive efforts are being made to recycle industrial and consumer wastes.
- Strict laws and regulations have been formulated to protect forests, flora and fauna, protection of the sea, lakes and rivers from pollutions.
- Restrictions on production and usage of weapons, atomic tests and many other that are harmful to the environment. Provisions have been formulated by several countries for the protection and maintenance of ecological balance.
- More emphasis has been laid on environmental and social accountability of producers.
- Strict norms have been imposed for pollution control. Consideration of pollution control efforts and eco-technology in awarding IS, ISO 9000, or ISO 14000 certificates and other awards.
- 5th June has been declared as the World Environment Day.
- Establishing several national and international agencies to monitor efforts and activities of business firms in relation to pollution control and production of eco-friendly products.

5. GREEN MARKETING – SUGGESTIONS FOR MAKING IT A GREATER SUCCESS

To make the concept of green marketing a greater success following measures should be undertaken –

- Top management must ensure its full support to the philosophy and concept of green marketing since it requires lot of time and efforts to gain long term benefits.
- The Organization must ensure that it motivates its employees to stay committed to the concept and think as environmentalist. The employees must be educated about the benefits of green product and how their contribution can make a difference. A separate think tank can be developed for working towards the development and generation of ideas for greener products.
- The companies involved in green washing should be punished. Greenwashing has manifested itself on a greater scale. This arising phenomenon occurs when companies make misleading or inaccurate statements about their products. Companies claim that their products are environmentally friendly and or ethically conscious when the fact is that it is not true. They enhance the value of their product while misleading consumers (Lane 2013).
- The concept of zero waste should be brought into light. The manufacturers should try to develop policies under which they should buyback the used products for recycling and reusability.
- A large amount of waste is generated due to the packaging Of goods. Over packaging or harmful packaging should be avoided and proper channels should be developed to collect such waste.

6. CONCLUSION

Environmental issues are a great concern globally. The rapid growth of population, increasing economic development and growth of industries has put a lot of pressure on the environment and natural resources globally. Negligence on the part of the manufacturers', customers and consumers have led to serious issues such as soil erosion, land degradation, industrial pollution, ozone layer depletion etc. At the same time it is important for marketers to understand the growing need of environmentally safe products.

It can be said that the right time has come for the implementation of the concept of "green marketing" globally. Implementation of green marketing will definitely be a greater challenge for all the marketers since it is fairly a new concept and educating the consumers requires lot of time and patience. The marketers also need to emphasize on the cost and pricing of the products. The products should be priced in such a way that the customers can afford them. The marketers must take effective measures to ensure that the products are able to deliver the benefits to the consumer as that is the top most purpose for which customers buys them. It must be ensured that customers' satisfaction is in no way sacrificed.

Global implementation would require a lot of intervention by governmental bodies through strict laws and regulations in order to save the world from pollution and hazardous activities. With the threat of global warming looming large, it has become extremely important that green marketing is not treated as an exception rather as a norm. Recycling of paper, plastics, metals etc., in a safe and environmentally harmless manner should become more systematized and universal. Environmental friendly, energy efficient and safe goods should become the composition of the market.

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AN ANALYTICAL FRAMEWORK OF WORKPLACE STRESSOR

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ABSTRACT

In the fast pace of life, Stress has become an integral and pervasive part of the lifestyle. In the last few decades, the lifestyle of Indian masses has changed in such a manner that without having stress or anxiety we cannot complete the cycle of our daily routine. Some sort of stress is acceptable but excessive stress is harmful and can distort our work performance, mental and physical health, relationships in our family life and many more things. Due to newer technological development, people's skills are quickly becoming obsolete, that again creates a stress due to uncertainty of the future. As per a survey, stress is ranked number 1 risk factor for life in India. In this backdrop we try to analysis the level of stress in the workplace in India and Globally, its causes and remedial action taken by the corporate.

Keywords : *Stress, Global Epidemic, Occupational Stress*

1. INTRODUCTION

Stress is not always bad, a little bit is necessary to be focused, energetic and to meet the deadlines. But in today's competitive and hectic work environment, too much pressure and burden enhances the stress level of the individuals and life starts to feel like a roller coaster of the emotions. Late night shifts, long working hours, huge targets, customer's high expectations, tight deadlines etc. are the buzz word in today's corporate world. In fact occupational stress is defined as "Global epidemic" by the United Nation's International labour organization. **Occupational stress** can be defined as the perceived gap between the job role demand and the individual's ability to accomplish that demand.



Figure 1. Burning Issues

A study conducted in Spain shows some surprising results. When workers have been asked questions specifically about the level of stress, they confirmed that their fellow employees feel headache, migraine, have become short tempered and also have become more aggressive with customers and peers. Stress is like a disease in the corporate world, where an individual is not able to maintain balance in his/her personal and professional life. On one hand stress is inversely related with the work performance of the employees, on the other hand individuals are not able to give enough time to their personal life and spoil the relationships.

India is having same history is case of workplace istress, in fact Indian people work more hour in comparison to any other developed country and stress level is quite high in India. Here are some cases which shows the level of stress in the industry:

May 17, 2016- Vineet whig (47), Chief Operating Officer of Britannica, jumped to death from a building in Gurugram, as he was fed up from his life, written in his suicide note.

Jun 04, 2016- Saumil shah (47), Head of equity in Bank of America Merrill lynch, died due to sudden heart attack.

A complex combination of lifestyle issues, pressure and competition in workplace creates a tremendous pressure on the individuals leading to heart attack, anxiety, depression and suicidal tendencies among the employees. According to the data provided by Optum in 2016 (provide employee assistance in corporate) 46% of the workforce working in Indian organizations are suffering from one or other foam of stress, this study was conducted on 2,00,000 employees on 30 large organization in India. As per this survey 30% of the employees are heading towards diabetics risk, 30% with hypertension, 43% was found with skewed BMI (Body Mass Index). Stress is a burning issue in corporate India. Since childhood stress become an integral part, exam stress, career stress and then family stress and many more. As per Optum, now a days individuals are living a different age then their actual age, as per them a 32 year old person is living an age of 40 year due to their stress level and lifestyle.

One more study which was conducted by 1 to 1 help.net (company provides employees wellness programmes, Bangalore, India) on 6,000 employees in different cities, in July 2016 shows shocking results, that 80% of the respondents shows the symptoms of anxiety and 55% with symptoms of depression. The number of people with suicidal feeling raised from 2.1 out of 10 in 2008 to 8.21 in 2016. Spillover of stress due to personal and professional life is a main reason of mental illness.

2. RESEARCH METHODOLOGY

Since the analysis was based on exploration of literature review available on the related subject, content analysis was used to scale an idea about what factors carry a connection between the measured variables. Preliminary content analysis was done in order to identify the variables. We further divide them into category to generate categorization matrix as presented below:

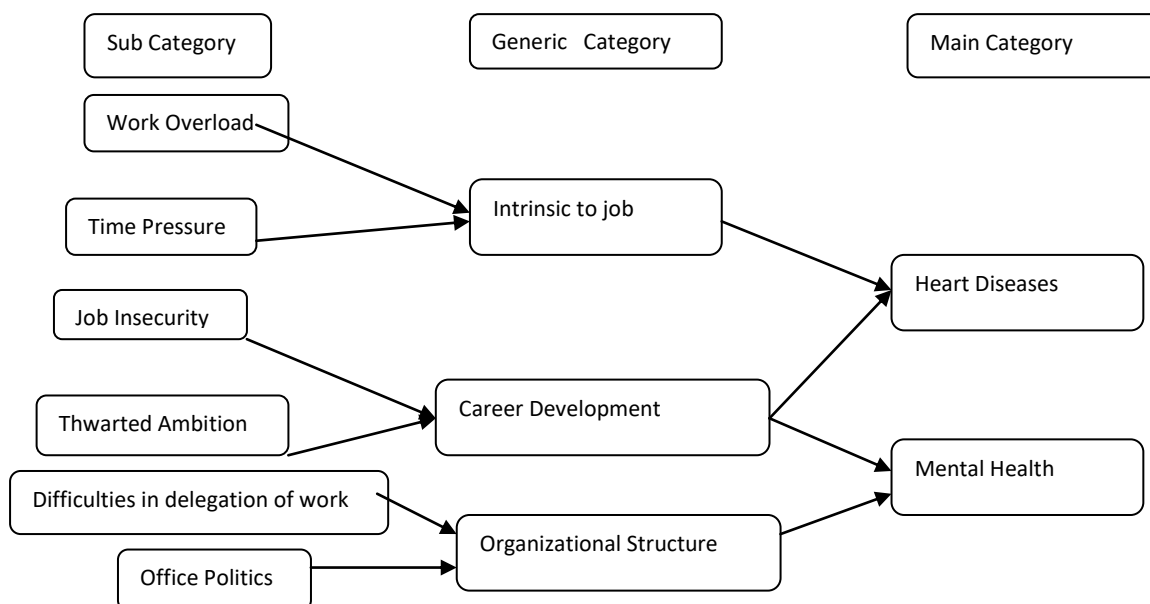


Figure 2. A categorization Matrix of Workplace Stressors

3. GLOBAL SCENARIO

Not only India, but all the developed and developing nations are facing the same situation of workplace stress, which distort the workplace environment and spoils the personal life on the individuals. As per Wills Towers Watson 2014 (A global professional service company) Indian employer’s rank 1 to stress in today’s lifestyle risk factor related to mental and physical hazards to employees. Certain others reasons are also highlighted in the study like inactivity, obesity, tobacco, nutrition etc. The survey of Towers Watson shows the global pattern of the stress among the employees at their workplace. Surprisingly they found that the reason of stress are same globally.

In India, as well as regionally and globally, stress was ranked across the region as the most pressing lifestyle risk factor

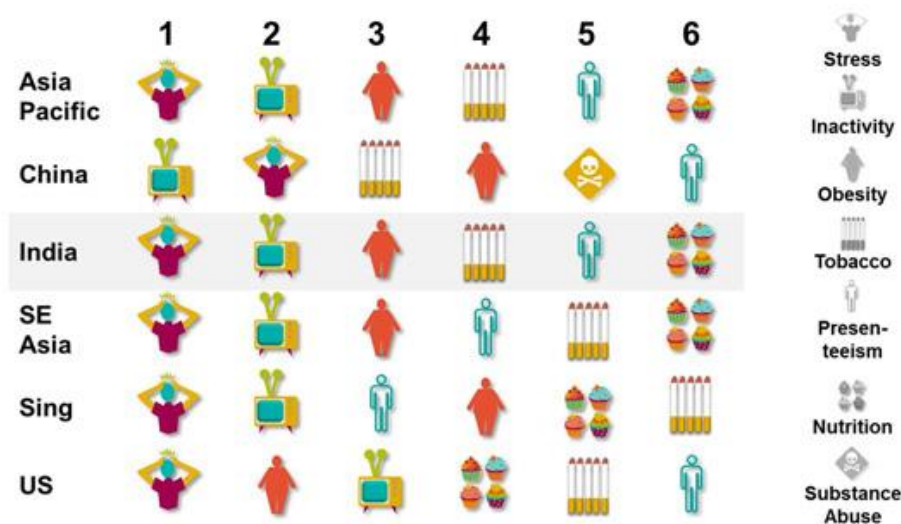


Figure 3. Top causes of stress at workplace

As per Towers Watson’s report in 2014, 40% of the job related stress is caused by unclear expectation by the organization from the employees, 38% is due to shortage of staff and heavy workload on the workforce. 38% says stress is created by imbalance in work and personal life, 29% says it is created due to low income, 26% due to lack of support from organization and many other more. Study was conducted globally, it shows the reason of stress in different countries on workplace.

Table 1. Causes of workplace stress

Particulars	India	Asia Pacific	United States	Europe, Middle East and Africa
Unclear Job expectation	40%	29%	36%	33%
Shortage of staff (Overburden)	38%	41%	52%	49%
Imbalance in work/family life (long working hours, excessive workload)	38%	32%	24%	28%
Organizational culture (lack of teamwork, unclear accountability)	32%	31%	33%	31%
Low income (Low annual increment)	29%	37%	38%	28%
working during non working hours	27%	16%	8%	9%
lack of organizational and supervisory support	26%	23%	23%	22%
lack of equipments and technological support	18%	18%	13%	15%
lack of job security	16%	16%	20%	22%
reduction in benefits provided by organization (retirement benefits, health coverage)	12%	16%	11%	7%

Source: www.willistowerswatson.com

Major Remedial steps taken by corporate to reduce stress at workplace

Various steps have been implemented by the Indian as well as global organizations to reduce the stress level among the employees. To create a cordial atmosphere 50% of the Indian organizations promoted flexible working hours, 43% organize yoga and workshops for the employees. 41% initiated education and awareness programmes to help the employees to tackle their stress.

Table 2. Remedial steps taken by organizations

Particulars	India	Asia Pacific	United States	Europe, Middle East and Africa
Flexible working hours	50%	40%	51%	50%
Stress Management (yoga, workshop etc.)	43%	38%	39%	16%
Education and awareness programmes	41%	41%	40%	26%
Employee assistance programmes (EAP)	40%	24%	85%	29%
Specialized Training	30%	26%	23%	39%

Training to supervisors	23%	24%	34%	41%
External resources to deliver programmes	16%	12%	23%	18%
Expanding EAP to dependents	15%	10%	46%	25%
Anti stress space	12%	10%	10%	4%
Written guidelines on stress	10%	9%	7%	9%

Source: www.willistowerswatson.com

4. CONCLUSION

Various organizational factors leads the stress in the workplace like unclear job expectation, low income, lack of organizational support and tools to perform the job, long working hours, lack of job security etc. Organizations have to deal strictly to reduce the level of stress and anxiety among the employees, routine counseling and consultation is required to discuss the expected job role, responsibilities and accountability system in the organization. Certain other measures can be taken by the corporate like providing gym or fitness centers in the office premises, regular health check up camp organized by the companies. In all these measures companies need to work themselves like providing job security to the employees so that they can perform fullest and should not exploit the workforce, organizations need to maintain adequate working hours with adequate pay.

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ADOPTION OF GREEN BANKING IN INDIA – AN EMPIRICAL INVESTIGATION

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ABSTRACT

Banking sector is one of the chief economic factor that effects industrial and economic growth of any economy. As in the industrial sector banking is one of the main stakeholders, which can face credit risk, liability risk and its quality of assets and rate of return can be influenced by environmental effects in the long run. In view of this banks have to play a positive role to go green and inculcate the environmental and ecological factors in their policies which will ultimately compel industries to make investment in environmental sustainable industries. Green banking strategies mean promoting environment-friendly practices and reducing carbon footprint from day to day banking activities. Banks in India especially top leading banks has developed several green banking initiatives. By adopting these practices the customers as well as banks employee can contribute a lot towards the environment. This paper aims to highlight the green banking initiatives introduced by top leading which will help in suggesting the possible gaps of green initiatives in India. To achieve this objective, secondary data has been used. The study found that Green banking initiatives has significant impact on sustainability. However, we find that there has not been much initiative in this regard by the banks and other financial institutions in India though they play an active role in India's emerging economy. Some possible policy measures and suggestions are given to promote green banking in India.

Keywords: *Sustainable Environment, Ecological, Green Banking, Credit Risk, Carbon Footprints*

1. INTRODUCTION

To achieve sustainable development, markets should be allowed to work in suitable structure of cost efficient rules and economic instruments. Banking sector is one of the chief economic factor which effects industrial and economic growth of any economy. Today industries and firms are susceptible to rigorous laws and environmental policies. As in the industrial sector banking is one of the main stakeholder, it can face credit risk, liability risk and its quality of assets and rate of return can be influenced by environmental blow in the long run. Therefore banks have to play a positive role to go green and inculcate and embed the environmental and ecological factors in their policies which will ultimately compel industries to make investment in environmental sustainable industries. The objective of this paper is to examine the comparative picture of green banking initiatives in India and overseas which will help in suggesting the possible gaps of green initiatives in India and will also suggests the potential channels to promote green banking in India. For banking professionals green banking involves the doctrine of sustainability, ethical lending, conservation and energy efficiency. Banks of today are committed internally and externally to energy efficiency and are on a

green mission to lower their own carbon footprint with an ambitious IT energy reduction program and conservation program within their bank operations. Outside of the bank, they cater to businesses that are involved in green technology and delivers highly personalized customer service to their loan clients.

According to the estimates made by the World Bank to lessen the cost in the emerging economies like India it ranges from US\$140 billion to US\$175 billion annually until 2030. This is a huge confront, Indian banks actually are now in a sturdy position for leveraging and channelling of this investment and to use this opportunity as the development of low carbon economy. The National Action Plan on climate change has led to opportunities for the financial sector and there have been proactive initiatives across the spectrum of public, private and foreign banks in India. In UNFCCC and the Kyoto Protocol India is a signatory and Clean Development Mechanism (CDM)* of Kyoto Protocol, has provided India with a significant opportunity for reducing carbon emissions at a relatively low price through renewable energy projects and energy efficiency projects. India gets an opportunity to make money in trading in carbon credits via regulated carbon emission trading schemes.

The Clean Development Mechanism (CDM), defined in Article 12 of the Protocol, allows a country with an emission-reduction or emission-limitation commitment under the Kyoto Protocol to implement an emission-reduction project in developing countries. Such projects can earn saleable certified emission reduction (CER) credits, each equivalent to one tonne of CO₂, which can be counted towards meeting Kyoto targets. The CDM allows developed countries to invest in emission reductions where it is cheapest globally.

All the nations across the global are working towards sustainability and trying to do every bit of positive steps to conserve and protect the environment .The resources are not being over used now as everyone has become sensitive towards saving the planet, as earth will not give us another chance. Owing to its importance and implementation and to know how much the earth's resources are used there is a quantitative index called Happy Planet Index(HPI). The Happy Planet Index (HPI) is a quantitative measure of the greenness and general happiness of a country. The index calculated by the New Economics Foundation measures how much of the Earth's resources each country uses, as well as how long and happy a life their citizens enjoy as a result. Green = Happy is the philosophy behind this green index. The winner?.Costa Rica. Looking for a green and happy place to vacation or reside, according to this study – Costa Rica is the answer. If you are looking for the advanced countries like United States, Japan and England on this list, they did not even make the top 60 which is a real sad state of affairs. Without further ado, here are the results of the Happy Planet Index (HPI) with their recorded scores see Figure 1:

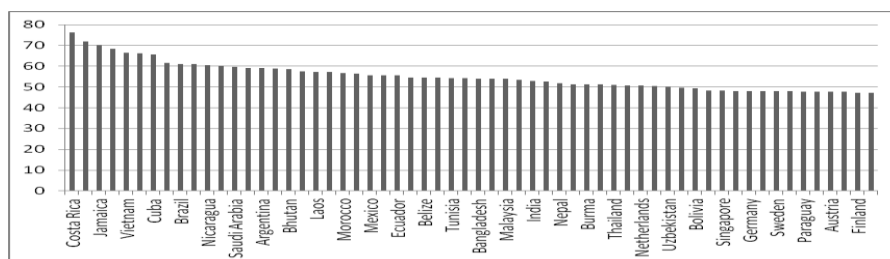


Figure 1. HAPPY PLANET INDEX (HPI)

Considering India position, it is very encouraging that at least we are on the path of sustainable development, which is right and the need of today and is even better than countries like Nepal, Burma, Thailand, Germany, Singapore and Finland.

Union Minister for Corporate Affairs launched the BSE Greenex, a new share index of sustainable stocks, by ringing the bell at the Bombay Stock Exchange on Dalal Street ON **22 FEBURARY 2012**. Greenex includes stocks of 20 companies from BSE 100, that meet energy efficiency norms, allowing investors to derive benefit from the related cost savings. ICICI Bank, SBI, HDFC, Sun Pharma and BHEL are the major constituents of the Index. The index will help create viable market based solutions for industries, investors and governments, to promote energy efficient practices and encourage impact investing in economically and environmentally sustainable businesses.

Objectives of the study

- To enumerate benefits of green banking.
- To emphasize initiatives taken by various banks adopting green banking in India vis – a vis international scenario.
- To examine the factors which can help the banks in achieving in spreading the awareness of green banking.

To conclude the objectives of the study the paper is divided in following sections. Section I i.e. the present section gives importance of the environmental consciousness, green banking insights and objectives of the study. Section II gives the research and methodology used to conclude the objectives of the paper, Followed by an extensive review of literature in contained in Section III. Section IV gives the analysis and interpretations of the results .Section V concludes with suggestion and recommendations .References are entailed in the last section.

2. RESEARCH METHODOLOGY

The present study is based on Primary and Secondary data. Secondary data has been collected from the journals and websites for the latest happenings and green initiatives taken by the banking sector in India. For collecting primary data, structured questionnaire has been used to analyse various benefits and Green initiatives taken by the banks. Garrett's ranking technique has been used to find out the most significant initiative while going ahead with green banking.

Percentage Position = $100(R_{ij}-0.5)/N_j$
where

R_{ij} = Rank given for ith item by the jth respondents

N_j = Number of items ranked by jth respondents.

To add robustness in the result confirmatory factor analysis is used. Confirmatory Factor Analysis (CFA) is a statistical technique used to verify the factor structure of a set of observed variables. Confirmatory Factor Analysis (CFA) allows the researcher to test the hypothesis that a relationship between observed variable and the underlying latent construct is exists.. Confirmatory Factor Analysis could occur with the development of measurement instruments such as satisfaction scales, attitude or customer service questionnaires. In this research a blueprint is developed, questions written, appropriate scales were determined. The research instrument was used after conducting spade work and pilot survey, data collected and Confirmatory Factor Analysis completed.

3. REVIEW OF LITERATURE

The following section gives the detailed review of the Indian Banking Industry relating to pursuance of the green practices in India and overseas.

Table 1

Author(s)	Title	Technique (s) Used	Variables	Main Findings
Janakiraman, R. (2016)	A Study on Green Banking in India- An Overview	Source-Secondary Data (Theoretical Analysis)	In-house operational activities	Green banking, if implemented sincerely opens up new markets and avenues for product differentiation.
Barhate, G.H., & Tambol M. A. (2016)	Green Banking: An Overview	Source- Secondary Data (Theoretical Analysis)	Green Banking practices	Green banking is beneficial for banks, industries and the economy. Green Banking will ensure the greening of the industries and improving the asset quality of the banks. Government should play major role and formulate green policy guidelines and financial incentive for going green.
Singh, Y. (2015)	Environmental Management Through Green Banking: A study of Commercial Banks in India	Source- Secondary data Method - Theoretical analysis	Green Finance, Ethical Strategies	Green banks are at start-up mode in India. Even though they have started adopting green practices, but still a lot of channels are unutilized by Indian banks.
Gupta, J. (2015)	Role of Green Banking in	Source- Secondary data Method- SWOC	Paper less banking	Banks are taking new initiatives and promote

	Environment Sustainability- A study of Selected Commercial Banks in Himachal Pradesh	Analysis		different green banking products. Banks should also adopt environment friendly practices which ensure the efficient use of resources.
Narang, D. (2015)	Green Banking- A Study of Select Banks in India	Source-Secondary data used Sample size- Public Banks- State Bank of India & Punjab National Bank Private Banks-HDFC Bank & ICICI Bank	Environment management and reducing the damage to the natural resources and global warming	Banks have taken on the green initiatives in a big way. Banks have gone beyond just paperless banking to solar energy sources for ATM's and many more.
Deka, G. (2015)	Green banking practices: a study on Environmental Strategies of banks with Special reference to State Bank of India	Study based on Primary and Secondary sources. Sample Size- 486 customers of SBI (Assam) Method- Sevey (Structured questionnaire)	Reduction of carbon footprints	Green banking clearly has direct and positive impact on sustainability. Because doing these practices customers can save energy, fuel, paper, water, time as well as money.
Ramila, M. (2015)	Impact of Green Banking Initiatives on The Level of Carbon Foot Print - An Empirical Study	Source-Secondary source Methodology- Descriptive Analysis Multiple Regression, ANOVA	Reduction of Carbon footprints	The study concludes that green banking initiatives adopted by the banks by the way of retail electronic payment systems are effectively working in reduction of carbon footprint.
Campiglio, E. (2015)	Beyond carbon pricing: The role of banking and monetary policy in financing the transition to a low-carbon economy	Secondary sources	The paper discusses the potential role of monetary policies and macro prudential financial regulation.	The climate change challenge will require a transition to a low-carbon economic system, characterized by the production of energy from renewable resources, high efficiency and a smart use of ecological resources

Ramnarain,T.D., & Pillay,M.T. (2015)	Designing Sustainable Banking Services: The Case of Mauritian Banks	Based on Secondary data which was taken from audited provisional financial reports of the concerned bank for the year 2010-2013 Mauritian Banking Sector . Sample size- 2 Mauritian Banks namely Mauritius Commercial Bank Ltd and State Bank Ltd.	Client, Culture, Cost	This study concludes that sustainability can affect the decision - making on investment policies and/or launching of new banking products and services can be achieved by following green banking strategies.
Bimha, A. (2014)	The Internal Carbon Emissions Reduction Efficiency Of The South African Banking Sector: A Data Envelopment Analysis	Based on Primary and Secondary data. Sample size- 04 major banks in South Africa (ABSA, Standard Bank, First National Bank, and Nedbank) Method- DEA Analysis	Reduction of carbon emission	Through various ethical banking strategies banking sector can be improved and hence carbon emission will be reduced.
Nath, V., Nayak, N., & Goel, A.(2014)	Green Banking Practices – A Review	Based on Secondary source (Theoretical Analysis) Sample Size- Public and Private Banks in India	Green Finance	Indian banks want to penetrate western markets or global economy, it is important for them to recognize their responsibilities as a global corporate citizen.
Scholtens, B., & Dam, L. (2013)	Banking on the Equator. Are Banks that Adopted the Equator Principles different from Non- Adopters	Secondary Data	Equator Principles Climate change	CSR is an important element for banks performance in International scenario.
Newel, R. G., William A, & Raimi, D. (2013)	Carbon Markets 15 Years after Kyoto: Lessons Learned, New Challenges	Secondary source Theoretical Analysis	Climate change	This study aims that carbon allowance trading can support emission reduction and send market signals for future investments.

Bahl, S.(2012)	The Role of Green Banking in Sustainable Growth	Source- Primary and Secondary data. For collecting Primary data structured questionnaire has been used. "Sample size- 100 Managers of Public banks Method of Analysis- Garrett's Ranking Technique"	Green Finance	India's growth account and obligation to cut its carbon intensity by 20-25 percent from 2005 levels by 2020 provides tremendous opportunities for Indian banks from funding sustainable projects to offering innovative products and services in the area of green banking.
Juwaheer, T.D., Pudaruth, S., & Ramdin, P. (2012)	Factors influencing the adoption of internet banking: a case study of commercial banks in Mauritius	Source- Primary and Secondary source "Sample size- 384 Respondents in various banking institutions Method- Descriptive and Inferential Analysis using SPSS"	Ease of use, Education level and Income level.	Level of education and income level of respondents may be a major determinant in influencing the adoption of internet banking
Prita D., & Mallya. (2012)	Sustainable Banking in India: The Road Less Travelled	Based on Secondary source (Theoretical Analysis)	Green Financial Products	This study states that banks not only need to make direct investments in sustainable development and also need to leverage their indirect control over investment and management decisions to influence business into fulfilling broader social and environmental goals.
Saxena, M., & Kohli, A.S. (2012)	Impact of Corporate Social Responsibility on Corporate Sustainability: A study of the Indian Banking Industry	Source- Primary and Secondary data Sample Size- 38 Indian banks Data Source- Karmayog Methodology- Descriptive Analysis Regression Analysis, CorrelationCoefficient	CSR Ratings, EPS	This study indicates the insignificant impact of CSR on Financial performance

Verma, M.K. (2012)	Green banking: a unique corporate social responsibility of indian banks	The study is based on primary sources. The study was conducted with sample of 275 different customers of 11 large banks operating at Jaipur. The 25 customers were selected on random basis from each bank. The names of banks are SBI, PNB, SBBJ, BOB, ICICI Bank, HDFC Bank, Axis Bank, Bank of Rajasthan, CitiBank, HSBC and Standard Chartered. This group includes 4 PSU, 4 Private and 3 Foreign banks.	Demographic profile of Japurites and green banking strategies followed by banks in Jaipur.	The study concluded that only few of Indian banks have adopted green banking and financed some of green banking based projects. There is negligible awareness of green banking among bank staff and banks have adopted green banking and financed some of green banking based projects. There is negligible awareness of green banking among bank staff and customers.
Bihari, S.C. (2011)	Green Banking towards socially responsible banking in India	Source- Secondary data Theoretical Analysis	Green loans	This study concludes that Sustainable and responsible investment (SRI) is an investment strategy that identifies investment targets that not only provide financial growth but also takes explicit account of environmental, social and governance issues in the investment process.
Rudawska, E., & Versita, S.R. (2011)	Sustainability as the Direction for the Long-term Success in Banking-Poland Vs. Croatia	Source- Primary and Secondary Sample Size- 33 Bank Managers of Banks in Poland and Croatia Methodology- Survey Technique Software used- SPSS	Sustainability	The findings of this paper suggest that banks in Poland express stronger need to take into account the environmental, social and economic concerns comparing to banks in Croatia.

Scholten, B. (2009)	Corporate Social Responsibility in the International Banking Industry	Based on both Primary and Secondary data Sample Size- 32 International Banks (North America, the Pacific and Europe from 2000-2005 Methodology : Analysis through comparison of Regional Performance, Individual bank analysis and Country Analysis	Corporate Social Responsibility	This study shows that CSR is an important element for banks performance in International scenario.
Sahoo, P., & Nayak, B.P. (2008)	Green Banking in India	Based on Secondary data (Theoretical analysis)	Paper less banking strategies	Study concluded that environmental impact might affect the quality of assets and also rate of return of banks in the long run. Thus banks should go green and play a pro-active role.
Brown, I., et al (2004)	The Impact of National Environment on the Adoption of Internet Banking : Comparing Singapore and South Africa	Based on Primary and Secondary data Methodology- Survey Technique Method- Descriptive Analysis	Ethical Bank Practices	This study shows the adoption of internet banking in Singapore identified attitudinal, social and perceived behavioural control factors as possible influences on adoption. But in a replicated study in South Africa only attitudinal and perceived behavioural control factors, but no social factors actually influenced adoption.
Pikkarainen, T., et al (2004)	Consumer Acceptance of Online Banking: An Extension of the Technology Acceptance Model	Based on Primary and Secondary data Sample Size- 268 Respondents in Finland Method- Survey	Attitude, Culture	The findings of the study indicate that perceived usefulness and information on online banking on the web site were the main factors influencing online banking acceptance.

4. ANALYSIS OF GREEN BANKING PROGRESS IN INDIA AND OVERSEAS: A CRITIQUE

To analyse the green practices in Indian economy a survey was conducted in which 200 bank managers were interviewed and their important opinion was taken to address and analyse in depth the green practice scenario in India relating to awareness, pursuance and have a comparative analysis in light of international initiatives taken across globe.

A) Meaning and Importance of Green Banking

The idea of banks to encourage environment friendly investments, financing those enterprises that are already green or planning to go green and reducing carbon footprints from banking activities to save natural environment is called Green Banking. The benefit of such an initiative will be jointly shared by banks, industries and the economy. Green banking helps in cost optimisation, enhancing the assets quality of banks, lowering the risk, improving the reputation and helps in achieving the environment sustainability objective. All these objectives can be achieved through online banking. A formal declaration has been made by RBI to all the commercial banks to inculcate the environmental issues and sustainable development in their banking operations, but this has been implemented by only few Indian banks like SBI, ICICI, UNION BANK, YES BANK etc as India has promised to lower its carbon emission by 20-25% by 2020. Before funding any project, banks should consider that such projects do not produce green house gases and carbon emissions. Moreover, for efficient environmental risk management, banks should also examine the post deals performed throughout the project. CSR was adopted by most of the banks during 2005 and the main types of CSR practices are: Green Banking (Emerged in 2009), Rural Development, Women Empowerment, Poverty Eradication, Community Welfare, Vocational Training. There are two types of CSR programmes implemented by most of the banks to achieve their objectives under CSR i.e., Financial inclusion and Green Banking initiatives. Banks can develop innovative green based products or may offer green loans on low rate of interest. As housing and car loan system are the main portfolio of all banks so they adopt green loans facility. SME loans on the basis of national environmental policy and its certification ISO 14000. All banks are shifting on CBS or ATM platform, also providing electronic banking products and services. Banks have their resident houses, branches or ATMs, so bank may adopt green building to protect our environment. Green strategies taken by Indian banks can take the following forms see figure 2.

Retail Banking	Corporate Lending	Asset Management
Green Channel Banking	Green Lending	Csr Initiatives
	Green Project Finance	
A) Atm	A.) Rainwater Harvesting	A) Supporting Educational Initiatives
B) Funds Transfer	B.) Waste Heat Consumption Projects	B) Women Empowerment
C) Funds Deposit	C.) Solar Energy	C) Health Initiatives
	D.) Wind Energy	D) Water Treatment Schemes

	E.) Hydel Anergy F.) Bio-Fuels	E) Financial Inclusion Programmes In Rural Areas So That No Single Individual Is Left Unbanked
Internet Banking	Carbon Finance And Emmissions Trading	F) Sustainable Livelihoods
A) Mobile B) Online Bill Payment	A.)Carbon Credit Financing	G) Planting Trees
C) Online Interest Collection	B.) Carbon Credit Advisory Services	H) Mobile Vans
D) Electronic Clearing System	C.)Green Venture Capital	I) Energy Efficient Development
E) Online Share Trading	B.) Carbon Credit Advisory Services	J) Student Welfare
F) E-Welcome Packs	C.)Green Venture Capital	K) Ups With Environmental Org. And Ngo's
G) Booking Tickets Online		Investment In Green Funds
H) Online Tax Accounting System		
I) Reports In Electronic Form		
Green Lending		
A) Loans For Eco Friendly Residential Projects		
B) Green Vehicle Finance		
C) Micro Finance		
D)Green Home Equity Loans		
E) Green Credit Cards		

Figure 2. Showing Indian Green Banking Strategies

B) Green Initiatives taken by Indian Banks

State bank is the first Indian bank which has incorporated green banking in its operations and also financing green projects. A revolutionary concept known as “Green Channel Counter” (GCC) has been initiated by State Bank on State Bank Day (1/7/2010) at 57 of its branches across India which would save both paper and time resources. In order to alter the conventional way of paper based banking, this pioneer step has been taken by the bank.

Within a year this facility is now available at more than 5000 branches of SBI across the country. **ICICI Bank**, In order to conserve national resources and explore clean technology, so many environment initiatives have been taken by ICICI bank. GO GREEN initiative of bank has helped in saving 30000 trees from being felled in 2009-2010 leading to saving of 1754 tonnes of paper or 7.36 crores for the company as of February, 2010. ICICI BANK is also funding and financing green technology projects according to CEO and MD Chanda Kochar. GO GREEN initiative helps in preserving environment by building awareness and financing eco-friendly projects. The bank is trying to reduce its carbon footprints through paper less banking such as e-branching-statement, online and mobile banking. GO GREEN initiative includes dateless diaries, visiting cards on recycled paper, sapling plantations, green walkathons etc. **Yes Bank** Yes bank is too incorporating green initiatives through its Yes Community program such as clean and green drives, energy efficiency practices, workplace health and safety etc. The bank has hosted so many programmes, events and workshops with the objective of creating awareness of preserving environment. It has also organised events like “My Green Earth”, “Water Experiment”, “Conservation Of Energy”, “Catch the Rained with the objective Of educating the public about conserving electricity”, efficient use of energy, conservation of planet earth, prevention of pollution and rain water harvesting for conservation of water.

Today all the leading banks of India are grabbing the opportunities in an emerging low carbon economy as they have acknowledged the significance of green banking. Like, **IndusInd bank's** campaign HUMAN & HARYALI, which has introduced solar ATMs with the aim of saving 1980 KWH of energy annually. **IDBI bank**, has also signed accord with multi-lateral agencies in order to provide clean development mechanism (CDM) services to its customers.

C) Green Banking International Experiences

The devotion towards the environmental issues by the financial sector is credited to NGOs, some agencies and to its customers. To encourage sustainable development, UN environment program (UNEP) was started in 1990, now called UNEP finance initiative (UNEPFI), comprising 200 financial institutions around the world aiming to amalgamate the environmental and social element in the financial sector. Many international banks like ABN-AMRO (RBS), STANDARD CHARTERD, HSBC etc have implemented such initiatives. **EXIM bank** of US is also funding now eco-friendly exports. To promote sustainable finance, an association was formed by a worldwide alliance of NGOs called BANK TRACT, which follows 6 principles collectively known as Collevocchio Declaration. The 6 principles are Sustainability, No Harm, Responsibility, Accountability, Transparency and Sustainable Market and Governance. The banks were recommended to inculcate all these 6 principles into their operations. In 2002, another set of principles was formed named as **EQUATOR PRINCIPLES** by a group of banks which was modified in 2006, has now become very general criteria for financing sustainable projects. These set of principles is being currently followed by 46 financial institutions of 16 countries. The operations of the banks following these principles are being audited by NGOs. In 2007, 104 financial institutions were awarded the sustainable banking award which was started by financial times in 2006 out of 151 entries from 51 countries.

To promote green banking, government intervention is very essential to make banks liable in case any offense done by its customers.

D) Green Banking Benefits

The major advantage which the green banking can offer is the reduction of significant cost from Rs 40 per transaction to about 18 Rs per transaction which is a major reduction. RBI has instructed all banks to compulsorily route their 50% transactions through internet. The managers were asked to seek opinion on the benefits of green banking and were asked to rank the statements relating to benefits of green banking on a likert scale from high to low and confirmatory Factor analysis statistical technique was applied on the ranking and preferences of the responses of the managers. Paperless banking can be adopted as almost all banks in India are computerized or operate on a core banking solution (CBS) creating awareness to bank people about environment by bank can help to brighten the image of the bank. Provision of loans with financial concession for environment friendly products and projects can be an excellent idea for green banking. Moreover, following certain environmental standards for lending will make business owners to change their business to environment friendly which is good for future generations. Major paybacks of green banking are listed below which form the part of the statements on which the respondents were asked to give respective ranks, see figure 3.

1. Paperless Banking
2. Environmental standards for green lending.
3. Awareness about green banking practices.
4. Loans at comparatively lesser rates.

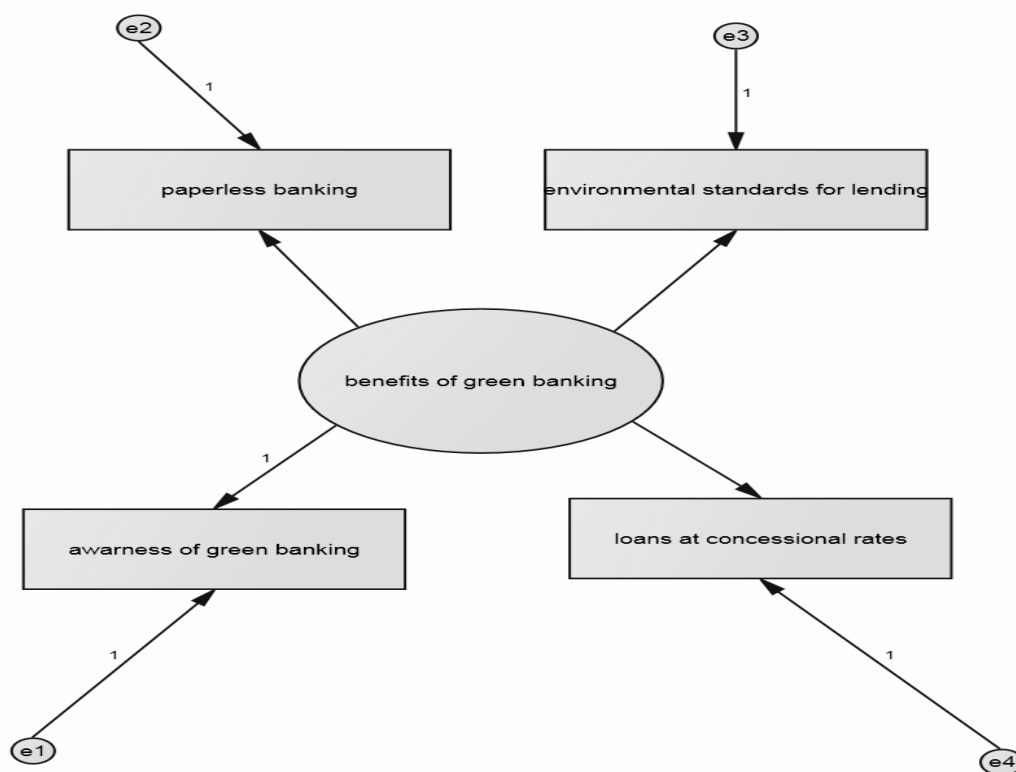


Figure 3. Benefits Of Green Banking

Table 1. BENEFITS OF GREEN BANKING

BENEFITS OF GREEN BANKING		Benefits of green banking	Estimate	Regression estimates	Squared multiple correlation	P
Awareness of green banking			1	0.625	0.561	***
Environmental Standards for green lending	<---		3.183	0.765	0.786	***
Loans at concessional rates	<---		0.527	0.572	0.359	***
Paperless Banking	<---		0.841	0.634	0.682	***

Table 2. Results Of Confirmatory Factor Analysis (Benefits Of Green Banking)

Model Fit	Statistic
Chi-square	289.77
CFI	0.607
NFI	0.796
RFI	0.745
RMSEA	0.025

The standardized regression weights of each measured variable shown in the table 1 indicate comparative influence of the construct to its variables. The high value of the standardized weights indicates the higher influence of the construct to the variable. The results indicate that environmental standards for green lending shows more than 76 % of variation in the construct, followed by paperless banking with 63% variation in the construct and green banking leads to awareness of these issues gets more than 60% variation which is quiet significant and if they are not pursued it causes air pollution and depletion of natural resources hence not sustainable.

The squared multiple correlations indicate the percentage of variance of the measured variable that can be explained with the help of the variations in the construct. A similar picture is shown by squared multiple correlations. The statistics for goodness of fit of the model from AMOS output is shown in table 3.5 (B) the results indicate that the goodness of fit indices (CFI, RFI and NFI) is significantly high. Hence, the model is fit. The Chi-square

value is also presented in the table. The lower value of RMSEA also supports that the model is fit.

To add robustness in the results the perception of the managers are given scores taking the garret table in view. The results of which are shown in the table 2 and 3.

Table:3 : Manager's Perception For Green Banking Benefits

S.No	Green Banking Benefits	1	2	3	4	Total	1	2	3	4	Total Garret Score	Avg Garret Score	Rank
1	Paperless Banking	82	55	43	20	200	5986	3135	1892	560	11573	115.73	II
2	Environmental standards for green lending.	87	52	37	24	200	6351	2964	1628	672	11615	116.15	I
3	Awareness about green banking practices	84	50	37	29	200	6132	2850	1628	812	11422	114.22	III
4	Loans at comparatively lesser rates.	75	55	40	30	200	5475	3135	1760	840	11210	112.1	IV
	Garret Table Score	73	57	44	28								

Source: Primary Data

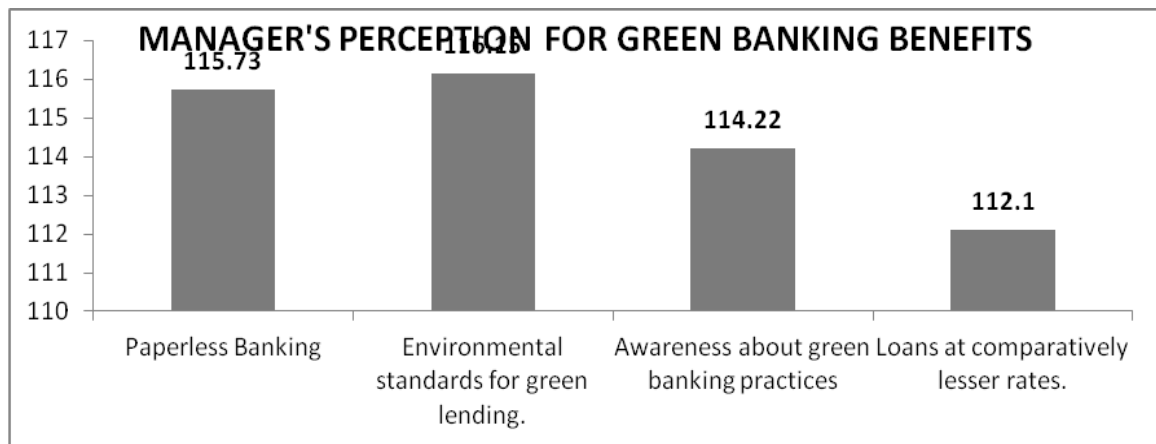


Figure 4. Manager's Perception For Green Banking Benefits

Table 4: Manager's Perception Regarding Green Banking Initiatives

S.NO	Green Banking Initiatives	1	2	3	4	Total	1	2	3	4	Total Garret Score	Avg Garret Score	Rank
1	Innovative Green Products	65	41	38	56	200	4745	2337	1672	1568	10322	103.22	V
2	Reduced Carbon footprints by Green Projects which are renewable and using alternative sources like wind and hydel	71	42	54	33	200	5183	2394	2376	924	10877	108.77	I
3	Use of Mass Transportation System	65	26	49	60	200	4745	1482	2156	1680	10063	100.63	V I
4	Paperless banking	65	38	74	23	200	4745	2166	3256	644	10811	108.11	I I
5	Social Responsibility initiatives	81	30	41	48	200	5913	1710	1804	1344	10771	107.71	I I I
6	Reduced Carbon footprints by energy conservation	53	62	40	45	200	3869	3534	1760	1260	10423	104.23	I V
	Garret Table Score	73	57	44	28								

Source: Primary Data

The results just correspond to the results as revealed by confirmatory factor analysis and the order and importance of rankings are also the similar. Maximum ranking was given to environmental standards, followed by paperless banking and awareness of green banking practices which is down the ladder and least ranking is given to the loans given at lesser rates.

E) Managers Perceptions regarding Green Initiatives by the banks

Managers perception were asked regarding green initiatives taken by the banks and were asked to rank these. The following table narrates the results of these ranking in order of their preferences that these techniques are going to make a significant difference in preserving and conserving the environment on the road of sustainable development. The results reveal that the best initiative in the direction of sustainable development is the Reduction of carbon foot prints by introduction and initiation of green projects using alternative sources of energy, followed by Paperless banking which will help in less cutting of trees, social responsibility initiatives which envelopes the obligation of the banking sector towards different stakeholders. Fourth ranking is given by the managers to the energy conservation using a sustainable model of internal operations using less energy and changing the choice of equipment and internal infrastructure which will help in using of energy. Introduction of innovative products takes fifth rank and use of mass transportation was given sixth rank. This is the need of today and the banks which are on the path of social responsibility and a road of sustainable model will be benefitted the most see Table III.

F) Perception Of Managers Regarding Awareness Of Green Practices Through Internal Operations

In this study Managers views regarding means used to create awareness among the managers and Personnel of the organization from internal activities to attain environmental up gradation and sustainable development through green banking has been taken. Confirmatory Factor Analysis (CFA) technique has been used in which the opinion of the managers is sought. The results reveal that the best method in this direction of creating awareness is Persuade the clients to use Debit cards. After this Green News Published weekly is found to be the second best method followed by green publications to achieve sustainable development. Thereby followed by issuance of newsletters by banks, But the meetings conducted at higher levels and E-learning programs were not considered as methods. See figure IV

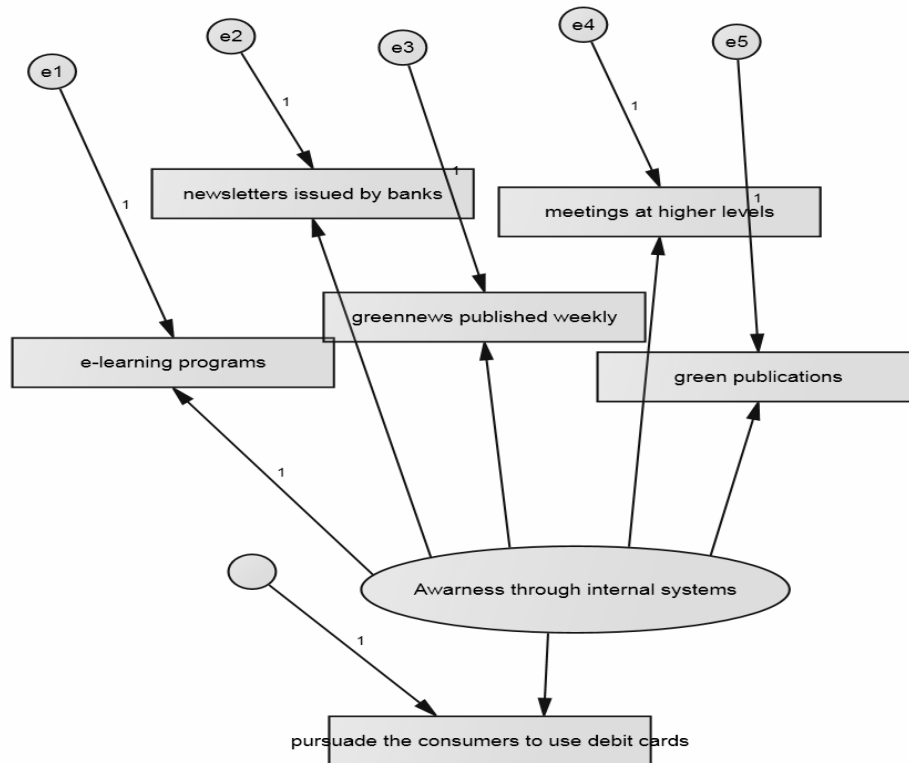


Figure 5. Awareness Through Internal Systems

Table 5: Results of Confirmatory Factor Analysis: Awareness programmes through internal systems

BENEFITS OF GREEN BANKING			Estimate	regression estimates	squared multiple correlation	P
Weekly green news			Awareness of green banking	1	0.655	0.561
Green publications			0.841	0.634	0.682	***
News letters issued by banks	<---		0.527	0.572	0.359	***
Meetings at higher levels	<---		0.527	0.502	0.299	***
Persuade			3.183	0.765	0.786	***

customers to use debit cards						
E-learning Programmes	<---		0.527	0.562	0.349	***

Results of Confirmatory Factor Analysis (benefits of green banking)

Model Fit	Statistic
Chi-square	312.77
CFI	0.627
NFI	0.799
RFI	0.738
RMSEA	0.035

5. CONCLUSION

Indian banks need to be made fully aware of the environmental and social guidelines to which banks worldwide are assenting to. If we compare the green initiatives taken by the banks of the developing countries we are behind developed countries which have understood the importance of regarding environment and social responsibility as the main streaming in banking operations and have started to be taking a lead on the road of sustainable banking. In addition to this mitigating risk, green banking opens up new markets and avenues for product differentiation. India’s growth story and commitments to cut its carbon intensity by 20-25 percent from 2005 levels by the year 2020 provides tremendous opportunities for Indian banks- from funding sustainable projects to offering innovative products and services in the areas of green banking. Banking sector is one of the major sources of financing investment for commercial projects which is one of the most important economic activities for economic growth. Therefore, banking sector can play a very critical role in supporting environmentally sustainable and socially responsible investment (SRI).

Environmental impact of banks is not actually related to their core banking activities but is closely related to the customer’s activities. Therefore, environmental impact of bank’s external activity is huge though difficult to estimate which makes the operations of the bankers more challenging in nature. Thus, encouraging environmentally responsible investments and prudent lending should be one of the responsibilities of the banking sector. We should go green in all aspects of life which will bring a significant difference in growth with sustainable features which is the need of today.

6. RECOMMENDATIONS

- Indian banks are far behind their counterparts from developed countries which is a clear indication that Indian bankers and consumers are less aware of the sustainable green banking initiatives and the corresponding benefits which can be derived from this.
- India's growth story and commitment to cut its carbon intensity by 20-25% from 2005 levels by 2020 provides tremendous opportunities for Indian banks – from funding sustainable projects to offering innovative products and services in the areas of green banking. This should be given a due recognition and a deep commitment to see this tremendous opportunity of carbon trading in India.
- Although RBI is taking initiatives in light of the climate change and sustainable development but somewhere down the line these efforts and initiatives are inadequate for effective green banking, the RBI and the Indian government together can play a proactive role and formulate green policy guidelines and financial incentives. No law and rule in India that can hold banks responsible for scrutinizing investment projects before financing and for the environmental damage created by its client.
- Indian banks should adopt green banking as a business model embedding climate change and green initiatives in main streaming of banking without much further delay.
- The adaption of reporting CSR practices though quite slow in India, still it would definitely get a great pace in the near future
- Role of regulatory authorities should be made more stringent especially RBI, pollution control board etc so that they can give their best role in achieving the sustainable development.
- The banks should play a pro-active role to take environmental and ecological aspects as a part of their lending principle which would force industries for mandated investment for environmental management, use of appropriate technologies and management systems else there funding will be denied .Before funding any project, banks should consider following points:-
 - a) Assessing the project in light of areas like wetland, natural habitat, forests, grasslands etc and also evaluating the responsive issues like susceptible groups, unintentional dislocation.
 - b) Valuation and inspection of the property concerned and also performing the environmental audit by the banks in order to assess the environmental accountability.
 - c) For efficient environmental risk management program, banks should also examine the post deals performed throughout the project.
 - d) Structuring of loans, credit approval, yearly audits, obtaining environmental conformity certificate from third party and government are some of the other functions to be performed by banks.

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EDUCATION THAT MATTERS: A PARADIGM SHIFT IN FORENSIC ACCOUNTING EDUCATION

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ABSTRACT

Purpose: Forensic accounting discipline is fast- intensifying, necessitating more accounting graduates to expand the skills required to succeed. Many students comprehend the need for strong technical development to become forensic professionals. The paper aims to (1) demonstrate how employing games and competition in classrooms may assist students in finding the appropriate fit for themselves; (2) ascertain whether this increases the necessary pre-requisites for career success.

Design/Methodology/Approach: A descriptive study that explores the various topics and methods published in forensic accounting journals.

Findings: Accounting faculties toil diligently to update students keys to success and mentor in career selection, but many students opt out of a career in forensic accounting despite being well-suited for.

Research limitations/implications: This paper provides one possible means of addressing this information deficiency for students and the need in bringing the awareness of both the profession and the requisite skills to accounting students in a variety of courses. While separate forensic accounting programs and courses may be best at preparing new graduates for the field, identifying those that would be well-suited for such programs can occur in any accounting course using interactive games.

Practical implications: The forensic accounting profession is much in demand as high profile frauds have increased the awareness of the need for its services. Many professionals do not begin their careers with a focus on forensic accounting, but gravitate toward it over time.

Social implications: While games are not suitable for all topics or settings, they can help increase student interest and engagement.

Keywords: *Forensic accounting, Interactive learning, Descriptive study, Accounting faculties, High profile frauds.*

1. INTRODUCTION

Over the past two decades, there has been dramatic growth in the field of forensic accounting, leading to an increased need for recent accounting graduates to develop the skills required to succeed. As an academic, who, probably like many others, am attempting to make sense of our teaching roles as contemporary university academics. A broader approach is needed, however, with less emphasis on fraud and more on valuation, damages, and litigation services (Crumbley et al., 2015; Seda and Kramer 2015). Yet there is still a divide between academia and the accounting profession in how to meet this need. Executives and employees of most organizations conduct business with integrity. Their financial statements are transparent and represent the financial state of the organization. However, some succumb to pressures and opportunities to make their companies look better than they really are. These

individuals often seek to unduly enrich themselves in their stewardship roles, increase their financial status, or gain the respect of others through a dishonest image. While it may seem that fraud is centered in certain industries, this small minority of dishonest people exists in every profession and industry.

1.1 Why Fraud Occurs

Fraud researchers have found three elements common to all frauds. These three elements of *fraud* are (1) perceived pressure, (2) perceived opportunity, and (3) some way to rationalize the fraud as acceptable and consistent with one's personal code of ethics (**Albrecht et al., 2006**). Whether the dishonest act involves *fraud against a company*, such as employee embezzlement, or *fraud on behalf of a company*, such as management fraud, these three elements are always present. Every fraud perpetrator faces some kind of *perceived pressure*. Most pressures involve a financial need, although nonfinancial pressures such as the need to report results better than actual performance, frustration with work, or even a challenge to beat the system, can also motivate fraud. Perceived pressure, not necessarily real pressure as perceived by one individual, such as in a gambling addiction, may not be pressures to another individual. Examples of perceived financial pressures that can motivate fraud on behalf of a company (i.e., financial statement fraud) are financial losses, falling sales, failure to meet Wall Street's earnings expectations, or the inability to compete with other companies. Fraud perpetrators must also have a *perceived opportunity* that allows the fraud act. Even with intense perceived pressures, executives who believe they will be caught and punished rarely commit fraud (**Albrecht et al., 2006**).

Executives who believe they have an opportunity to commit and/or conceal fraud often give in to their perceived pressures. Perceived opportunities to commit management fraud include factors such as a weak board of directors or inadequate internal controls. Finally, fraud perpetrators must have some way to *rationalize* their actions as acceptable. For corporate executives, rationalizations to commit fraud might include thoughts such as "we need to keep the stock price high," "all companies use aggressive accounting practices," or "it is for the good of the company." These three elements of the fraud are interactive. With fraud, the greater the perceived opportunity or the more intense the pressure, the less rationalization it takes for someone to commit fraud. Likewise, the more dishonest a perpetrator is and the easier it is for him or her to rationalize deviant behavior, the less opportunity and/or pressure it takes to motivate fraud.

1.2 The Current Status of Fraud Education in Indian Universities

Given the magnitude of the fraud problem and the frequency with which auditors are associated with fraud cases, one might expect that most accounting curricula would include fraud training. However, this is not the case. **Ghambir and Alluwallia (2014)** discovered that 6 of 19 internal auditing courses surveyed included coverage on employee and management fraud. Furthermore, the coverage was limited, averaging 8.2% of the total class time. **Peterson and Reider (1999)** reported that most accounting programs (83.7% of 215 respondents) covered fraud topics in a first auditing course (78.3%), an advanced auditing course (15%), or accounting information systems (7.2%). On average, 6.7 hours of class time per term was devoted to discussing fraud. **Peterson and Reider** identified only 13 institutions offering a separate fraud course. **Buckhoff and Schrader (2000)** also identified

13 universities with a specific course devoted to fraud and found 76 institutions that taught fraud topics as part of another course. However, the fraud segment comprised only approximately 1 % of those courses. Combining the findings of these two studies, **Peterson and Reider (2001)** identified only 19 universities currently offering a specific course on fraud. Interestingly, the few instructors who taught a specific fraud course frequently noted that the class was the most popular elective in their accounting curriculum (**Peterson & Reider, 2001**).

1.3 Statement of Problem

Most accounting educators agree that their students need to learn about fraud. Accounting students presently are receiving very little, if any, education in the area of fraud (**Peterson & Reider, 2001**). In this paper, the author describes the status of fraud education today, explores possible reasons for its scarcity, and provides suggestions for content and materials that instructors can use to re-invent a fraud course.

1.4 Purpose of Research

- (1) To demonstrate how employing games and competition in classrooms may assist students in finding the appropriate fit for themselves;
- (2) To ascertain whether this increases the necessary pre-requisites for career success...

2. REVIEW OF THE LITERATURE

Levine (2014) stated that nearly 60% of the world's top 100 accounting firms are expanding their forensics and fraud services. Another survey found that forensics/fraud second as growth areas among services provided by accounting firms (**Klein, 2012**).

Melancon (2002) believed that providing students with fraud education benefits both students and employers. After studying topics such as document examination, interviewing techniques, and public records searches, students become better consultants, auditors, tax professionals, and managers. Further, fraud specialists are highly employable, with some surveys showing this career to be among the most marketable and exciting ones for today's accounting students.

Daniels et al., (2013) noted that in India less than half of NAAC-accredited schools have courses in fraud or forensic accounting. **Meier et al., (2010)** found that less than 3% of Indian Business Schools have a separate program for fraud or forensic accounting and less than 20% have separate courses in either fraud or forensic accounting. For many schools, financial constraints limited the ability to add forensic programs or courses; whilst for others, it may be due to a lack of expertise among the faculty.

Corkern et al., (2013) stated that students could be exposed to forensic accounting concepts and topics with minor changes to existing course curricula. Providing information about the field of forensic accounting in general accounting courses, especially in multiple courses, can encourage students to learn more about both the skills and personal traits needed to be successful. Along with the discovery of the existence of a career in forensic accounting, this approach can aid students in identifying whether they possess the requisite personality traits.

Fogarty (2008) believed that auditors have been more proactive in brainstorming possible frauds, working with audit committees and management to assess fraud risks, and have developed additional tests to search for fraud indicators. However, regardless of how vigilant their audits are, it will never be possible to prevent or detect all frauds because of the massive nature of accounting records and the need to perform limited sampling and substantive testing, the nature of fraud, reluctance of people to come forward with fraud information and the nature of fraud detection.

Balachandran (2012) evaluated that accounting curricula have changed over time to include more soft skills along with the standard technical requirements of accounting. In addition, campuses are facing a more diverse student population that enters with different skills and expectations than prior generations of students did. The levels of technology, familiarity with group activities, and comfort with a structured environment also have altered the expectations and opportunities for teaching.

Azriel et al., (2005) noted that interactive teaching methods have been shown to work better than standard lecture-based teaching. These changes have led to an interest in evaluating different learning techniques for the classroom. Warren and Young note the value of active learning in encouraging students to build personal knowledge, developing lifelong learning habits and discouraging memorization (**Warren and Young, 2012**). Within this environment, the use of games has emerged as a technique that can both engage students more with the topics presented and allow those same students to explore the complexity of fields such as forensic accounting in depth. As the use of interactive learning becomes even more common and the availability of ready-to-use games increase, many educators are exploring ways to incorporate such methods into their curricula. However, they have concerns about the risks involved.

These concepts and suggestions are explored in five best practices: begin early, make the rules clear and friendly, explain the purpose, provide rewards, and work up to large projects. Other instructors have included similar suggestions for success with games and interactive learning (**Loeb, 2015; Jajairam, 2012; Vinciguerra and Lafond, 2011; Kerby and Romine, 2003; Cook and Hazelwood, 2002; Doyle, 2001**).

There is a broad consensus that technical or traditional accounting knowledge is not enough. A variety of studies and surveys of practitioners, users of accounting professionals and academics have highlighted an assortment of skills necessary for success regardless of the accounting career path chosen. Those include problem-solving and analytic skills (**Davis et al., 2010; DiGabriele, 2008; Tan et al., 2004**), critical thinking (**DiGabriele, 2008; Tan et al., 2004**), teamwork maintaining ethical awareness (**Davis et al., 2010; Uyar and Gungormus, 2011**), continuous learning (**Vasarhelyi et al., 2010**; and investigative flexibility (**DiGabriele, 2008**). Strong communication skills, both written and oral, were among the almost universally cited skills Both **Coburn (2006)** and **Vasarhelyi et al., (2010)** consider the ability to think creatively and consider multiple options invaluable

Forensic accounting is more subjective and calls for stronger investigative qualities. **Coburn (2006)** notes the value of developing an instinct for complex investigations. This requires practitioners to be comfortable working with fewer guides or rules compared to standard

auditors and to be more flexible and resourceful, thriving within the uncertainty of the engagement (Medland, 2012). A natural inquisitiveness or curiosity (Messmer, 2004; Davis et al., 2010) and healthy level of skepticism (Crumbley, et al.; Messmer, 2004; Davis et al., 2010; Medland, 2012) are vital for a successful forensic accounting career.

Most of the problems described in this paper are common to most departments at my university, but I draw heavily on my experience in accounting education having taught in overseas and local institutions. Much of what is reported comes from my personal experiences; it is not substantiated by academic surveys. Nevertheless, I am sanguine that many readers would recognize, and share, the concerns which have been described. There is a certain amount of keenness to establish points as 'needing to be addressed' on the agendas of institutions currently providing accounting education. Regardless of the career path graduates take, accountants are much more involved with decision-making, strategic planning, problem-solving, and communication than in the past. Few would deny that the role of the traditional accountant as a mere score keeper is no longer a viable contributor to business. The changing role of the accountant has seen many commentators over the last 20 years from around the world criticise the skills set developed by students as graduates of undergraduate business courses.

3. RESULTS AND IMPLICATIONS

Major findings suggest that, while both groups acknowledged the importance of technical accounting skills, employers require a broad range of generic skills that graduates indicated were not being adequately taught in their accounting degree programme. The forensic accounting profession is in a period of increasing demand as high profile frauds have increased the awareness of the need for its services. Many professionals do not begin their careers with a focus on forensic accounting, but gravitate toward it over time. Given the growing demand, finding potential talent to become the next generation of forensic accounting specialists is vital. Yet, many accounting students are not aware of the possibility of such a career path. Still others may have some knowledge of the field, but have little understanding of the unique skills and traits that separate successful forensic specialists from other accounting professionals.

Interactive learning can bring more complexity, in-depth analysis, and critical thinking to the classroom. While games are not suitable for all topics or settings, they can help increase student interest and engagement. For forensic accounting, competitive and non-competitive games allow students to explore their interest and comfort in a work environment with less structure, more skepticism, more creativity, and more curiosity than other accounting professions. These benefits, in turn, can lead to a better match of potential career paths for both future forensic specialists and future specialists in other accounting fields.

Students should be encouraged to 'undertake critical reflection on ongoing procedures and practices. In order to engender constant improvement, rather than maintaining the status quo' (ibid.). However, society tends to reward students for possession of the 'skills-of-the-day' which they have acquired; and reward institutions that successfully provide 'immediately-useful graduates' with continued funding. The *status quo* in the education system is thus maintained.

3.1 Possible Explanations for Limited Fraud Education

Nearly every student finds that large portions of his (*sic*) curriculum are for him, meaningless. Thus education becomes the futile attempt to learn material that has no personal meaning. Perhaps one reason for the limited amount of fraud education in our country's accounting curricula is that educators are not aware of the sheer magnitude of the fraud problem, even though they may understand that it is present. The student/teacher relationship must be an interactive one, not one which merely fills the student up with ideas, skills and recipes for reacting. Some students appear to believe it is more important to have a certificate that testifies to some knowledge of accounting than it is to be educated. We believe education involves encouraging students to learn how to learn.

Another possible reason for the limited amount of fraud education is that there may be little room for an additional course in the undergraduate accounting curriculum. Most educators would agree that courses in accounting principles, intermediate accounting, advanced accounting, accounting information systems, auditing, tax, cost accounting, and governmental or not-for-profit accounting are needed. Often intermediate accounting comprises two or three courses, and tax and auditing may be two terms each. These required accounting classes, in addition to the other required business and non-business courses needed to maintain accreditation, leave little room for a separate course on fraud.

4. RECOMMENDATIONS

Accounting education, if it is to respond to present changes in society, needs to encourage students to develop holistically. Students must become able, and willing, to challenge the *status quo*. Universities must be responsive to the needs of students, and to the needs of wider society; universities are charged with advancing the frontiers of knowledge on routes, which consequently cannot be mapped out in advance, learning must lead where it will. A well-designed fraud course should provide students with an opportunity to develop skills and knowledge in the following areas: (a) financial expertise; (b) fraud perpetrators and their motivations; (c) evidence collection and evaluation; (d) legal elements of fraud; (e) ethical and legal issues; (f) report writing, testifying, and interviewing of witnesses and/or perpetrators; and (g) critical thinking skills that enable understanding of the "big picture."

Accounting students to obtain the "knowledge and skills to understand the fundamental characteristics of fraud identify factors that may indicate it exists and acquire enhanced interviewing techniques" Guest speakers have been a popular element of the few fraud courses currently in existence. Potential guest lecturers can be found through CAs, certified internal auditors, CBI agents, and law enforcement personnel who have investigated frauds can also make excellent guest speakers.

5. CONCLUSION

Fraud statistics and several recent national fraud cases leave no doubt that fraud is a serious problem for the accounting profession. It is critical that our accounting students-the CPAs of the future-learn the skills necessary to prevent, detect, and investigate fraud. Armed with fraud knowledge, our accounting students will be able to provide improved service to their future clients... Against this backdrop of skills convergence, the greatest areas of skills

divergence from the employers' perspective were those of team skills, leadership potential, verbal communication and the interpersonal skills of graduates. As one graduate student who recently completed a fraud examination class wrote on his course evaluation, "This training will be extremely important to me as an auditor because I am responsible for providing reasonable assurance of finding material fraud. ***"If my life depended on swimming to shore, it would be nice to have attended swimming classes."***

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GREEN MARKETING AND HOW IT IMPACTS THE CONSUMERS

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ABSTRACT

Although environmental issues affects all human activities, a dramatic increase has been witnessed in the recent time in environmental consciousness worldwide. A recent survey found that 82% of British citizens considered the environment as an immediate and urgent problem (Dembkowski and Hanmer-Lloyd, 1994), while another study proclaimed that 69 per cent of the general public believe that pollution and other environmental damage are impacting their day to day life (Worcester, 1993). The increase in environmental consciousness has had a major effect on consumer behaviour as well as society becomes more concerned with the usage and consumption of natural environment, businesses have begun to change their behaviour in an attempt to fulfil society's "new" concerns. Some firms have already implement the techniques like EMS (environmental management systems) and waste minimization, and have combined various environmental issues into all organizational routine activities. Some proofs & evidence of this is the development of journals such as "Business Strategy and the Environment" and "Greener Management International," their primary focus is to disseminate research relating to the green marketing and social problems in the business.

"Green Marketing" and "Environmental Marketing" are hot topics of discussions and debates in popular press worldwide. Many governments around the world have attempted to regulate green marketing (Polonsky 1994a). For example, in the USA the Federal Trade Commission and the National Association of Attorneys-General have researched and examined various green marketing issues [FTC 1991, NAAG 1990]. One of the biggest problems with the green marketing area is that very limited literature is available for further research in this topic [Carlson, Grove and Kangun 1993, Davis 1992, Davis 1993]

Keywords : Environmental consciousness, consumer behaviour, natural environment, society, journals, regulate, researched, limited literature.

1. INTRODUCTION

1.1 Green Marketing

Green marketing is on the rise and a rather new area acknowledged for research. There is not one universal definition of green marketing and the definition generally varies according to the researcher's viewpoint. Dahlstorm (2011) and Ottman (2011) have characterized green marketing as an integration of ecological concerns into marketing aspects including

production, distribution and logistics, promotion and packaging along with marketing communications. Green marketing associates with identifying the consumer needs and satisfying those needs in valuable and sustainable manner (Peattie, 1995). For this research, the definition adopted states that green marketing can also be used as a strategy that points the consumers towards the benefits of environmentally friendly products to influence their purchasing patterns (Harrison, 1993). Green marketing helps in brand differentiation of companies that in turn focuses on the environmentally aware consumers willing to buy green products (Chan, 2004). It can be inferred from various literature that green marketing basically bridges the communication between environmentally conscious firms and consumers, in turn strengthening their relationship. A green consumer, as stated by Elkington (1994), is indulgent in using environmentally friendly products including the ones using green manufacturing and production methods and the ones that are against animal cruelty and so on. Such green consumers are compelling companies to differentiate themselves by going green and consequently making a new market segment adding to the economies of different nations globally (Juwaheer et al., 2012). Empirical researches have recognized that issues regarding sustainability, awareness about environmental issues and green brands are becoming a focal point in developed and developing nations, with added consciousness from the government and population in general. Studies have been conducted on green buying behavior and attitudes of the different population and it was noted that green marketing was gaining prominence in developing nations (Khare, 2014). In the context of developing countries, studies concluded that green consumption was becoming popular and different elements that influenced green consumptions include, awareness and knowledge about green products, trust in eco-labels and brands, consumers' concern towards environment's degradation and their altruistic values, consumers were also found to be more socially integrated and have a cosmopolitan approach and favorable attitude towards green products (Mosafa, 2009, Rahbar and Wahid, 2011 and Juwaheer et al., 2012). India was appraised as a relatively new segment for further research in green marketing in contrast to the other developing nations (Khare, 2014). Green marketing is becoming more popular as more people become concerned with environmental issues and have decided that they want to spend their money in a way that is kinder to the planet. Green marketing involves integrated activities like manufacturing green product, using eco-friendly packaging, sustainable business dealings etc. This type of marketing is more expensive, but it also profitable due to the high demand. Local products of North America are considered much more expensive than those made in other countries using inexpensive labor. For some consumers, the environmental benefit outweighs the price difference. Many observers agree that some business firms enroll for green marketing solely because such an eco-friendly step will enable them to make a profit. Some businesses, however, focuses on running its activities in an environmentally-sensitive fashion because their proprietors feel a responsibility to preserve and prevent the existence of the natural resources even as they satisfy consumer needs and desires.

1.2 Businesses and Green Marketing

There are significant alterations for activation in the business world in relation to the importance towards the environment and the society. Corporate ethical code of the 21st century is being green. Without a doubt, the main objective of companies is profitability but it is highly difficult for companies with the particular objective of making profit to achieve

sustainability. Companies should be mindful of their duties towards the environment and the community similarly as towards customers, workers and shareholders. Climate change, environmental problems and social problems will confront the leaders of future generation for engaging effective and inclusive determinations. In the practice of engaging these determinations, the first concern of business society should be placed on the key of conserving the environment instead of improving the profitability of the business (Boztepe, 2012). In order to improve profitability, which is a direct advantage for the business itself, green marketing can advantage society by promoting not only the communication about but also the practice of green business process. The companies actually have a strong possibility to enhance their attitude if they engaged in environmental business activities. This is because to allege that their products are eco-friendly they have to absolutely assess the product in a way that matches valid requirements to acquire certified eco-labels. Also, they do not wish to lose the trust of the environmentally conscious consumers they focus on ("Fact Sheet-Green marketing," n.d.).

1.3 Marketing Mix in Green Marketing

The marketing mix is derived from conventional marketing (Kontic, Biljeskovic, & Brunninge, 2010). Marketing mix basically are the different ways invented by a company to bring a good or service to the market. In green marketing, environmental concern is an element that marketing mix must give on fully accountability. Marketing mix ordinarily known as 4P's comprises of components such as product, price, place and promotion. In the extended marketing mix as in case of service sector, three other components such as people, physical evidence and process are combined to make up 7P's. According to green marketing principle every components in the marketing mix will have a green perspective from establishing to introducing a product to the market (Arseculeratne & Yazdanifard, 2014). When a product is manufacture under a process of ecofriendly and harmless to the environment, the product may be named as green product. During production process, environmental pollution is an issue that business has to reduce. Natural resources ought to be preserved during physical removal of raw materials from a product. Significant area must be form by waste management in this connection. Ecofriendly design product should be manufactured and packaging process should lessen contamination and pollution. Product enhancements certainly involve a significant amount of sunk costs but they are worth the resolution since development in the product would bring about a turnaround in sales. The manner of reversed logistics whereby customers return to the business used wrapping, packaging and even the recycled product itself would considerably help to conserve the environment (Arseculeratne & Yazdanifard, 2014). Going green is absolutely pricey as they comprise various costs such as teaching nation, gadget, establishment of modern technology, absorbing extrinsic costs, converting waste into recycled products. Undoubtedly these will cause the products to be more.

2. GREEN MARKETING METHODS

Beyond producing eco-friendly product, business owners can perform various activities as part of their green marketing efforts. The following can be the ways by which business owners can fulfill his responsibility.

- Using recycled paper and eco-friendly inks for printing marketing materials

- Having a recycling program and responsible waste disposal practices
- Using eco-friendly product packaging
- Using efficient packing and shipping methods
- Using eco-friendly power sources
- Taking steps to offset environmental impact



Figure 1. Green Marketing

It is thus clear that previous research has not been able to recognize why a positive consumer attitude fails to convert into a green purchase (Gupta and Ogden, 2009). Further, there has been no comprehensive investigation of the wide-range of factors and their influence on environmentally responsible purchasing (Memery et al., 2005). The authors did not find any review study on attitude-behavior inconsistencies in the context of consumer green purchase behavior, although empirical studies concerned with various dimensions of green consumption were found. The existing attitude-behavior inconsistency and a lack of proper explanation thereof, along with an absence of a review addressing this issue, motivated the authors to review extant relevant literature on attitude-behavior inconsistency in context of consumers' green purchasing behavior. In addition, damage to the environment (pollution, depletion of resources, etc.) and as a result increased emphasis on manufacturing sustainable products by firms has made it essential to identify the factors influencing green purchase behavior of consumers, which provides additional motivation for the present research. A review of existing empirical studies would enable the identification of multiple factors motivating or hindering the green purchase behavior of consumers.

3. REVIEW OF LITERATURE

Prothero, A. (1998) introduces several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This includes; a citation of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a description of what a green alliance look like in practice in Great Britain, ecotourism and definitions of green marketing.

Oyewole, P. (2001). In his paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of

environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it.

Prothero, A. & Fitchett, J.A. (2000) argue that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

Kilbourne, W.E. (1998) discusses the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identifies areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference.

Karna, J., Hansen, E. & Juslin, H. (2003) interpret that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

Donaldson (2005) in his study realized in the Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior.

Alsmadi (2007) investigating the environmental behaviour of Jordanian consumers reveals a high level of environmental conscience. Unfortunately however this positive tendency and preference in the "green" products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the traditional products and a small confidence in the green statements. The above obstacles are further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility. The same phenomenon has been presented in other researches too (Ottman, 2004; Donaldson, 2005).

Cleveland et al, (2005). Brahma, M. & Dande, R. (2008), The Economic Times, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

Sanjay K. Jain & Gurmeet Kaur (2004) in their study environmentalism have fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making

business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behaviour prevalent among consumers in India.

4. RESEARCH OBJECTIVES

1. To study the awareness of consumers with respect to green marketing.
2. To find the willingness of the consumers to pay more for green products.
3. To find out awareness about eco- friendly or green products.
4. To analyse relationship between education and income with awareness of green products.

5. FINDINGS AND CONCLUSIONS

As environmental issues continue to affect human activities, society is now regards them with much concern. Most firms have started using sustainable development framework which is known as green marketing and most of the organizations have acknowledged green products which are environmentally friendly. Marketing managers can use green marketing to earn profits. In addition, green marketing is able to preserve the environment while satisfying customers' needs. Therefore, green marketing is a tool now used by many companies to increase their competitive advantage as people is presently very concerned about environmental issues. In the time applying green marketing, the companies have to comply with the consumers' needs and wants. Consumers want to recognize themselves with companies that are green compliant and are willing to pay more for a greener life style. Other than that, marketers can provide training to their employees, especially sales representative. This is to give them knowledge on how to promote the green product effectively by clearly presenting the main message to the consumers. Green marketing covers a wide range of business activities and it is similar to marketing mix. Therefore, marketers should adopt a suitable single green marketing mix and strategy corresponding to company in which they conduct and target consumers' demands and personality. In addition, companies that carry out green marketing in the right place and on the right person may support the company to achieve their competitive advantage

Now this is the appropriate time to adopt "Green Marketing" globally. It'll lead to forceful amendments within the world of business if all nations can assign strict rules because green marketing is crucial in saving the world from pollution. Green marketing promotion should not be considered as single approach to promoting the product but has to be pursued with a lot bigger vigor, as it has an environmental and social dimension to it. With the threat of global warming looming at a fast speed, it's very vital that green marketing becomes the norm instead of an exceptional rage. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner must become much more systematic and universal. It has to become the general norm to use energy-efficient lamps and different electrical goods. Marketers even have the responsibility to make the consumers understand the requirement for and advantages of environmental friendly products as compared to non-green ones. Green marketing has a lot of importance in developing countries like India.

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JURISDICTION ISSUES IN CYBER CRIMES: A CHALLENGING APPROACH

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ABSTRACT

The cyber space is a realm and this virtual realm is almost as big as the physical realm. The cyber space is the whole of the internet and the intranet. The accessibility of this space doesn't question its existence. The cyber space witnesses multi-natured transactions each moment. These transactions may or may not be required to be secured depending on the parties to the transaction. Where the transactions are not secured and are vulnerable to cyber-attacks, the parties may suffer loss. The loss might not always be restricted to a monetary kind, but it may be physical, emotional and even a loss to the reputation or all of it at the same time. Thus, there arises a need to deal with cybercrimes and the need of surveillance in the cyber-space.

With the advent of cyber laws arose the need of defining jurisdiction of various courts of justice. The cyber space does not have a physical existence; thus, the exercise of jurisdiction becomes even more inconvenient. The offences in the cyber space are not as conveniently and practically traced as the offences which are committed in the physical realm. Offences in the cyber-space may be committed from virtually any place in the world, but the real location of the offender may or may not be in the jurisdiction of the trying court and a court without a definite jurisdiction cannot do justice. The victim may be under the jurisdiction of the trying court, but the court, may be, still hindered in trying the offenders or even investigating the offence due to non-conforming international laws. Hence, this paper attempts to all the issues of jurisdiction incidental to cybercrimes.

Keywords : *Cyber, cybercrimes, cyberattacks*

1. INTRODUCTION

Cyberspace has no territorially based boundaries, because the cost and speed of transmission of any message on the Net is almost entirely independent of physical location. Messages can be transmitted from one physical location to any other location without degradation, decay, or substantial delay, and without any physical cues of barriers that might otherwise keep certain geographically remote places and people separate from one another. The Net enables transactions between people who do not know and in many cases cannot know each other's physical location. The power to control activity in cyberspace has only the most tenuous connections to physical location.(Verma, Mittal, 2017)

As the users and system operators encounter conflicts and seek to resolve disputes, they act to establish rules and decide individual cases. The internet's decentralized nature makes it likely that any given internet transaction will involve parties from more than one jurisdiction.

All this creates a new form of law, a law of cyberspace, based on private contracting on a global basis and enforced by a combination of the system operator ultimate right to banish unruly users and the user ultimate right to migrate to other online service providers. Cyberspace requires its own set of jurisdictional rules, thus extinguishing geographical borders. Certain aspects of the internet have been compared to surface mail and telephone systems as well as advertisements in the national publications. (Singh, 2016).

Jurisdiction is the authority granted to the court to deal with and make resolutions on legal disputes. Traditional law is based on the notion that activity occurred in a particular jurisdiction as a nation, a state or territory or a municipality and can be dealt through reference and the rules and authorities of that physical location.

2. NATIONAL PERSPECTIVE OF JURISDICTION ISSUE IN CYBERSPACE

These are the following categorization regarding the National jurisdiction issues-

2.1 Personal Jurisdiction- An authority over a person, regardless of their location.

2.1.1 General Jurisdiction- The person's contacts with the forum state are sufficiently continuous and systematic.

2.1.2 Specific Jurisdiction- It refers to the power of the applicable court with respect to a cause of action based upon some set of minimum contacts with the forum state that relate to that cause of action.

2.2 Subject-matter Jurisdiction- An authority confined to a bounded space, including all those present therein and events which occur there.

2.3 Territorial Jurisdiction- An authority over the subject of the legal dispute.

2.4 Exclusive or Concurrent Jurisdiction- Where a court has exclusive jurisdiction over a territory or a subject-matter; it is the only court that is authorized to address that matter. Where a court has concurrent or shared jurisdiction, more than one court can adjudicate the matter.

2.5 Jurisdiction in Civil Matters

The problem of jurisdiction in contractual obligations is an important aspect. In the internet contract, if the parties can be properly identified and they chose a national law by which they would be governed, the forum will be that state.

Hence, in the case *CompuServe, Inc. v. Patterson*, 89 F 3d 1257 (6th Cir 1996) the parties decided to be governed by the law of State of Ohio. The court in Ohio did not hesitate to decide that case. But the laws with regards to jurisdiction when parties do not choose the forum, State are still not clear.

Indian jurisprudence regarding jurisdiction over the internet is almost non-existent. Except on a few occasions, foreign judgments are binding on Indian courts. This position of law assumes importance when foreign judgment in internet case is to be enforced. The main argument on behalf of defendant would be that a foreign court has no jurisdiction to try the matter. He might argue that judgment was passed in absentia of party and was not enforceable. However, the Indian judiciary has held that these reasons are not valid.

Based on this principle, the Indian court would not have any doubtfulness to enforce any foreign judgments.

In India, a suit in respect of immovable property or in respect of movable property that is under attachment, is required to be instituted in the court within whose local jurisdiction, the subject-matter is situated. In an internet case, when the property is situated in a foreign country, this provision becomes irrelevant. Another provision state that a suit for the compensation of the wrong done to person or to movable property, may be instituted either at the place of residence of the defendant or at the place where the wrong was committed.

2.6 Jurisdiction in Criminal Matters

Since Internet is everywhere, the commission of a crime can take place anywhere on the internet due to this the internet user finds himself, the subject matter of the jurisdiction of many countries for a single act. Occasionally this may lead to a situation where a person is subject on extradition request from many countries. Ordinarily the jurisdiction of a court relates to the place where the offence is committed. This is based on the English Common Law position that all crimes committed in the courts with whose jurisdiction even a part of the offence was committed have a jurisdiction to try the matter. This will result in a situation, where the prosecutors of many jurisdictions have a choice of forum as to the trial of offences. Sections 177 to sections 189 of Criminal Procedure Code deal with the jurisdiction issue in criminal matters. Inland is tried by a court within whose local jurisdiction the crime was committed. In case of several local areas where the offence was committed or continues, be tried by the court in whose local jurisdiction crime was committed or accused is found. If the offence is committed by a person outside India, person maybe dealt in such offence has been committed in India. If the crime is committed by a person, not being Indian citizen, on any ship or aircraft registered in India, he may be dealt with in respect of such offence as if it had been committed at any place within India at which he may be found

2.7 Jurisdiction based on Online Contract

Online contracts come with 'terms of service' agreements and disclaimers. These agreements impose restrictions on the users regarding the choice of law and forum selection. *Bremen v. Zapata Off-Shore Co. (1972)*-

"Such clauses (forum selection) are prima facie valid and should be enforced unless enforcement is shown by the resisting party to be 'unreasonable' under the circumstances."

In the case *Ramanathan Chettier v. Somasundaram Chettier*, AIR 1964, Madras 527, the principle of "*lex foris*" (the law of the court or forum) is applicable with full force in all matters of procedure. No rule of procedure of foreign law is recognised. India accepts the established principle of private international law that the law of the forum in which the legal proceedings are instituted governs all matters of procedure.

2.8 Jurisdiction based on Location of a Web Server

Asserting personal jurisdiction based on the defendant's use of IT infrastructure of a service provider, located in the forum state, to host its website may also compel the forum state to exercise its jurisdiction over such defendant.

2.9 Jurisdiction based on Code of Civil Procedure

Personal Jurisdiction is governed by the Code of Civil Procedure, 1908 in the Indian Courts. The CPC does not treat private international law disputes differently.

In the Code of Civil Procedure, the basis for deciding territorial jurisdiction stays the same as any domestic dispute, but to decide on the subject matter jurisdiction of a suits the code has specified a distinction on which type of suits will be governed under it, these are -

- a) For suits on immovable property,
- b) For suits on movable property and wrongs to persons, and
- c) For any other category of suits, Section 20 is a “default rule” as it provides for categories of suits not covered in the above two categories.

Under the Code of Civil Procedure, two conditions might arise that will decide the jurisdiction of the matter so impugned. The first situation is where the contract contains a choice of court clause and the second situation where there is no predetermined agreed forum. In the first situation obviously, the court so agreed upon by the contracting parties will have the jurisdiction, but Section 20 of the Code of Civil Procedure will come to the rescue. Section 20 of the Code of Civil Procedure states that a court can exercise jurisdiction in actions involving persons where:

- a) the defendant, or each of the defendants where there are more than one, at the time of the commencement of the suit, and voluntarily resides, or carries on business, or personally works for work,
- b) any of the defendants, where there are more than one, at the time of commencement of the suit actually and voluntarily resides, or carries on business, or personally works for gain, provided that in such case with the leave of the court has been obtained or the defendants who do not reside or carry on business, or personally work for gain, as aforesaid, acquiesce in such institution, and
- c) The cause of section wholly or partly arises.

3. INTERNATIONAL PERSPECTIVE OF JURISDICTION ISSUES IN CYBERSPACE

3.1 Based on perspective, the issue of jurisdiction divided into two types-

3.1.1 Prescriptive Jurisdiction- Any State has its own laws in respect of any matters it chooses. A State may legislate for any matter irrespective of where it occurs, or the nationality of the persons involved. It is unlimited jurisdiction.

3.1.2 Enforcement Jurisdiction- Jurisdiction of any State within its own territory is presumptively absolute over all matters and persons situated there.

Section 75 of the Information Technology Act, 2000.

3.2 Territorial Principle- It is applicable for those granted immunity under international law. A case *S.S. Lotus (France v. Turkey)*, PCIJ Ser A (1927) decided by The Permanent Court of International Justice is a good example. (Singh, Justice Yatindra, 2016).

3.2.1 Objective Territorial Principle- where a State exercises its jurisdiction over all activities within its territory, even though some element constituting the crime or civil wrong took place elsewhere.

3.2.2 Subjective Territorial principle- Where a State asserts its jurisdiction over matters commencing in its territory, even though the final event may have occurred elsewhere.

3.3 Nationality Principle- A State may exercise jurisdiction over its own nationals irrespective of the place where the relevant acts occurred. A State may even assume extra-territorial jurisdiction.

3.4 Protective Principle- It is applicable when State's national security or subject matter of public interest is in issue. The case *Attorney-General of the Government of Israel v. Eichmann, 36 ILR (1961)* is a suitable example in this regard.

3.5 Passive Personality Principle- The citizen of one country, when he visits another country, takes with him for his protection the law of his own country and subjects those, with whom he comes into contract, to the operation of that law.

In the Case *United States v. Yunis, 681 F Supp 896 (1988)*, the US District Court, District of Columbia explained this principle.

3.6 Universality Principle- A State has jurisdiction to define and prescribe punishment for certain offenses recognized by the community of nations as of universal concern. Act of terrorism, attacks on or hijacking of aircraft, genocide, war crimes etc.

4. JURISDICTIONAL ISSUES AS THE CHALLENGE FOR THE REAL SPACE LAW

The effectiveness of a judicial system rests on bedrock of regulations. Regulations define every aspect of a judicial system's functioning. But a court must have jurisdiction, venue and appropriate service of process to hear a case and render an effective judgment. The many issues on internet cannot be managed by existing principles of jurisdiction. The court all over the world is facing difficulty in finding out solutions to the internet litigations. The most difficult question is regarding the jurisdiction. In the physical world, the principles for establishing applicable law and deciding jurisdiction in cross-border litigations were established many years ago. But because of the special characteristics of the internet, these rules cannot be applied in fixing jurisdiction of internet cases. (Sharma, Vakul, 2013)

5. JUDICIAL OUTLOOK IN CYBERSPACE JURISDICTION

In the case *Pres-Kapp, Inc v. System One, Direct Access, Inc, 636 so. zd 1351 (Fla. Dist. ct. App. 1994)*, (Sharma, Vakul, 2013) the decision involved electronic contracts through a computerized airline reservation system. The plaintiff owned and operated a computerized

airline reservation system. The computer base for the system, as well as, the plaintiff's main billing office, was in Florida. A branch business office operated out of New York. The defendant, a New York Corporation, owned and operated a travel office in New York. The two parties negotiated a lease contract in New York, the breach of which was the subject of the lawsuit. The court found only two contracts between the defendant and the forum State Florida, namely that the defendant forwarded lease payments to a billing office in Miami and the defendant's computers made electronic contracts with the plaintiff's computer base in Florida.

Citing the case *Burger King Corp. v. Rudzewicz*, (1985) 471 US 462 in this case, the court found that a contract with an out-of-state party alone could not establish jurisdiction. That left only the electronic contracts with a computer database for the court to consider. The Florida Appeals court held that electronic contacts with a computer database located in the Forum State were insufficient to establish personal jurisdiction. Thus, the defendant did not purposefully avail himself of Florida's jurisdiction and the first prong of the test failed. The court warned about the unfairness of allowing jurisdiction where the only contract is between computers.

In the case *Panavision v. Toeppen*, 938 F. Supp. 616 (C.D. Cal. 1996), the plaintiff, a Delaware Limited partnership with its principal place of business in Los Angeles, California, succeeded in establishing jurisdiction in California over an individual residing in Illinois by relying chiefly upon the effects test. The case focused on a domain name dispute, involving an alleged "Cyber Squatter", who occupied Panavision's domain name with the intent of extorting money from it. The court ruled based on the effects test that personal jurisdiction was proper. (Sharma, Vakul, 2013)

6. JURISDICTION UNDER INFORMATION TECHNOLOGY ACT, 2000

Section 61 of IT Act, 2000 provides that the civil courts have no jurisdiction in the matters of cyberspace. Section 61 of IT Act, 2000 reads as

"61. Civil court not to have jurisdiction- No court shall have jurisdiction to entertain any suit or proceeding in respect of any matter which an adjudicating officer appointed under this Act or the Cyber Appellate Tribunal constituted shall be granted by any court or other authority in respect of any action taken or to be taken in pursuance of any power conferred by or under this Act."

Section 13 of IT Act, 2000 provides that if the originator or the addressee has more than one place of business, the principal place of business, shall be the place of business.

The sub-sections (3) (4) and (5) deal with the cause of action clause, which is of significance in Internet transactions to determine the jurisdiction.

Section 13 (3) discusses that save as otherwise agreed to between the originator and the addressee, an electronic record is deemed to be dispatched at the place where the originator has his place of business and is deemed to be received at the place where the addressee has his place of business. Section 13 (4) of IT Act, 2000 highlights that the provisions of sub-section (2) shall apply notwithstanding that the place where the computer resource is located may be different from the place where the electronic record is deemed to have been received under the sub-section (3).

Section 13 (5) of IT Act, 2000 discusses that for the purposes of this section -

- a. If the originator or the addressee has more than one place of business, the principal place of business shall be the place of business;

- b. If the originator or the addressee does not have a place of business, his usual place of residence shall be deemed to be the place of business;
- c. "Usual place of residence" in relation to a body corporate, means the place where it is registered.
- d. Section 75 and section 2(2) provides that the act shall apply to an offence committed outside India by any person. (Ahmad, 2008).

The leading Case *State of Tamil Nadu v. Suhas Katti*,(2004) is about posting obscene, defamatory and annoying message about a divorcee woman in the Yahoo message group. Impugned emails were sent to the victim by the accused via a false email account in name the victim. Because of such posts the victim was receiving exasperating phone calls. Thereafter a complaint was filed by the victim against the accused. The accused was then arrested by the police and it was shocking to find out that the accused was already known to the victim.

The accused was found guilty of offences under sections 469 and 509 of Indian Penal Code and section 67 of Information Technology Act, 2000 and was convicted and sentenced to undergo rigorous imprisonment for two years under section 469 Indian Penal Code and to pay fine of Rs.500/-and for the offence under section 509 Indian Penal Code sentenced to undergo one year simple imprisonment and to pay fine of Rs.500/- and for the offence under section 67 of IT Act, 2000 to undergo rigorous imprisonment for two years and to pay fine of Rs.4000/. All sentences to run concurrently.

Further in the case *Avnish Bajaj v. State (N.C.T.) of Delhi*, 2005(79) DRJ 576, Avnish Bajaj (Appellants), CEO of Baazee.com, an online auction website, was arrested for distributing cyber pornography. The charges stemmed from the fact that someone had sold copies of a pornographic CD through the Baazee.com website.

Section 67 of the Information Technology Act relates to publication of obscene material. It does not relate to transmission of such material. There was no prima facie evidence that Mr. Bajaj directly or indirectly published the pornography and actual obscene video could not be viewed on the website in issue. The court granted bail to Mr. Bajaj subject to furnishing two sureties of Rs. one lakh each. The court ordered Mr. Bajaj to surrender his passport and not to leave India without the permission of the Court.

Further in the case *Banyan Tree Holding (P) Limited v. A. Murali Krishna Reddy & Anr.*,(23 Nov. 2009), the preliminary objection in the present case is the jurisdiction of the Delhi High Court. the defendants' website is interactive and is accessible from anywhere in India, and that "universality, ubiquity, and utility" of the Internet and the World Wide Web, all are indicative that the High Court possessed the jurisdiction to hear the matter.

In the case *Dhodha House v. S.K. Maingi*,2006 (9) SCC 41, the Supreme Court had clearly observed that the presence of the person concerned is not necessary for carrying on business at a place and must only conform with the three conditions:

1. The agent must be a special agent who attends exclusively to the business of the principal,
2. The person acting as agent must be an agent in the strict sense of the term, and

3. That to constitute 'carrying on business at a certain place, the essential part of the business must be performed at that place.

Section 66 A of the Information Technology Act, 2009 was held to be violative of Article 19 (2) of the Constitution of India, 1950 and hence the same was struck down by Hon'ble Supreme Court in *Shreya Singhal v. Union of India* (24th March 2015).

7. CONCLUSION AND SUGGESTIONS

Of all the cases mentioned above, the basic conclusion and suggestions are:

- a) The Indian judiciary has made all the efforts to uphold the fundamental rights of the citizens and ensured balance between individual and societal interest.
- b) The legislation is still not effective enough to combat all the issues that arise where the offenders are using internet as a mode of violating rights of innocent citizens and trying to extract monetary benefits out of such practices.
- c) Many cases are registered wherein the offenders try to extract money by way of cloning the debit/credit cards or by way of data digging. They use the personal information of the victim to hamper his image in the society.
- d) The basic need of the hour is to make masses in general aware about the methods by which they can be subjected to cyber crimes. When people will be aware about the kinds of cyber crime that exist they already will ensure all the safeguards to protect their rights and identities.
- e) The internet is boarder-less. Anyone can obtain information or do business from any part of the world. This is raising legal issues that are required to be dealt with globally.

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NATURAL LANGUAGE PROCESSING: AUTOMATIC TEXT SUMMARIZATION TECHNIQUES

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ABSTRACT

NLP is a way for computers to analyze, understand, and derive meaning from human language in a smart and useful way. By utilizing NLP, developers can organize and structure knowledge to perform many tasks. NLP considers the hierarchical structure of language: several words make a phrase, several phrases make a sentence and, ultimately, sentences convey ideas. NLP systems have long filled useful roles. In NLP, my research area is automatic text summarization. **Automatic summarization** is the process of shortening a text document with software, in order to create a summary with the major points of the original document. Technologies that can make a coherent summary take into account variables such as length, writing style and syntax. Automatic data summarization is part of machine learning and data mining. The main idea of summarization is to find a subset of data which contains the "information" of the entire set. Such techniques are widely used in industry today.

Keywords : *Text summarization, Knowledge bases, Extractive, Abstractive, Natural language processing*

1. INTRODUCTION

First we have to know that what a summary is. A summary is a text in short length that is generated from one or more texts, that provides important information in the original text. Summarization is the method to extract relevant knowledge from one or more informant. It grows the plausibility of locating the position of texts, so the person will give limited time on scanning entire documents. Text summarization to be truly useful within data mining. Few persons make conclusion on the basis of analysis they have identified and they can make useful decision in a very short time period. Summarization is a very important concept to save the time with growing size of information.

When we outline a sample of text, we generally scan it perfectly to expand our perception because automatic text summarization is very formidable, and then write a summary highlighting its main points. Since computers do not understand human skills and language proficiencies, it makes automatic text summarization a very hard and a significant task.

There are many more cases of text summaries that we may come across every day such as headlines from around the world, notes for students, minutes of meeting, previews of movies, reviews of book and movie, digest, biography, weather forecast, stock market reports, histories, information summary for businessman, government officials, researchers online search through search engine to receive the summary of relevant pages found, medical field for tracking patient's medical history for further treatment.

There are many tools are available for text summarization such as, GreatSummary, Text Compacter, Smmry, Sumplify, Topic marks, Tools4Noobs, FreeSummarizer, Shvoong, ApacheOpenNLP, & Boilerpipe are online summarization tools. Resoomer, Shuca, OpenNLP

Open Text summarizer, Classifier4J, NClassifier, TextTeaser are few widely used open source summarization tools.

Text summarization is used in multiple languages [2]. We can produce summary from one type of language to same type of language which is called mono lingual summarization. Summary can also be generated from multi input documents in multi languages and summary is also generated in these languages, it is termed as multi-lingual summarization. Cross-lingual summarization includes input document to be in one language and summary to be generated in some other language.

Text summarization is categorized into two different groups: indicative and informative. Inductive summarization only shows the main idea of the text to the user. It can summarize the main text from 5 to 10 percent. Any other way, the informative summarization systems provides brief information of the main text .The length of informative summary is 20 to 30 percent of the main text.

Text Summarization methods can be grouped into extractive and abstractive summarization. An extractive summarization approach consists of selecting important sentences, paragraphs etc. from the source document and merging them into shorter form. An Abstractive summarization is an understanding of the main concepts in a document and then shows those concepts in clear natural language.

Summarization techniques can be classified as supervised or unsupervised. Supervised techniques use a collection of documents and human-generated summaries for them to train a classifier for the given text. Position of the sentence, number of words in the sentence etc. are the features of sentences that make them good candidates for inclusion in the summary are learnt. Sentences in an original training document can be labelled as “in summary” or “not in summary”. Unsupervised technique represents the document as a graph and uses an algorithm to find top-scored sentences. The key intuition is the notion of centrality or prestige in social networks i.e. a sentence should be highly ranked if it is recommended by many other highly ranked sentences.

2. MAIN STEPS FOR TEXT SUMMARIZATION

There are three main steps for summarizing documents. Namely, identification, interpretation and summary generation.

2.1 Identification:

The most prominent information in the text is identified .There are different techniques for topic identification are used which are Position, Cue Phrases, word frequency. Methods which are based on the position of phrases are the most useful methods for topic identification.

2.2 Interpretation:

Abstract summaries need to go through interpretation step. In This step, different subjects are fused in order to form a general content.

2.3 Summary Generation:

In this method, the system uses text generation method.

3. TECHNIQUES USED FOR TEXT SUMMARIZATION

Text summarization as discussed is broadly divided into abstractive and extractive. The brief description about each approach is discussed in following section:

3.1 Abstractive Summarization Approach:

Abstractive Summarization covers techniques which can generate summaries by rewriting the content in a given text, rather than simply extracting important sentences from it. But most of the current abstractive summarization techniques still use sentence extraction as a first step for abstract generation. In most cases, extractive summaries reach their limitation primarily because only a part of every sentence selected is informative and other part is redundant. Abstractive techniques try to tackle this issue by either dropping the redundant part altogether or fusing two similar sentences in such a way as to maximize the information content and minimize the sentence lengths. Abstractive summarization techniques are classified into two categories. Structured based approaches and Semantic based approaches.

3.1.1 Structured Based Approach:

Structured primarily based approach encodes most vital data from the document(s) through psychological feature schemas like templates, extraction rules and alternative structures like tree, ontology, lead and body, rule, graph based structure. Completely different ways that are used in this approach area are mentioned below:

(i) Tree Based Method

This technique uses a dependency tree to represent the text/contents of a document. Different algorithms are used for content selection for summary e.g. theme intersection algorithm or algorithm that uses local alignment across pair of parsed sentences. The technique uses either a language generator or an algorithm for generation of summary.

(ii) Template Based Method

Text summarization is the process of putting together meaningful text present in a document in a condensed format. Template based summarization in our system is designed to perform this operation. Here user has the freedom of choosing what should be present in the summary. In other words, user prepares template based on which summary is generated. This prepared template can include POS tags like Noun, Verb, Adverb, etc, and the sequence in which user wants them to appear in the document. User is not confined to only one pattern of this kind but can have as many patterns as possible. Once the POS patterns are finalized, user can decide whether to include named entities and dates in the summary expected. This completes the step of preparing the template. The template based summary module takes into account all these requisites of the user while it generates summary. Template is required for representation of the topic which extracts information from multiple documents containing slots and fillers.

(iii) Ontology Based Method

Ontology is a formal naming and definition of the entity types that are related to particular domain act as a knowledge base. In this method, a knowledge base is used to improve

summarization result. Most documents on the internet are related to a particular domain having a limited vocabulary that can be better represented by the ontology. With the help of ontology attributes we can improve the semantic representation of information content and query expansion.

(iv) Lead and Body Phrase Method

This method is based on phrases. In lead and body phrase method main sentences, i.e. sentences which are informative in context and have good length are rephrased by inserting and substituting phrase. This method is good for semantically appropriate revisions for revising a lead sentence. One of the major drawbacks of Lead and body phrase is parsing degrade the performance and no generalized model for summarization. It focuses on rewriting techniques, and lacks a complete model which would include an abstract representation for content selection.

(v) Rule Based Method

In rule based method content selection is done with the help of information extraction rules explicitly specified by the user. Finally, language patterns are used for generating summary sentences. The strong point of this method is it creates summaries with greater information density. The main drawback is that all the rules and patterns are manually written, which is a tedious and time consuming task.

3.1.2 Semantic Based Approach

In Semantic based method, Natural Language Generation (NLG) system accepts the document only in its semantic representation. This method identifies noun and verb phrases by processing linguistic data. Semantic Based Approach methods are given below:

(i) Multimodal semantic model

In Multimodal method semantic model is created to establish the relationship among sentences. The important sentences are scored based on measure and selected sentences are represented as summary. The main point of this technique is to analyze information content. It has three steps, first it creates a semantic model which represents the multimodal document by using an ontology. Second it rates a sentence based on a factor such as completeness of trait, the number of connections with the help of information density matrix. Information density matrix is used to score concept and finally, summary is generated with high score concept.

(ii) Information Item Based Method

In this method, a summary is generated from the conceptual representation of the input document. The piece of information is the smallest part of consistent information in a text. Information item based method gives to the point summaries and less repetitions. It is an enthusiastic structure for conceptual summarization, which focuses at choosing the matter of a summary not from sentences, but from conceptual representation of the input documents. This conceptual representation builds on the concept of Information Items which is defined as the smallest element of consistent information in a text or a sentence. This structure includes information item retrieval, sentence formation, sentence selection

and summary formation. Sentences are generated using Simple NLG realize. The Sentence is scored based on document frequency and summary is generated.

(iii) Semantic Graph Based Method

In semantic graph method, the source document is semantically represented using semantic graph. sentences are represented as graph in which nodes represent the noun and verb, edges represent the relationship between noun and verb. It generates to the point, consistent and less repetitious and grammatically accurate sentences. A semantic graph called rich semantic graph to represent the semantic of a source document. Sentence ranking is done based on deriving the average weight of word and sentence. With highest rank sentence Rich Semantic Graph is generated and graph reduction is performed with heuristic rules to generate an abstractive summary.

3.2 Extractive text summarization :

This process involves two steps: Pre Processing step and Processing step. Pre Processing is an organized representation of the initial text. It usually consists of:

- a) Sentences boundary identification. In English, sentence boundary is recognized with presence of dot at the end of sentence.
- b) Stop-Word Elimination—Common words with no semantics
- c) Stemming— The purpose of stemming is to attain the stem or radix of each word, which highlight its semantics.

Processing step features determining and calculating the importance of selected sentences and then weights are assigned to these features using weight learning method. Final score of each sentence is computed using Feature-weight equation. Top scored sentences are selected for output summary. A very important aspect for text summarization is summary evaluation. Generally, intrinsic or extrinsic measures are used to evaluate summaries. While intrinsic methods attempt to measure summary quality using human evaluation and extrinsic methods measure the same through a task-based performance measure such the information retrieval oriented task.

Earlier, extractive summarizers have been mostly based on scoring sentences in the source document. The most common and recent text summarization techniques use either statistical approaches, or linguistic techniques. The high frequency words, standard keyword, Cue Method, Title Method, Location Method are used for weighting the sentences.

3.2.1 Features For Extractive Text Summarization:

Most of the current automated text summarization systems use extraction method to generate a summary report. Generally, sentence extraction techniques are used to generate extraction summaries. One of the method is the compression rate in which suitable sentences is to give some numerical measure of a sentence for the summary called sentence scoring and then select the best sentences to form document summary. Compression rate is an important factor of the extraction method which is used to define the ratio between the length of the summary and the source text. As the compression rate

increases, the summary will be larger, and more irrelevant matter is contained. While the compression rate decreases the summary to be short, more information is lost. In fact, the quality of summary is acceptable when the compression rate is 5-30%.

3.2.2 Extractive Summarization Techniques :

An extractive summarization process consists of choosing important sentences, paragraphs etc. from the source document and uniting them into briefer form. The significance of sentences is determined based on statistical and linguistic features of sentences. The techniques of extractive based approach is given below in brief:

(i) Term Frequency-Inverse Document Frequency Method

It is a numerical statistic which indicates how valuable a word is in a given document. The TF-IDF value increases proportionally to the number of times a word occurs in the document. This method is mainly based upon in the weighted term-frequency and inverse sentence frequency paradigm, where sentence-frequency is the number of sentences in the document that include that term. These sentence vectors are then ranked by similarity to the query and the highest ranking sentences are selected to be a part of the summary. Summarization is query-oriented. The hypothesis pretended by this method is that if there are "more specific words" in a given sentence, then the sentence is relatively more important. The main words are usually nouns. This method performs a comparison between the term frequency (tf) in a document -in this case each sentence is treated as a document and the document frequency (df), which means the number of times that the word occurs along all documents. The TF/IDF score is calculated as follows:

$$tfidf(t,d,D) = tf(t,d) \times idf(t,D)$$

Example

Document 1		Document 2	
Term	Term Count	Term	Term Count
This	1	This	1
Is	1	is	1
A	2	another	2
Sample	1	example	3

we have term count tables of a corpus consisting of only two documents. The calculation of tf-idf for the term "this" is performed as follows:

In its raw frequency form, tf is just the frequency of the "this" for each document. In each document, the word "this" appears once; but as the document 2 has more words, its relative frequency is smaller.

$$tf(\text{"This"},d1) = 1/5 = 0.2$$

$$tf(\text{"This"},d2) = 1/7 \approx 0.14$$

An idf is constant per corpus, and **accounts** for the ratio of documents that include the word "this". In this case, we have a corpus of two documents and all of them include the word "this".

$$Idf(\text{"This"},D) = \log(2/2) = 0$$

So $tf-idf$ is zero for the word "this", which implies that the word is not very informative as it appears in all documents.

$$tfidf(\text{"This"},d1) = 0.2 \times 0 = 0$$

$$tfidf(\text{"This"},d2) = 0.14 \times 0 = 0$$

$$tf(\text{"example"},d1) = 0/5 = 0$$

$$tf(\text{"example"},d2) = 3/7 \approx 0.429$$

$$Idf(\text{"example"},D) = \log(2/1) = 0.301$$

$$tfidf(\text{"example"},d1) = 0 \times 0.301 = 0$$

$$tfidf(\text{"example"},d2) = 0.429 \times 0.301 = 0.13$$

(ii) Cluster Based Method

In this method, the semantic nature of a source document is taken and shown in natural language by a set of triplets. This triplet includes subjects, verbs and objects related to each sentence. Cluster these triplets using common information. The triplets information are considered as the basic unit in the process of summarization. More identical the triplets are, the more the information is meaningless repeated; thus, a summary may be constructed using a sequence of sentences related the computed clusters.

(iii) Graph Theoretic Approach

In this technique, every sentence is represented as a node. If the two sentences share some common words, these two sentences are connected with an edge. This representation provides two outputs. First, The segments consists of in the graph (that is those sub-graphs which are disconnected to the other sub graphs), collect dissimilar topics covered in the documents. Second, identification of the important sentences in the document by using the graph-theoretic method. The important sentences in the segments are represented as the nodes with high cardinality (number of edges connected to that node), and hence carry higher preference to be included in the summary. The graph theoretic method may also be used easily for envision of inter and intra document uniformity.

(iv) Machine Learning Approach

In this approach, the summarization process is constructed as a classification problem and the training dataset is used for reference. Sentences are grouped as summary sentences and non-summary sentences based on the attributes that they contain. The classification probabilities are gained statistically from the training data, using Bayes's rule: where, s is a sentence from the document collection, F_1, F_2, \dots, F_N are attributes used in classification. S is the summary to be generated, and $P(s \in S | F_1, F_2, \dots, F_N)$ is the probability that sentence s will be chosen to form the summary given that it exhibits attributes F_1, F_2, \dots, F_N .

(v) LSA Method

Latent Semantic Analysis is an algebraic-statistical method that produces invisible semantic structures of words and sentences. It is an unsupervised method that does not need any practice or external expertise. LSA method takes the context of the input document and retrieve the information such as which words are used together and which common words are

seen in different sentences. More occurrences of common words among sentences shows that the sentences are semantically linked. The context of a sentence is determined using the words it consists of, and meanings of words are determined using the sentences that includes the words. An algebraic method, Singular Value Decomposition is used to determine the relationship between sentences and words. Along with having the power of creating interrelations among words and sentences, SVD has the power of noise cutback, which helps to enhance correctness. The following shows that how LSA can represent the meanings of words and sentences:

Example : Three sentences are given as an input to LSA.

d0: 'The man walked the dog'.

d1: 'The man took the dog to the park'.

d2: 'The dog went to the park'.

After performing the calculations we can see that d1 is more related to d2 than d0; and the word 'walked' is related to the word 'man' but not so much related to the word 'park'. These kinds of analysis can be made by using LSA and input data, without any external knowledge.

(vi) Text summarization With Neural Networks:

In this approach, each document is transformed into a list of sentences. Each sentence is expressed as a vector $[f_1, f_2, \dots, f_7]$, composed of 7 attributes. Seven attributes of a document are:

- 1) f_1 - Paragraph follows title
- 2) f_2 - Paragraph location in document
- 3) f_3 - Sentence location in paragraph
- 4) f_4 - First sentence in paragraph
- 5) f_5 - Sentence length
- 6) f_6 - Number of thematic words in the sentence
- 7) f_7 - Number of title words in the sentence

The first step of the process contains training the neural networks to get the kinds of sentences that should be included in the summary. Once the network has got the features that must remain in summary sentences, we need to identify the trends and interrelations among the features that are inherent in the most of the sentences. This is attained by the feature fusion phase, which includes two steps: 1) excluding uncommon traits; and 2) collapsing the effects of common attributes.

(vii) Text Summarization Based on Fuzzy Logic:

This approach includes each attribute of a text such as sentence length, similarity to title, similarity to key word etc. as an input of fuzzy system. Then, it inputs all the standards essential for summarization, in the knowledge base of system. Thereafter, a value from zero to one is attained for each sentence in the output based on sentence characteristics and the available standards in the knowledge base. The attained value in the output determines the degree of the importance of the sentence in the final summary. The input membership function for each attribute is divided into three membership functions which are composed of insignificant values (low L), very low (VL), medium (M), significant values (High h) and very high (VH). The important sentences are extracted using IF-THEN rules according to the

attribute criteria. The fuzzy logic system contains four components: fuzzifier, inference engine, defuzzifier, and the fuzzy knowledge base. In the fuzzifier, rigid inputs are expressed into linguistic values using a membership function to be used to the input linguistic variables. After fuzzification, the inference engine refers to the rule base containing fuzzy IF-THEN rules to derive the linguistic values. In the last step, the output linguistic variables from the inference are converted to the final rigid values by the defuzzifier using membership function for representing the final sentence score.

(viii) Query Based Extractive Text Summarization

In this approach, the sentences in a given source document are scored based on the repetition counts of words or phrases. The sentences having the query phrases are given higher scores than the ones having single query words. Then, the sentences with maximum points are included into the resultant summary together with their structural context. Pieces of text may be obtained from various parts or subparts of the text. The output summary is the merger of such pieces. The number of obtained sentences and the size to which their context is shown depends on the summary frame size which is fixed to the size of the screen that can be seen without scrolling. In the sentence extraction algorithm, whenever a sentence is chosen for the inclusion in the summary, some of the headlines in that context are also chosen. The query based sentence extraction algorithm is given below:

Algorithm:

- 1: Rank all the sentences according to their score.
- 2: Add the main title of the document to the summary.
- 3: Add the first level-1 heading to the summary.
- 4: While (summary size limit not exceeded)
- 5: Add the next highest scored sentence.
- 6: Add the structural context of the sentence (if any and not already included in the summary)
- 7: Add the highest level heading above the extracted text (call this heading h).
- 8: Add the heading before h in the same level.
- 9: Add the heading after h in the same level.
- 10: Repeat steps 7, 8 and 9 for the next highest level headings.

A one more query-specific summarization method views a document as a set of interconnected text fragments and focuses on keyword queries .

4. EVALUATING THE SUMMARIZATION SYSTEMS

Summary evaluation has a great significance for text summarization. Using intrinsic or extrinsic measures, summaries can be assessed. Intrinsic methods are used to determine summary ideality using human assessment and extrinsic methods determine the same through a experimental performance measure such as the information retrieval-oriented task. Evaluation methods are useful in marking the quality and confiding of the summary. Evaluating the attributes like comprehensibility, coherence, and readability is really hard. System evaluation might be accomplished manually by professionals. To check the trait of summary, the manually expert system is used. When number of sentences selected by the system match with the human gold standard, the qualitative evaluation is completed. The ROUGE evaluator tool is used which consist of precision, recall and F-measure, to measure the quantitative assessment of the summary .

5. CONCLUSION

Automatic text summarization is an early challenge but the latest research trend deviates towards rising ways in minutes of meeting, previews of movies, reviews of book and movie, digest, biography, weather forecast, stock market reports, biomedicine, histories, information summary for businessman, product review, government officials, education domains, researchers online search through search engine to receive the summary of relevant pages found, emails and blogs and medical field for tracking patient's medical history for further treatment. This is due to the fact that there is information make full in these fields, especially on the World Wide Web. Automated summarization is a valuable field in Natural Language Processings research. It automatically creates a summary from one or more source files. The objective of extractive document summarization is to automatically take out a number of indicative sentences, passages, or paragraphs from the main document. Text summarization methods based on Neural Network, Graph Theoretic, Fuzzy and Cluster have, to an extent, succeeded in making an effective summary of a document. Both extractive and abstractive methods have been researched. Most summarization techniques are based on extractive methods. Abstractive method is identical to summaries made by humans. Abstractive summarization as of now requires heavy machinery for language generation and is difficult to replicate into the domain specific areas.

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THE EFFECT OF AGE AS A MODERATOR ON THE USAGE OF E-CRM PRACTICES IN PUBLIC AND PRIVATE SECTOR BANKS

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ABSTRACT

Banking sector is growing rapidly and playing an important role in the economic development of the nation. Banks are now utilizing the latest technologies like mobile devices and internet to carry out transactions and communicate with their customers. The CRM is one such tool which helps in meeting the customer's expectations according to their changing needs. This paper aims to investigate the effect of different age group of consumers towards the usage of E-CRM practices offered by public and private sector banks of Rajasthan. The structured questionnaires were distributed to 600 respondents, where 463 responses came out. After collection of data, ANOVA test has been used to know the difference among the different age groups in their usage of E-CRM practices and also, Tukey's Post hoc test in ANOVA has been used to determine which age groups differ from each other. The major findings suggested that consumers having age group of "18-29 yrs and 40-49 yrs" in both public and private sector banks would have differences in the usage of E-CRM practices as compared to other age group of consumers. It implies that age can be the major moderating factor in influencing consumers in using E-CRM practices.

Keywords: Consumers, E-CRM practices, Public banks, Private banks.

1. INTRODUCTION

The banking industry is purely a customer-oriented service industry where the main focus is on the customer and customer service. Both public and private sector banks have converted themselves into profit-oriented business organizations. Banks are now using latest technological tools like Internet and mobiles to carry out transactions and communicate with their customers. Customer relationship management is a best example of a technological tool that helps banks in meeting their customer's changing needs and today with the continuous development of communication and technology it is defined as "Electronic Customer Relationship Management". "Dyche, (2001) described that *E-CRM is combination of software, hardware, application, and management commitment to improving customer service, develop a relationship and retain valuable customers and this motivates valuable customers to remain loyal with the enhanced features of E-CRM.*"

1.1 E-CRM TOOLS ADOPTED BY BANKS

Banks are using various E-CRM tools some of them are as follows:

1. **Internet Banking:** banking transactions can be carried out through the Internet. Banks are using internet banking facility to offer their customers products and services with the help of websites.
2. **Automated Teller Machines (ATMs):** An ATM is a computerized machine that offers customer facilities like cash withdrawal, cash deposit etc. after authentication process. This is the most widely used technological tool of banks.
3. **Mobile Banking:** This is the facility through which banks offer their customers various services on their mobiles. The alert facility keeps their customer informed about their banking transaction. It keeps them updated wherever customer goes.
4. **E-mail Service:** Banks are providing one of the cheapest communication medium E-mail. They are using it to inform various policies and schemes. Tax payments are also possible through this technology.
5. **Smart Cards:** These cards are issued to banks customers which contain customers account details.
6. **Electronic Fund Transfer:** This is the facility which is introduced by RBI to offer banks and customers money transfer service.

Thus with the introduction of E-CRM, banks are now changing their focus of payment from the physical presence of money to the use of electronic money. Customers of banks now prefer online banking transactions.

1.2 SERVQUAL

Parasuraman et al. (1985) developed a model of service quality which showed that “consumers used basically the similar criteria in evaluating service quality regardless of the type of the service. They defined five dimensions including tangibles, reliability, responsiveness, assurance, and empathy as ‘service quality determinants’.

Five service quality dimensions of SERVQUAL model are as follows:

Tangibles

“Parasuraman et al. (1985) has defined the tangibility appearance of physical facilities, equipment, personnel, and written materials.

Reliability

“Parasuraman et al. (1988) stated reliability as the ability to perform the promised service dependably and accurately”.

Responsiveness

“Parasuraman *et al.*, (1985) defined responsiveness as a promptness of services. Later in 1988, they defined it as ‘the willingness to help customers and provide prompt service’.

Empathy

“Parasuraman et al. (1985) stated that empathy means caring and individual attention that an organization offers to their customers.

Assurance

“According to the Parasuraman et al. (1985), assurance has considered as the ability of employees to inspire trust and confidence in customers and also knowledge and courtesy of employees.

2. LITERATURE REVIEW

Srivastava (2007) made an attempt to find out “customer’s perception towards internet banking and to determine the drivers that drive consumers. The focus area of this research was that how consumers have accepted internet banking and how to improve the usage rate of these services”. He revealed in his study that “*education, gender, income plays an important role in usage of internet banking. Security* was the major inhibiting factor for not using Internet banking. *Trust* was the motivating factor for usage of internet banking.

Kavitha et al. (2011) analyzed customers’ perception related to E-CRM practices in Indian banks and its impact on customer satisfaction and its relevance with demographic variables. *Their study revealed that “demographic factors like age, income, education, computer knowledge etc., had a positive relationship with customer perception and level of satisfaction.* They suggested that the banks should identify right strategies to attract customers with different demographic profile and should offer them right E-CRM practices”.

Kalyanaraman et al. (2013) have studied service quality perception of customers in the private sector banks of Chennai city and they also identified the areas where banks need to improve their quality of services. They found that the customers’ perception related to service quality of the HDFC Bank was satisfactory and customers’ perception was highly affected by demographic factors like age, gender, occupation, monthly income etc.

Ramola et al. (2014) determined the influence of demographic variables age, gender, marital status, educational level, occupation, monthly income and type of account held by the clients in non metro cities of Tamil Nadu, India in their study”. They revealed in their study that five variables like *age, gender, educational qualification, monthly income and type of account* had positive significance towards acceptance of internet banking services in Vellore city.

3. RESEARCH METHODOLOGY

To collect the data, survey method was used and the structured questionnaire was distributed online as well as offline in order to analyze the effect of age on the usage of ECRM practices of three selected private and public sector banks of the selected cities of Rajasthan. Purposive sampling was used to collect the data from consumers who have experienced E-CRM practices of these banks. To collect data, standardized questionnaires were distributed online as well as offline to 600 online users out of which 463 found completed. The sample banks included in this study were “SBI, Bank of Baroda, Punjab National Bank from public sector banks and ICICI, HDFC, Axis bank” from private sectors banks.

4. OBJECTIVES AND HYPOTHESIS

4.1 The objective of the current study is to

To examine the relationship between demographic characteristic ‘Age’ and the service quality perceived by consumers towards E-CRM practices of private and public sector banks.

4.2 Null hypothesis: There is no significant difference among demographic characteristic 'Age' and service quality perceived by consumers related to E-CRM practices provided by selected private and public sector banks.

5. STATISTICAL TECHNIQUES

In this study, ANOVA test and Independent Sample 't' test has used for analyzing differences between Age and other variables, also Tukey's Post hoc test in ANOVA has been used to determine which groups differ from each other.

6. DATA ANALYSIS AND INTERPRETATION

6.1 DEMOGRAPHIC PROFILE OF RESPONDENTS

The analysis of data reveals that the important age groups among the consumers in the present study are 18-29 yrs and 40-49 yrs who are using E-CRM practices.

One way ANOVA: Difference between Age and consumer usage related to E-CRM practices provided by selected private and public sector banks

Table 1: One way ANOVA

ANOVA							
Sector			Sum of Squares	df	Mean Square	F	Sig.
Public Sector Banks	Usage of Website	Between Groups	2.312	4	.578	2.113	.081
		Within Groups	53.348	195	.274		
		Total	55.660	199			
	Usage of ATM Services	Between Groups	3.007	4	.752	3.388	.010
		Within Groups	43.264	195	.222		
		Total	46.271	199			
Private Sector Banks	Usage of Website	Between Groups	2.130	4	.533	2.419	.051
		Within Groups	42.924	195	.220		
		Total	45.054	199			
	Usage of ATM Services	Between Groups	1.692	4	.423	2.444	.048
		Within Groups	33.739	195	.173		
		Total	35.430	199			

Source: Output of IBM-SPSS 22

The above table shows the output of the ANOVA analysis and whether we have a statistically significant difference between our age group means. On the basis of public sector banks responses it can be seen that in case of usage of website null hypothesis is accepted as sig. value

is **.081**, which is more than 0.05 and it has proved that there is no statistically significant difference in usage of website services provided by public sector banks.

Whereas in case of usage of ATM services null hypothesis is rejected as sig. value is **0.010** which is less than 0.05 and it has proved that there is a statistically significant difference in usage of ATM services provided by public sector banks.

On the basis of private sector banks responses it can see that in case of usage of website null hypothesis is accepted as sig. value is **.051**, which is more than 0.05 and it has proved that there is no statistically significant difference in usage of website services provided by private sector banks. Whereas in case of usage of ATM services null hypothesis is rejected as sig. value is **0.048** which is less than 0.05 and it has proved that there is a statistically significant difference in usage of ATM services provided by private sector banks.

Table 2: Post HOC Test

Multiple Comparisons								
Tukey HSD								
Sector				Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Public Sector Banks	Usage of ATM Services	18-29 yrs	30-39 yrs	.19135	.07934	.116	-.0271	.4098
			40-49 yrs	.34196*	.10051	.007	.0652	.6187
			50-59 yrs	.13571	.13052	.837	-.2237	.4951
			60 & Above	.25844	.15277	.441	-.1622	.6791
		30-39 yrs	18-29 yrs	-.19135	.07934	.116	-.4098	.0271
			40-49 yrs	.15062	.10029	.563	-.1255	.4268
			50-59 yrs	-.05563	.13035	.993	-.4146	.3033
			60 & Above	.06709	.15263	.992	-.3532	.4873
		40-49 yrs	18-29 yrs	-.34196*	.10051	.007	-.6187	-.0652
			30-39 yrs	-.15062	.10029	.563	-.4268	.1255
			50-59 yrs	-.20625	.14422	.609	-.6034	.1909
			60 & Above	-.08352	.16463	.987	-.5368	.3698
		50-59 yrs	18-29 yrs	-.13571	.13052	.837	-.4951	.2237
			30-39 yrs	.05563	.13035	.993	-.3033	.4146
			40-49 yrs	.20625	.14422	.609	-.1909	.6034

			60 & Above	.12273	.18449	.964	-.3853	.6307
		60 & Above	18-29 yrs	-.25844	.15277	.441	-.6791	.1622
			30-39 yrs	-.06709	.15263	.992	-.4873	.3532
			40-49 yrs	.08352	.16463	.987	-.3698	.5368
			50-59 yrs	-.12273	.18449	.964	-.6307	.3853
Private Sector Banks	Usage of ATM Services	18-29 yrs	30-39 yrs	.12421	.06850	.369	-.0644	.3128
			40-49 yrs	.26567*	.08675	.021	.0268	.5045
			50-59 yrs	.13234	.14767	.898	-.2743	.5389
			60 & Above	.15139	.16523	.890	-.3036	.6063
		30-39 yrs	18-29 yrs	-.12421	.06850	.369	-.3128	.0644
			40-49 yrs	.14146	.08398	.446	-.0898	.3727
			50-59 yrs	.00813	.14606	1.000	-.3940	.4103
			60 & Above	.02718	.16379	1.000	-.4238	.4782
		40-49 yrs	18-29 yrs	-.26567*	.08675	.021	-.5045	-.0268
			30-39 yrs	-.14146	.08398	.446	-.3727	.0898
			50-59 yrs	-.13333	.15546	.912	-.5614	.2947
			60 & Above	-.11429	.17222	.964	-.5885	.3599
		50-59 yrs	18-29 yrs	-.13234	.14767	.898	-.5389	.2743
			30-39 yrs	-.00813	.14606	1.000	-.4103	.3940
			40-49 yrs	.13333	.15546	.912	-.2947	.5614
			60 & Above	.01905	.20962	1.000	-.5581	.5962
		60 & Above	18-29 yrs	-.15139	.16523	.890	-.6063	.3036
			30-39 yrs	-.02718	.16379	1.000	-.4782	.4238
			40-49 yrs	.11429	.17222	.964	-.3599	.5885
			50-59 yrs	-.01905	.20962	1.000	-.5962	.5581

Source: Output of IBM-SPSS 22

Above table 2 is showing the Multiple Comparisons table which contains the results of post-hoc tests. The Tukey post-hoc test has been used for conducting post-hoc tests on a one-way ANOVA. It can see from the table above that in public sector banks usage of ATM services has significant difference between the age group of “18-29 yrs and 40-49 yrs” as *p-value* is less than 0.05. Similarly in private sector banks usage of ATM services has significant difference between the age group of “18-29 yrs and 40-49 yrs” as *p-value* is less than 0.05.

7. DISCUSSION AND CONCLUSION

It has been analyzed from the current study that there is a significant difference between 'usage of ATM services' and the age group of "18-29 yrs and 40-49 yrs" in both public and private sector banks. This implies that in both private and public sector banks, younger and middle age groups are having different perception towards the usage of ATMs. This is in line with the study by Sharma (2011), which found that there was a greater incidence of e-banking usage among the middle age consumers of (30 to 50 years of age). "Hamid (2008) found younger internet users were more tolerant towards internet service quality than are older users".

This implies that demographic characteristic 'age' has a significant effect on consumer's perception regarding the usage of E-CRM practices in private and public sector banks of Rajasthan. Hence banks need to emphasize on spreading awareness programs among consumers of different Age groups towards the usage of E-CRM practices. "Project such as 'Digital India' is now the buzzwords to a bright and sustainable industrial and financial progress of the nation. Digital India was an initiative taken by the Indian Prime Minister Shri Narendra Modi on 1st July 2015 to ensure that the government services were made available electronically to the citizens. In 'Vision 2018 document' released by RBI, which aim at the greater use of payments by all sections of society, increasing the usage of digital channels and encouraging customers to use mobile banking".(Source: www.blog.ficci.com) "According to a report drafted by Facebook and the Boston Consulting Group (2017), due to the ongoing digital drive in India, the number of users opting for online banking is expected to double to reach 150 million marks by 2020.(Source: www.financialexpress.com) This report is in line with the statements of Shri V.G. Kannan, Chief Executive (Indian Banks' Association), stated that banks are making efforts to migrate 60-80% of all banking transactions to the digital channel in the next 1-2 years. This will reduce the total cost of transactions for the banks. More user-friendly and simple digital applications can also be expected from the banks." This implies that role of E-CRM practices in banks increases day by day and becomes an integral part of the life of customers.

In private and public sector banks, there is no significant difference found between the service quality dimension related to the usage of websites and demographic characteristics of 'Age'. Consumers of public sector banks and private sector banks have difference in their service quality perception related to the usage of ATMs and demographic characteristics of 'Age'. So private and public sector need to improve their ATM services. Banks should design their strategies that can fulfill consumer's requirements according to their demographic characteristic 'Age'.

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THE EFFECTIVENESS OF WEB MARKETING ON CONSUMER BEHAVIOUR OF UNIVERSITY STUDENTS IN NOIDA

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ABSTRACT

Promoters and advertisers are spending millions in web marketing nowadays than advertisements on television, radio ads, print ads or on other traditional media. With the dynamic and rapid growth in technology, the internet is becoming an hub for consumers for finding a suitable solution of their demand and needs.

Today internet serves as a medium for most of the consumer needs like shopping, communication, information search, entertainment etc. In the dynamic world of today consumers use internet every day for their professional or personal work, and the main question arises here is “Do the consumers coming over internet notices the advertisements, pop ups , banners that are displayed on that webpage”, and the most important thing is they recall those advertisements to make buying decisions in their daily life.

The research studies investigate how effective the web marketing is and how it impacts the consumer behaviour and consumer buying decision. The research has been done as a case study on the Students of Amity University. The research determines the effectiveness and impact of web marketing on reach & creation of awareness among consumers, to establish the accuracy of web marketing by recall, and to determine the relationship between purchase decision and web marketing. The research is done through a case study research design where the target population was the students of Amity University. The research done is on basis of stratified sampling method to select 100 respondents. The primary data is collected through questionnaires. Content analysis was done to analyse qualitative data whereas the quantitative data was analysed using descriptive statistics. Regression and Correlation are also used to present the relationships between the variables.

By conducting the research it was found that web marketing was very effective in creating awareness and reach maximum consumers due to its diverse usage, and it also stated that its accuracy and reliability as an media was low as compared to television. Web marketing influences the consumer purchase or buying decision. The research proves us that there exist a positive relationship between web marketing and consumer buying decision.

For companies who are willing to spend millions on web marketing it is suggested that they should conduct a market research on the different markets situated at different geographic locations or countries to test which advertisements suits the targeted markets and will help to boost product purchases.

Keywords : *Web Marketing, Consumer Behavior, Media, Communication*

1. INTRODUCTION

Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade (Ko et al., 2004; Koyuncu and Lien, 2003). The revolutionary change brought forth by information technology has an important impact on the daily lives. It has transformed the way we do business by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time. The Internet has emerged as an advertising medium (Silk et al., 2001). Many companies have turned to the Internet to advertise their products and services; and the Internet is deemed to be the most significant direct marketing channel for the global marketplace (Faber et al., 2004; Ko et al., 2004; Korgaonkar and Wolin, 2002). Companies are pouring billions of dollars into Web marketing to obtain greater return on investment on ads (Edwards, 2005; Joines et al., 2003).

The Internet has given consumers more control in accessing information on products and services. There are several factors that contribute to consumers pull for online content—consumers are the one who decide when, where, what, and how much commercial content they wish to view (Korgaonkar and Wolin, 2002). The Internet enables consumers to access an unlimited range of products and services from companies around the world, and it has reduced the time and effort they spend on shopping (Ko et al., 2004).

Consumers play a much more active role in searching for information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements (Smith, 2002). With the rapid advancement in the computer industry, many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies (Calisir, 2003). The Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials (Ducoffe, 1996). Since the Internet can be used as an efficient marketing communication tool, both scholars and practitioners are interested in understanding how to take full advantage and maximizing the value of this communication medium (Rodgers and Thorson, 2000).

Consumers within India have been largely exposed to the traditional advertising forms as the main media used by advertisers to provide information. However, over the years marketing strategies have evolved with technology leading to the internet creating unprecedented opportunities for digital marketers to connect with customers to create an immersive connected digital environment, influence and drive purchases, fuel new growth and create new market share. The growth of web marketing is both globally and locally outpacing offline advertising. While outdoor advertising is also experiencing growth, it is not growing as rapidly as Web marketing. It is on this basis that the study investigated the effectiveness of web marketing based on a consumer sample from Amity University to determine the relationship between advertising and consumer behaviour.

1.1 Concept of Web marketing

Web marketing is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of web marketing include contextual ads on search engine results pages, banner ads, Rich Media Ads,

Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted for a response feature, the viewer may then choose to visit the brand's website, or interact with the advertiser through other touch points such as email, chat or phone. Response to brand communication is instantaneous, and conversion to business is very high. This is because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial.

Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self selected environment of the consumer, the promotion message will be more effective. Web marketing is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Consumer can provide feedback content about the product, to the firm and to other consumers. A positive feedback becomes a good promotion for the marketer. A marketer can even exploit a negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs. Consumer can also add "collective content" to the medium through discussion forums like the virtual communities (Ducoffe, 1996). In India, web marketing has gained increased popularity with more people spending time online.

1.2 Concept of Consumer Behaviour

The term "consumer behavior" refers to actions and decisions that factor into a customer's purchase. Researchers, businesses and marketers study consumer behavior to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behavior, among them economic status, beliefs and values, culture, personality, age and education (Kotler, 2004). Findings on consumer behavior are used to develop methods and products that will boost company performance and sales. Customers are becoming more powerful, more knowledgeable and more sophisticated, and research into modern consumer behaviour is increasingly important for businesses according.

Advertising to attract consumers, providing better environment, product, services and policies is important in improving today's consumer experience to support businesses in retaining customers. This study seeks to determine and explain the effectiveness of web marketing in stimulating consumer response.

The number of internet users in India was estimated at 462,124,989 in 2017. These majority of internet users are youth especially university students, who regularly use the social network sites through their mobile phones, either searching for information or chatting with friends online. Many students from Amity University have embraced the evolution in technology, and adopted latest variety of android products, tablets, ipads, and the popular models of Samsung galaxy for easy access of the internet. The growth has been fuelled by the implementation of the ICT policy by the government and the introduction of the fibre optic network offering fast internet connections.

This study used a sample of these university students from the main campus of Amity University, Noida to determine and explain the relationship between web marketing and

consumer behaviour. The students come from a diverse background and were ideal in studying various characteristics related to consumer behaviour. Students are enrolled in different study programmes through fulltime, with some operating from outside the institution while others have residence within the university leading to variability in exposure to advertising.

2. RESEARCH PROBLEM

First paragraph text. Advertisers are expected to shift and spend millions in web marketing in the coming years than TV, print ads and other traditional advertising media. Web marketing broadly consists of various commercial content formats delivered by video clip, print, and audio; either solicited or unsolicited and includes company web sites, corporate logos, e-mail messages, pop-ups, banner ads, skyscraper ads, buttons, interstitials, hyperlinks, dynamic media, and interactive games (Ducoffe, 1996; Goldsmith and Lafferty, 2002; Korgaonkar and Wolin, 2002; Wolin and Korganokar, 2003).

With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. This has led 70% of the ever users to glue themselves to the Internet and access it on a regular basis. The problem is that, volumes of consumers are online every day for their personal work, but do they notice the ads, banners etc. displayed on that webpage, most important what is their recall/remembrance value. What about the reach of web marketing, is it effective across over all target groups?

While a lot of research has been done on advertising, the effectiveness of web marketing in India is a segment that has been missing from these studies. To fill these gaps, the current study sought to determine the effectiveness of web marketing on consumer behaviour.

2.1 Research Objectives

The objectives of the study are:

1. To determine the effectiveness of web marketing on reach and creation of awareness.
2. To establish the reliability of web marketing through recall.
3. To determine the relationship between web marketing and purchase decision.

3. LITERATURE REVIEW

3.1 Web marketing

As a new advertising channel the Internet and particularly the World Wide Web (WWW) portion of the Internet, are challenging traditional forms of mass media advertising (Hoffman and Novak, 1996; Hearn, Mandeville and Anthony, 1998). Meeker (1998) defines a mass communication medium as the communication from “one person or group of persons through a transmitting device (a medium) to a large audience or market”. The Internet offers an interactive alternative to mass media communication through the use of web pages, discussion groups and email (Hoffman and Novak, 1996).

Schlosser et al., (1999) surveyed a national sample of over 400 participants and found no majority opinion of Web marketing-about a third of the participants liked, disliked, and felt neutrally toward Web marketing respectively. The Internet users found web marketing was informative but less entertaining, and it did not encourage them to make purchases even they did not perceive it to increase product prices. Korgaonkar and Wolin (2002) examined the

differences between heavy, medium, and light web users and concluded that “heavier users hold stronger beliefs about and attitudes toward Web advertising which likely lead to stronger purchase intent” (p: 201). Comparing with lighter users, the heavy Internet users believed that web ads were more believable, entertaining, informative and helpful; but harder to understand. They perceived that web advertising was a good thing, moderately essential, and it reduced the cost of products. Marketers should include web advertising in their promotion efforts but the ads should be designed with the respective user groups in mind. For example, ads targeted to heavy web users should stress the price value relationship of the products, since they engage in more frequent purchasing and believe that web advertising helps to decrease the prices of products. Similarly, Ducoffe (1996) found that Web marketing was perceived to be informative, entertaining, useful, valuable, and important.

3.2 Effectiveness of Web marketing

Various researchers have studied numerous factors that might have an impact on Web marketing recall. The factors include ad characteristics, Internet users’ viewing mode and duration of viewing, campaign publicity, attitudes toward the web site or ad, and curiosity and innovative advertising strategy (Danaher and Mullarkey, 2003; Goldsmith and Lafferty, 2002; Menon and Soman, 2002). Danaher and Mullarkey (2003) examined the effects of such factors as viewing mode, visit duration, text and page background complexity, and the style of banner ads on both aided and unaided recall. The authors did not find any significant impact of the web site context factors on advertising recall. The key finding was that the duration of page viewing is a strong determinant of the ability to recall banner ads; however, a minimum level of exposure (around 40 seconds per page) is required to achieve a reasonable level of advertising recall.

Dreze and Hussherr (2003) also examined the effectiveness of ad characteristics on the ability to recall ad. Animation content, the shape of the banner ad, and frequency of the ad (repetition) leads to higher advertising recall but not the size of the banner. In addition, the authors reported that “a banner’s message influences both aided advertising recall and brand recognition. This indicates that what an ad says is more important than how it says it” (p: 21). In contrast, Yoon (2003) found that banner image is more significantly effective than text to assess consumers’ preferences toward online ads. In terms of consumer responses in the form of liking online ads, researchers such as Goldsmith and Lafferty (2002) and Metha (2000) have found that a more favorable attitude towards ads can lead to a higher ability to recall ads. Goldsmith and Lafferty (2002) found a significant relationship between positive responses to web sites and the likelihood of recall the brands advertised on the web. The authors reported that “In general, research suggests that those consumers who have a positive attitude toward an ad are more able to recall than those with a negative attitude (p: 320). Metha (2000) made a similar conclusion but the study was based on print advertising performance.

Click-through rate is a widely used measure for assessing the effectiveness of banner advertising, which is the average number of times a viewer clicks on a pop-up ad and is then exposed to the target web site (Dreze and Hussherr, 2003; Faber, et al., 2004). As reported by Cho (2003), “the banner advertisement click-through is believed to be the most common way to draw consumers into a target site and engage them with a brand or product.

3.3 Web marketing and Consumer Behaviour

The evolution of the Internet as a global communication infrastructure (Cae, 2000) has created a new advertising channel for advertisers and advertising agencies to utilize and will provide advertisers with the means to more cost effectively target their promotional messages to consumers. Psychological factors such as thinking, feeling, sensation, and intuition directly correlate with customers' web marketing experience. Companies should aim to strengthen customer interactions with advertisements on the Web, keeping both context and cognition in mind. Unfortunately, most companies provide a generic experience to all customers rather than relying on customer analysis to deliver a personalized experience. They've failed to innovate and bring the web marketing experience to a whole new level of interaction and integration that would truly let them achieve effective communication.

As consumers experience and respond to stimuli around them, emotions arise. Their reactions manifest themselves as physiological changes they experience as feelings. Likewise, as people react to stimuli online—for example, to an online advertisement—they have emotional responses that are directly proportional to their reactions to these stimuli. On the other hand, when customers repeatedly experience the same stimuli, they may not cause any emotional response. People become conditioned to ignore the ever-present ads on Web sites, which is called ad blindness (Wolhandler, 1999).

Advertising and promotion offer a news function to consumers. As Yoo W., Suh K. and Lee M. (2002) mentioned in their report, personal interactions with other customers and service providers play a very important role while shopping online. Viewers of ads learn about new products and services available to them, much like they learn about events in the news. This information function has a neutral role. It provides facts without approval or disapproval from consumers. Customer behavior at this stage encompasses expressions of curiosity. Consumers have a rational response to advertising when they look at the features of a product or service. This response focuses on a logical listing of all the functional aspects of the offering. This is an intellectual response, rather than an emotional one (Lee, 2002).

When customers weigh benefits, they become emotionally involved with advertising and promotion. Consumers identify ways the product or service can make them happier, improve their lives or give them pleasure. This part of the consumer response is irrational and can lead to impulse buying and competition to obtain the product. Repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer. Behavior that stems from reminders includes suddenly thinking of a product while shopping and making a decision to buy it, as if it had been on the consumer's "to-do" list (Lee 2002).

Consumer behavior splits between loyalty and alienation depending on how well the product lives up to its advertised benefits (Thorson, 2000). Corporate behavior – such as scandals or charity work – can also affect alienation and loyalty responses. Once the consumer makes this choice, advertising and promotion are not likely to undo that decision. The Cannon-Bard Theory that Walter Cannon and Philip Bard advocated suggests human beings feel emotions first, and then act upon them. When customers visit a Web site, the ads they encounter evoke an emotional response—before they even decide what their next step should be. If ads don't trigger customers' emotions, they may not take any action in response.

Based on the review of the research studies mentioned above, it is clear that Web Marketing is gaining much attention and should be an essential part of a marketer's advertising media mix. The inconclusive findings call for further studies on Web marketing to gain more

insight into consumers' response and perception of the Internet as an advertising medium. Hence, this study determined the effectiveness of web marketing as an ad medium, and its relationship to consumers' response e.g. online purchase decision.

4. RESEARCH METHODOLOGY

4.1 Research Design

This study used descriptive research. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984). It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution and therefore offered a better clarification on web marketing, and ultimately give a clear picture on the effectiveness and reliability of web marketing and its relationship to purchase decision.

4.2 Population of the Study

Amity University has over 63,000 registered students. This study targeted undergraduate students of the Amity University because of their background diversity and exposure to advertising with a larger percentage using the internet. Students of the Amity University are provided with the Internet access through wireless connection, and therefore, the chances for them accessing web marketing via social media are very high. On the same basis of their diverse background, only undergraduate students from the Main campus were chosen for this study.

4.3 Sample Design

Simple Random sampling technique was used to select the units for study. 100 undergraduate students of the Amity University Main campus was used as a study sample to represent the population of consumers. This sample was randomly selected from different departments, courses and levels each to come up with the representative sample of 100 for the entire population.

4.4 Data Collection

The research made use of primary data, which was collected using structured questionnaire distributed to the 100 respondents sampled from the Amity University main campus, found outside the library, from classes, within the university square and within the hostels. The administered questionnaires were collected after completion by the respondents on the same day and their responses used for analysis. The questionnaire had both open ended questions to enable guide the respondent through filling of the questionnaire as well as probe them for more information.

4.5 Validity and Reliability

Content validity refers to the extent to which an instrument represents the factors under study. To achieve content validity, questionnaires included a variety of questions on the knowledge of students on web marketing and consumer behaviour. All the subjects completed the questionnaires in the presence of the researcher. This was done to prevent subjects from giving questionnaires to other people to complete on their behalf.

Reliability can be ensured by minimizing sources of measurement error like data collector bias. Data collector bias was minimized by the researcher's being the only one to administer the questionnaires, and standardizing conditions such as exhibiting similar personal

attributes to all respondents, e.g., friendliness and support. Pilot testing was carried out by the researcher to identify any flaws on the questionnaire to reduce errors of measurement and test for consistency.

4.6 Data Analysis

The study applied both nominal and ordinal scale to measure a range of factors establishing the effectiveness of web marketing on consumer behaviour and an interval scale in determining the relationship between web marketing and consumer behaviour. Descriptive statistics was used to analyze this data. The mean responses, standard deviation and other relevant statistics were computed to better understand the data. The data collected was compiled and edited to check for logical inconsistencies. The data was then coded according to the responses. Relationships between responses was assessed and presented using tables and graphs and analysis was done using SPSS. Regression and Correlation analysis was applied in this study to reveal relationships among variables in the findings from the data.

5. DATA ANALYSIS, RESULTS AND DISCUSSION

The study initially sought to ascertain the general information on the respondents involved in the study with regards to the year of study, age, and gender. The demographic information points at the respondents' suitability in answering the questions on the effectiveness of web marketing on consumer behaviour: the case of Amity University Students.

Table 5.1 Distribution of the respondents by age bracket

Age bracket	Frequency	Percentage
19-25 years	82	82
26-35 years	18	18
Total	100	100.0

Source: Field data.

The findings indicate that majority of the students at the Amity University were aged 19-25 years.

The study sought to establish the gender of the respondents and the findings are as shown in Table 5.2.

Table 5.2 Gender distribution of the respondents

	Frequency	Percentage
Male	72	72
Female	28	28
Total	100	100.0

Source: Field data.

From Table 5.2, the study recorded a higher response rate from males than females in their various years of study.

5.1 Effectiveness of web marketing on reach and creation of awareness

The first objective of the study was to determine the effectiveness of web marketing on reach and creation of awareness. The study sought to establish whether the respondents were aware of various forms of advertisements adopted by various companies. Majority of the respondents (98%) attested to being aware of various forms of advertisements adopted by various companies. This illustrates that the effectiveness of web marketing on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in India.

The respondents were asked to indicate their attitude towards advertisements. Table 5.3 illustrates the study findings.

Table 5.3 Attitude towards Advertisements

	Frequency	Percent
Informative	35	35
Creates awareness	31	31
Entertaining	25	25
Irritating	3	3
Annoying	3	3
Waste of time	3	3
Total	100	100

Source: Field data.

As shown in Table 5.3, most of the respondents (35%) indicated that advertising was informative, with a closer percentage indicating creation of awareness. 3% indicated that advertising was either irritating, annoying or a waste of time. These findings mean that most of the respondents had a positive attitude towards advertising as illustrated by their various perceptions about the use of advertising. This clearly shows a positive attitude toward advertising and hence is a good indication for marketers. In order to further identify the effectiveness of web marketing on reach and creation of awareness, the respondents were requested to indicate the amount of time spent on various platforms of advertising. The responses were rated on a five point Likert scale where: 1=less 1hr, 2=1 - 2hrs, 3=2 - 4hrs, 4=4 - 6hrs while 5=over 6hrs.

Table 5.4 Time spent on various platforms of advertising

	Mean	Standard deviation
TV, Movies	2.42	1.241
Newspaper, Mags	1.11	1.372
Radio	1.03	0.927
Internet	4.21	0.515

Source: Field data.

According to the findings in Table 5.4, on an average, a person spends more than 4 hours on the internet during his free time which is more than that of TV and movies, radio and print medium. Hence, on an average the exposure of internet to an individual is around 40% more than that of other mediums i.e. the reach of medium internet is much better than that of others.

The study sought to establish whether the respondents watched the TV/ or listened to Radio commercials during commercial break. The findings are as shown in Table 5.5.

Table 5.5 Watching the TV commercials during commercial break

	Frequency	Percent
Yes	70	70
No	30	30
Total	100	100

Source: Field data.

According to the findings, the majority of the respondents attested to watching the TV/ commercials during commercial break. This implies that for television commercials, around 70% of consumers had a positive perception towards advertising on TV.

Table 5.6 Change the channel during commercial breaks

	Frequency	Percent
Never	26	26
Sometimes	17	17
depends on ad	33	33
Often	13	13
every time	11	11
Total	100	100

Source: Field data.

Respondents were asked to indicate if they changed channels during commercial and the results were tabulated. Table 5.6 shows that the degree of attractiveness of the advert and its relevance to the respondents determined their attention to the advert. The viewers would see the advertisement if the ad is attractive and appealing. Hence there is a probability of 0.75 of a consumer viewing the particular advertisement (for creating awareness and information) on television making it an effective mode of communication.

5.2 Reliability of web marketing through recall

The second objective of the study was to establish the reliability of web marketing through recall. First, the respondents were asked whether they would check an online advert and the findings presented in the Table 5.7.

Table 5.7 Checking an online advert

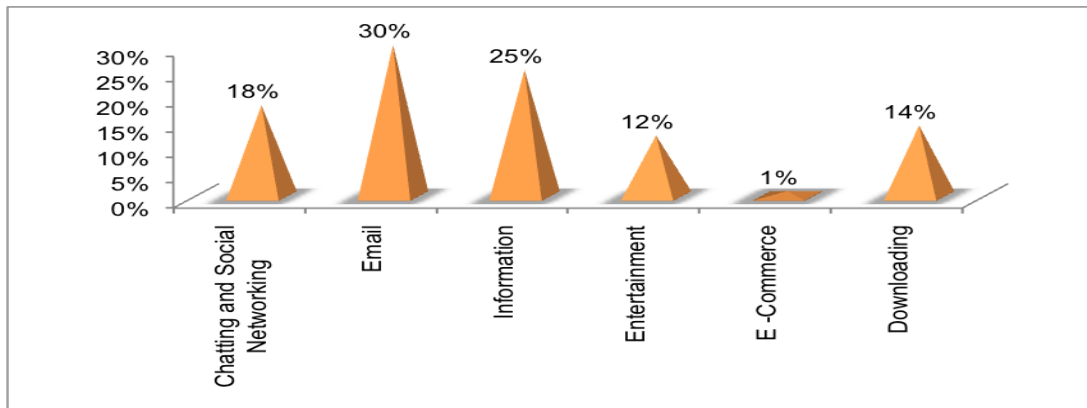
	Frequency	Percent
Yes	21	21
No	79	79
Total	100	100

Source: Field data.

In case of web marketing, majority (79%) of consumers ignored the advert completely while 21% indicated that they would check an online advert. Further the study found out that, out of the 21% respondents, 15% said that the intention was not to see the ads, but they didn't have any option but to see them as they were Interstitial

Adverts, Pop – up ads or Floating ads. These ads either block the view of the content, or appear right in the middle of the page, or keeps on floating (moving) around which is considered to be very irritating for the consumers. Checking the ads determined the level of interaction with the online ads. Therefore, even though the reach of internet is much higher than that of other modes, its ability to attract consumers for awareness creation is very low.”

The respondents were further asked to indicate their purpose of using internet. The study findings are illustrated in Figure 5.1.



Source: Field data.

Figure 5.1 Internet usage

As shown in Figure 5.1, 30% of the respondents used internet for E-mail, 25% for information, and others for chatting and social networking, indicating that communications has been the fundamental value of the internet to consumers. There was a higher chance of interaction with various online ads as reflected by the diverse usage of internet.

To establish the reliability of web marketing through recall, the respondents were asked to indicate whether they would recall the last three TV and online ads.

Table 5.8 Ad recall

	Recall		
		Frequency	Percent
TV	Yes	84	84
	No	16	16
Online ads	Yes	30	30
	No	70	70
Total		100	100

Source: Field data.

This is for the last three ads that they had seen consciously or unconsciously. In case of TV ads, 84% remembered their last three ads which is a very good score in terms of creating awareness. In case of Online ads, only 54% could remember their last three interaction with the online ads. Therefore, one can easily make out the reliability of online and TV ads recall values. The study found out that TV ads are much reliable than web marketing and other forms of advertising.

5.3 Relationship between web marketing and purchase decision

The third objective of the study was to determine the relationship between web marketing and purchase decision. Respondents were asked to indicate the mode advertising that mostly influenced their decision to purchase a product. The results were tabulated in Table 5.9.

Table 5.9 Mode of advertising influencing intention to buy product

	Frequency	Percent
Magazines and newspaper	17	17
Friends and relatives	40	40
TV Commercial	29	29
Web marketing	6	6
Social Media – Blogs, forums, Social Networking sites	8	8
Total	100	100

Source: Field data.

Based on Table 5.9 above, the highest number of students, 40% of the respondents were influenced to buy a product based on information provided by friends and relatives, with TV commercials being second. Web marketing was least in influencing their decision at 6%. Therefore, friends and relatives were the major influencers behind decision making. This depicts that traditional form of advertising has an edge over web marketing in terms of consumer preference to mode of advertising. Traditional mode got over 86% preferences than that of web marketing which is a huge margin.

Secondly, the respondents were also asked to indicate whether the internet ads they came across influenced their purchase decision. 52% of the respondents indicated that the internet ads they came across never influenced their purchase decision while 48% posited that the internet ads they came across influenced their purchase decision. This depicts that the web marketing influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision.

In order to further determine the relationship between web marketing and purchase decision, the respondents were requested to indicate their level of agreement on relevant statements on effects of web marketing on purchase decision. The responses were rated on a five point Likert scale where: 5-To a very great extent, 4-To a great extent, 3-To a moderate extent, 2-To a little extent, and 1-To no extent. The mean and standard deviations were generated from SPSS and presented in Table 5.10.

Table 5.10 Statements on web marketing and purchase decision

Statements on Web marketing and purchase decision	Mean	Standard deviation
Web marketing influences customers' purchase decision	4.21	0.513
duration of page viewing is a strong determinant of the ability to recall banner ads	4.13	0.746
Animation content, the shape of the banner ad, and frequency of the ad (repetition) leads to higher advertising recall	3.92	0.841
Companies should aim to strengthen customer interactions with advertisements on the Web	4.11	0.62
Most companies provide a generic experience to all customers rather than relying on customer analysis to deliver a personalized experience.	4.01	0.738
When customers weigh benefits, they become emotionally involved with advertising and promotion.	4.05	0.673
Repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer.	3.98	0.847

Source: Field data.

The study established that Web marketing influences customers' purchase decision (Mean=4.21) and duration of page viewing is a strong determinant of the ability to recall banner ads. Other factors as repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer (Mean=3.98), and that animation content, the shape of the banner ad, and frequency of the ad repetition leads to higher advertising recall. This implies that the web marketing is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from.

5.4 Inferential statistics

In determining the effectiveness of web marketing on consumer behaviour, the study conducted a multiple regression analysis to determine the nature of relationship between the variables.

The regression model specification were as follows $Y = \alpha + \beta_1 X_1 + \varepsilon$.

Where; Y= consumer behaviour X_1 = web marketing
 ε =error term β =coefficient
 α = constant

The study further applied multiple regressions to determine the predictive power of the web marketing on consumer behaviour. The researcher conducted a multiple regression analysis so as to test relationship among variable (independent) on the consumer behaviour. The researcher applied the statistical package for social sciences (SPSS V 17.0) to code, enter and compute the measurements of the multiple regressions for the study.

Coefficient of determination explains the extent to which changes in the dependent variable can be explained by the change in the independent variables or the percentage of variation in the

dependent variable (consumer behaviour) that is explained by the independent variable (web marketing).

Table 5.11 Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0.919	0.845	0.789		0.6273

Source: Field data.

The independent variable that was studied, explain only 84.5% of the consumer behaviour as represented by the R². This therefore means that other factors not studied in this research contribute 15.5% of the consumer behaviour. Therefore, further research should be conducted to investigate the other factors that affect consumer behaviour.

Table 5.12 ANOVA of the Regression

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.534	50	1.267	9.475	.000a
	Residual	9.307	200	2.327		
	Total	11.841	250			

The significance value is 0.000 which is less than 0.05 thus the model is statistically significance in predicting how web marketing affects the consumer behaviour. The F critical at 5% level of significance was 3.23. Since F calculated is greater than the F critical (value = 9.475), this shows that the overall model was significant.

Table 5.13 Coefficient of determination

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.147	0.2235		5.132	0.000
	Web marketing	0.752	0.1032	0.1032	7.287	.000

Multiple regression analysis was conducted as to determine the relationship between consumer behaviour and the one independent variable (web marketing). As per the SPSS generated table , regression equation.

$$(Y=\alpha+\beta_1X_1+\varepsilon) \text{ becomes: } (Y= 1.147+ 0.752X_1+ \varepsilon)$$

According to the regression equation established, taking all factors into account (web marketing) constant at zero, consumer behaviour will be 1.147. The data findings analyzed also shows that taking all other independent variables at zero, a unit increase in web marketing will lead to a 0.752 increase in consumer behaviour; This infers that web marketing contribute most

to the consumer behaviour. At 5% level of significance and 95% level of confidence, web marketing was a significant, factor in predicting the consumer behaviour.

To quantify the strength of the relationship between the variables, the study used Karl Pearson's coefficient of correlation. The Pearson product-moment correlation coefficient (or Pearson correlation coefficient for short) is a measure of the strength of a linear association between two variables and is denoted by r . The Pearson correlation coefficient, r , can take a range of values from +1 to -1. A value of 0 indicates that there is no association between the two variables. A value greater than 0 indicates a positive association, that is, as the value of one variable increases so does the value of the other variable. A value less than 0 indicates a negative association, that is, as the value of one variable increases the value of the other variable decreases. The data presented before on web marketing was computed into single variables per factor by obtaining the averages of each factor. Pearson's correlations analysis was then conducted at 95% confidence interval and 5% confidence level 2-tailed. The Table 5.14 below indicates the correlation matrix between the web marketing and consumer behaviour.

Table 5.14 Correlation matrix and the coefficient of determination

	Consumer behaviour	Web marketing
Consumer behaviour (r) (p) Sig. (2 tailed)	1.000	
Web marketing (r) (p) (2 tailed)	0.894 0.018	1.000

Source: Field data.

According to the Table 5.14, there is a positive relationship between consumer behaviour and web marketing of magnitude 0.894. The positive relationship indicates that there is a correlation between the consumer behaviour with web marketing. This notwithstanding, all the factors had a significant p -value ($p < 0.05$) at 95% confidence level. The significance values for relationship between consumer behaviour and web marketing was 0.018. This implies that web marketing was a significant factor on consumer behaviour.

5.5 Discussion of findings

The study established that the effectiveness of web marketing on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in India. Most of the respondents had a positive attitude towards advertising as illustrated by their various perceptions about the use of advertising. This clearly shows a positive attitude toward advertising and hence is a good indication for marketers. The findings augment the findings of Baltas (2003) who indicated that marketing is perceived by the internet users as a major source of information on available product in the market as reflected by their positive attitude in the world over. According to Calisir (2003) web marketing is an effective channel for marketing as the ad is attractive and appealing which changes from time to time.

The study established that even though the reach of internet is much higher than that of other modes, its ability to attract consumers for awareness creation is very low. The study concludes that the reliability of web marketing through recall was low as only a small percentage of the respondents could recall the online ads they had seen. The study found that TV ads are much reliable than web marketing and other forms of advertising. The findings are corroborated with Danaher and Mullarkey (2003) who posited that TV ads are much reliable than web marketing.

The study established that friends and relatives were the major influencers behind decision making. This depicts that traditional form of advertising has an edge over web marketing in terms of consumer preference mode of advertising. Traditional mode got high preferences than that of web marketing which is a huge margin. According to Cho (2003) in the developing economies the traditional form of advertising has a greater market share compared with the web marketing in terms of consumer preference mode of advertising.

The study established that web marketing influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision. The study established that web marketing is a key determinant of purchase decision of the customers. The study also established that web marketing has significant relationship with purchase decision of the consumers. The findings augment earlier findings of Goldsmith and Lafferty (2002) that web marketing is a key determinant of purchase decision by the customers and that web marketing has an association with purchase decision of the consumers.

6. CONCLUSION

The study found that the effectiveness of web marketing on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements and time spent on these media. On average, a person spent more than 4 hours on the internet during his free time than that of TV and movies and print medium and therefore the reach of internet medium is much better than that of other media. A higher percentage indicated that they were made aware of existence of various products through web marketing and therefore it was effective in creating awareness. The study revealed that the ability of the respondents to recall the internet ads was low compared to TV, and therefore even though the reach of internet is much higher than other forms, TV ads are much more reliable than web marketing Danaher and Mullarkey (2003). Web marketing is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also established that web marketing has significant relationship with purchase decision of the consumers. From the Pearson's correlations analysis, the study established that there is a positive relationship between consumer behaviour and web marketing.

The objective of the study was to determine the effectiveness of web marketing on consumer behaviour using a sample of Amity University students. After analysis of the study findings, the study concludes that the effectiveness of web marketing on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in India and time spent on various media. Web marketing was effective in providing higher reach and creation of awareness. However, in spite of the diverse usage of internet and wide interaction with various internet advertisements, fewer respondents were able to recall the internet ads they had seen. This implies that the reliability of web marketing is quite low. The research established that TV advertising is more reliable than web marketing therefore conforming with Danaher and Mullarkey (2003), that TV ads are much reliable than web marketing.

The study concludes that web marketing influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision. However, web marketing is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also concludes that web marketing has significant relationship with

purchase decision of the consumers. The study further concludes that web marketing contributes most to the consumer behavior and that web marketing was a significant factor in predicting the consumer behaviour. In addition, there is a positive relationship between consumer behaviour and web marketing. This implies that companies should invest more in web marketing to increase their market share and conduct a market research on the different markets in various countries to ensure that the web marketing initiatives being implemented suits the targeted markets to improve product purchases.

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WOMEN EMPOWERMENT & ENTREPRENEURSHIP

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ABSTRACT

Women empowerment refers to increasing the spiritual, political, social, educational, gender or economic strength of individuals and communities of women. To acknowledge the social and gender injustice that still exists in our society, to spread awareness about it and to overcome the challenges Women needs to be empowered. Women empowerment in India is heavily dependent on many different varieties that includes geographical location (Urban/Rural), Education status, social status (Cast/Class) and Age. To fight against evils of societies like Child Marriage, Harassment against women, gender bias, and female genital mutilation (FGM) women needs to be aware of their rights and should be empowered through education. Swami Vivekananda has truly said that: “That country and that nation which do not respect the women have never become great, nor will ever be in future” And in the pursuit of making “INDIA” a great nation, let us work towards giving women the status that they deserve. True empowerment comes with Education, growth and Success into any field. Women Entrepreneurship being one of the best example of Women empowerment needs to get a boost in our country so that our country can reach new heights. Women entrepreneurship is the process in which women initiate a business, gather all resources, undertake risks, face challenges, provides employment to others and manages the business independently. Approximately 33% of the entrepreneurs in the world are women entrepreneurs. But in India, Women constitute only 13.76% of the total entrepreneurs, i.e., 8.05 million out of the 58.5 million entrepreneurs. So it is very important that the awareness spreads across our country and Women rise and take the roles and responsibilities that she deserves.

Keywords: FGM, Nikah halala, UNICEF, Gender equality, Fatwa, Nuclei, Catalyst

1. INTRODUCTION

Women empowerment is the process in which women expand and recreate what it is that they can do and accomplish in a circumstance that they previously were denied.

It is actually making of the women more powerful. So that they will be able to take their own decisions regarding their lives and well-being of their families and society.

Gender inequality is the main social issue in which women are put back in the male dominated society. We can now see the women in almost every field like architecture, law, medical, engineering, financial services and IT.

They have also entered the service occupation like Nurses, beautician, sales worker, waitress, etc. They are gradually and increasingly seen marching into the domains which were previously reserved for males.

Women empowerment refers to increasing the spiritual, political, social, educational, gender or economic strength of individuals and communities of women.

The principles emphasizes & the business case for corporate action to promote gender equality and women empowerment and are informed by real life business practices and input gathered from across the globe.

The principles seek to inform other stake holders, including governments, in their engagement with business.

- Establish high level corporate leadership for gender equality.
- Ensure the health, safety and well being of all women and men workers.
- Treat all women and men fairly at work.
- Promote education, training and professional development for women.
- Measure and publicity report on progress to achieve gender equality
- Implementation enterprise development, supply chain and marketing practices that empower women.
- Promote equality through community initiatives and advocacy.

2. THE NEED OF STUDY

UNICEF had released a report stating that the number of girls getting married in India had halved. Despite this drop, nearly 1.5 million girls in India get married before they turn 18. In 26% of the cases the girls were younger than 15 years of age.

Child marriage take away the childhood of these little girls and push them under the responsibilities of married life. These young brides cannot continue their education and they have more health problems. FGM is Female genital mutilation. It is a procedure that intentionally alter/cause injury to the female genital organs for non-medical reasons.

UNICEF estimated in 2016 that 200 million women living today in 30 countries—27 African countries, Indonesia, Iraqi, Kurdistan and Yemen—have undergone the procedures.

Some people argue that the women empowerment has been achieved globally and there isn't much left to do but the fact of the matter is that Yes, Women are doing more social, political and economic work in the society more than ever but at Global level women are suffering because of street harassment, rape, honor killing, gender inequality, pay inequality, lack of education and resources and many other reasons.

There was a recent case of Triple Talaq and Nikah Halala of Nida Khan. She was divorced by her husband through instant triple Talaq in 2016. Her husband Sheeran Raza Khan is from the family of the head of Ala Hazrat. She took the matter to civil court and said that she had suffered a miscarriage after being assaulted by her husband in 2015.

She insisted that the government should take strict action against clerics who have been involved in issuing The Fatwa against her which asks the community and the society to boycott her.

According to The Supreme Court fatwas issued by Shariat courts had no legal sanctity and defiance of fatwas doesn't have any civil or criminal consequences. It is illegal to impose any religion-based opinions or personal issues on citizens and it is a violation of fundamental rights. Any person trying to enforce a fatwa by any method shall be illegal and has to be dealt with in accordance with law. (Reference 2)

3. THE OBJECTIVE OF THE STUDY

The main objectives of the study in to analyze the factors contributing to women entrepreneurs in socio economic development and to find out the various personal and principal problems in their business.

- Advancement and development of women in every walk of life.
- Strengthening Legal system
- Mainstreaming a gender perspective in the development process
- Equal access to women in all levels
- Enjoyment of all human rights and fundamental freedom

The principles emphasizes & the business case for corporate action to promote gender equality and women empowerment and are informed by real life business practices and input gathered from across the globe.

The principles seek to inform other stake holders, including governments, in their engagement with business.

- Establish high level corporate leadership for gender equality.
- Ensure the health, safety and well being of all women and men workers.
- Treat all women and men fairly at work.
- Promote education, training and professional development for women.
- Measure and publicity report on progress to achieve gender equality
- Implementation enterprise development, supply chain and marketing practices that empower women.
- Promote equality through community initiatives and advocacy.

4. RESEARCH METHODOLOGY

For the purpose of the present study data has been collected from secondary sources. It is collected from journals, magazines, including the reports and documents of ministry of human resource development, Government of india National family health survey report etc. and various other publications.

5. LITERATURE REVIEW

“You can tell the condition of a nation by looking at the status of women”

—**Jawaharlal Nehru**

Women have been regarded as the nuclei of the nation and molder of its destiny. It is a well said fact that – ‘When there is development of women, family develops, the society develops and the country develops.’ They are the catalyst of the development and with them we prosper but without them we are poor. Entrepreneurship Development focuses on the individual who wishes to start or expand a business. To develop entrepreneurship in a country requires comprehensive effort that covers various activities right from the situation to its long term survival.

- Entrepreneurship Development refers to the process of enhancing and entrepreneurial skills and knowledge through structured training and institution building programs.
- Entrepreneurship Development aims to enlarge the base of entrepreneurs in order to hasten the pace at which new ventures are created. This accelerates employment generation and economic development.
- Increased **self-confidence** through entrepreneurship development gave the women prosperous future.
- The most important changes come through increase in income which not only upgrades the individual's life but also increases her standard of living and also bringing economic solvency within the family.
Other than this the right to free choice of profession and employment, the right to promotion, job security, all benefits, conditions of service and right to receive vocational training and retraining too.
The long struggle over a century has brought the women their voting rights, property rights, an equality in civil rights before the law, in matters of marriage and employment (In India women had not struggled for voting rights as we find in other countries)
- The right to work as a human being.
- The right to the same employment opportunities.
- The right to equal remuneration.
- The right to protection of health and to safety.

6. RATIONALE OF STUDY

6.1 LEGISLATIVE ACTS IN INDIA FOR EMPOWERMENT OF WOMEN

Constitution of India,1950

A. Article 14-equality.

Article 14 of the constitution of India provides for equality before the law or equal protection within the territory of India the state shall not deny to any person equality before the law & equal protection of law.

B. Article 15- prohibits discrimination of sex.

No citizen shall, on grounds only of religion, race caste ,sex place of birth or any of them , be subject to any disability, liability restriction or condition –

C. Article 16- equality of opportunity for employment.

Equality of opportunity in matters of public employment. There shall be equality of opportunity all citizens & in matters relating to employment or appointment to any office under the state.

D. The 73rd and 74th amendments to the constitution of India provided for reservation of seats

6.2 BENEFITS OF THE WOMEN EMPOWERMENT IN THE SOCIETY

The major benefits of women empowerment are-

- Next generation will be empowered because of her.
- If a women is empowered she won't be a burden on anyone.
- Financial burden of a family can be shared with her support.
- Decision making power on their own.
- Ability to learn and teach new skills.
- Ability to change other's perception.
- Increasing One's positive self-image and overcoming social stigma.
- If a women is empowered she can be looked upon as a Role Model in the society.

6.3 ISSUES TO BE TACKLED FOR WOMEN EMPOWERMENT AND GENDR EQUALITY

In India women are discriminated and marginalized at every level of the society whether it is social participation, economic opportunity and economic participation, political participation, access to education or access to resources etc. Majority of women in India are poor, uneducated and insufficiently trained . they often end up in the daily struggle of managing an ill equipped family are not in a position to propel out themselves of the oppressive and regressive socio –economic conditions. Although lots of things are happening and large amount of resources are being spent in the name of women empowerment In India, the actual situation however, just remains the same and in many instances worsens further.

7. CONCLUSION

The subject of empowerment of women has becoming a burning issue all over the world including India since last few decades. Inequalities between men and women and discrimination against women have also been age-old issues all over the world. Thus, women's quest for equality with man is a universal phenomenon. They have demanded equality with men in matters of education, employment, inheritance, marriage, and even in politics. Women want to have for themselves the same strategies of change which Men folk have had over the centuries such as equal pay for equal work. As women constitute almost one- half of India's population, without their engagement and empowerment, rapid economic progress is out of the question. For economic growth to be really inclusive, women empowerment is of utmost value. It is crucial for achieving sustainable economic development of our country and even beyond. Still a large part of women do not have sufficient autonomy regarding the value choices for their own life. The data also revealed that there is a necessity to look beyond economic resources or material prosperity and into cultural and social influences, which are playing a significant role in shaping the women's autonomy and empowerment.

Along with government, civil society organizations and all other stake holders must come forward and involve in the women empowerment process is thee need of the hour.

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YOGA AND HEALTHY LIFESTYLE: THE MOST DESIRED PRODUCTS IN TODAY'S STRESSFUL ENVIRONMENT

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ABSTRACT

The fast changing and the stressful world of today has made the mankind more sad than happy, more unsatisfied than satiated, more tensed than relaxed, more occupied than free. This is the scenario, despite the fact, people having more money, more knowledge, more possessions and more power and recognition in the society. We need to, therefore, think how to make this life more blissful not only for ourselves but also for the people attached to us. Yoga and healthy lifestyle are the only solution to this problem. They are not an 'either-or' solution but a package. On the one hand, yoga enlightens one and makes her aware of the inner self, thereby bestowing emotional health to an individual. On the other hand, healthy lifestyle enables one to lead a disease-free and longer life by adopting modifications in the eating habits and increasing physical activity. Acceptance of such changes in the lifestyle pattern can be possible only when there is control over the self. Yoga helps in having this self-control.

The factual data reveals that world over there is a growing consciousness among people towards adopting yoga and healthy lifestyle habits viz. replacing processed food for fresh and natural food, spending time in gym or indulging in brisk walking. Moreover such people are also willing to pay premium for these products. Survey results also reveals that it is not only the adults and the oldies that are increasingly practising yoga and adopting healthy lifestyle, the trend is gaining more popularity among young millennial.

Keywords : *Factual Data, Meditation, Stress, Medical Literature, Yoga*

1. INTRODUCTION

To live in harmony with oneself and the environment is the wish of every human. However, in modern times greater physical and emotional demands are constantly placed upon many areas of life. The result: more and more people suffer from physical and mental tension such as stress, anxiety, insomnia, and there is an imbalance in physical activity and proper exercise. Only when the body is physically healthy, the mind will be focused and stress will be under control. This in turn, allows maintaining socially healthy relationships.

1.1 YOGA

Since long, meditation and other stress related techniques have been studied as possible treatment for depression and anxiety. One such practice, yoga, has received less attention in the medical literature, though it has become increasingly popular in the recent decades. Yoga is an effective method of controlling the mind and bodily activities. Available review of a wide range of yoga practices suggest that they can reduce the impact of exaggerated stress response and is helpful in coping with both anxiety and depression. In this respect yoga functions like other self soothing techniques such as meditation, relaxation, exercise,

socialising with friends. By reducing perceived stress and anxiety, yoga appears to modulate stress response systems. This in turn reduces physiological arousal- for example, reducing heart rate, lowering blood pressure and easing respiration. Indeed the scientific study of yoga demonstrates that physical and mental health are not just closely allied but essentially equivalent. The evidence is growing that yoga practice is relatively low risk, high-yield approach to improving overall health.

Yoga teaches how to focus on breathing while holding the poses. This attention to breath is calming as it dissolves the hidden stress and anxiety. Yoga can help cure insomnia, as regular yoga practice leads to better and deeper sleep. Yoga can help fight fatigue and maintain ones energy throughout the day. Yoga is an effective treatment for a variety of autoimmune diseases because it can reduce the symptoms these diseases often cause, such as stiffness, malaise, fatigue, and weakness. Even children can benefit from yoga. Those with attention deficit disorder and hyperactivity can learn to relax and get control by using yoga breathing and yoga asanas. The main goal of Yoga is to ensure overall health of the being by embracing five dimensions viz. physical health, mental health, social health, spiritual health, self-realization.

1.2 LIFESTYLE

According to World Health Organisation, *health* is optimal well-being that contributes to quality of life. It is more than freedom from disease and illness, though freedom from disease is important to good health. Optimal health includes high-level mental, social, emotional, spiritual, and physical wellness within the limits of one's heredity and personal abilities. Death, disease, illness, and debilitating conditions are negative components that detract from optimal health. Healthy lifestyle has been recognized as the positive component of optimal health as evidenced by a sense of well-being reflected in optimal functioning, a good quality of life, meaningful work, and a contribution to society. The dimensions of health and lifestyle therefore, include the emotional (mental), intellectual, physical, social, and spiritual. A positive total outlook on life is essential for a healthy lifestyle and each of its dimensions.

A "healthy" person is satisfied in his/her work, is spiritually fulfilled, enjoys leisure time, is physically fit, is socially involved, and has a positive emotional- mental outlook. This person is happy and fulfilled. Many experts believe that a positive total outlook is a key to healthy lifestyle. Its components are:

- Emotional health—A person with emotional health is (1) free from emotional-mental illnesses or debilitating conditions such as clinical depression and (2) possesses emotional wellness.
- Intellectual health—A person with intellectual health is free from illnesses that invade the brain and other systems that allow learning.
- Physical health—A person with physical health is free from illnesses that affect the physiological systems of the body such as the heart, the nervous system, etc.
- Social health—A person with social health is free from illnesses or conditions that severely limit functioning in society, including antisocial pathologies.

- Spiritual health—Spiritual health is the one component of health that is totally comprised of the wellness dimension; for this reason, spiritual health is considered to be synonymous with spiritual wellness.

Table 1 : The Dimensions Of Healthy Lifestyle

-	<i>Healthy Lifestyle Dimensions</i>	+
Depressed	Emotional-mental	Happy
Ignorant	Intellectual	Informed
Unfit	Physical	Fit
Lonely	Social	Involved
Unfulfilled	Spiritual	Fulfilled
Negative	Total outlook	Positive

Just as unhealthy lifestyles are the principal causes of modern-day illnesses such as heart disease, cancer, and diabetes, healthy lifestyles can result in an improved feeling of wellness that is critical to optimal health. Unhealthy lifestyle is contributing to more than one-half of all early deaths in today's world. Regular physical activity, sound nutrition, and stress management are therefore, considered to be priority for a healthy lifestyles. Building a healthy lifestyle regardless of age will have numerous health benefits such as reducing the risk of cardiovascular disease, malignancy, psychiatric disorder, cognitive dysfunction and decreases the incidence of obesity, overweight and diabetes.

2. SURVEY RESULTS

Despite the incredible attention being devoted to health and wellness over past 30 years, the percentage of people worldwide considered overweight (BMI \geq 25 to <30) or obese (BMI \geq 30) increased 28% in adults and 47% in children according to the 2013 Global Burden Disease Study. The study reported that an estimated 2.1 billion people- nearly 30% of the global population were overweight to obese.

According to Nielsen Global Health and Wellness Survey, 2015 results:

- Half (49%) of global respondents believe they are overweight and half (50%) are trying to lose weight.
- Consumers are increasingly seeking fresh, natural and minimally processed food. They are looking for beneficial ingredients that help fight disease and promote good health.
- Health attributes are most important to emerging market respondents, who are also willing to pay premium for health benefits (Table 2).
- Young consumers are more willing to pay premium for health attributes (Table 3).
- Health categories are growing faster than indulgent categories (Table 4).
- Majority of consumers rely on diet and exercise to lose weight (Table 5).

Table 2 : Willingness to pay premium for health attributes

REGION	ALL NATURAL	ORGANIC	HIGH FIBRE	LOW/NO CARBO-HYDRTE	LOW/NO FAT	LOW SODIUM
GLOBAL AVERAGE	39%	33%	29%	23%	28%	26%
ASIA-PACIFIC	43%	37%	32%	26%	29%	28%
EUROPE	31%	24%	17%	14%	20%	16%
AFRICA	52%	35%	40%	30%	39%	32%
LATIN AMERICA	51%	40%	46%	32%	46%	44%
NORTH AMERICA	24%	25%	22%	20%	20%	22%

Table 3: Respondent categorisation according to importance for health attribute and willingness to pay premium

RESPONDENT CATEGORY	RELATIVE IMPORTANCE TO HEALTH ATTRIBUTE	RELATIVE WILLINGNESS TO PAY PREMIUM
GENERATION Z (UNDER 20)	30%	31%
MILLENNIALS (21-34)	33%	29%
GENERATION X(35-49)	32%	26%
BABY BOOMER (50-64)	32%	23%
SILENT GENERATION (>65)	24%	15%

Table 4: Sales growth (2012-2014) for healty, semi-healthy and indulgent categories

FOOD CATEGORIES	% GROWTH
HEALTHY	5%
SEMI-HEALTHY	-1%
INDULGENT	2%

Table 5: Percentage taking each action to lose weight

ACTION TAKEN TO REDUCE WEIGHT	GLOBAL %	ASIA-PACIFIC %
CHANGING DIET	75%	71%
DOING PHYSICAL EXERCISE	72%	77%
TAKING DIET PILLS ETC.	11%	14%
TAKING MEDICINES PRESCRIBED BY DOCTOR	7%	7%

With increase in urbanisation and mushrooming of start-ups, lifestyle has become stressed. For those seeking physical and mental fitness in the limited time at disposal, yoga is a way out. According to the Times Job Survey, 80% of employees in Indian companies are stressed. Therefore, practicing yoga can relieve them from stress and help them to lead a healthy lifestyle. Yog asanas particularly have a positive effect on fitness and physical flexibility with a secondary effect on the mental state. Pranayama practice and relaxation/meditation techniques may result in greater awareness and less stress and higher well being and quality of life. Practicing yoga has shown positive effect on physical and mental health and overall quality of life in those who are new to yoga and are not typically physically active in life (Figure 1 & 2). Nearly 50% of yoga practitioners also reported that they devote time for the community.

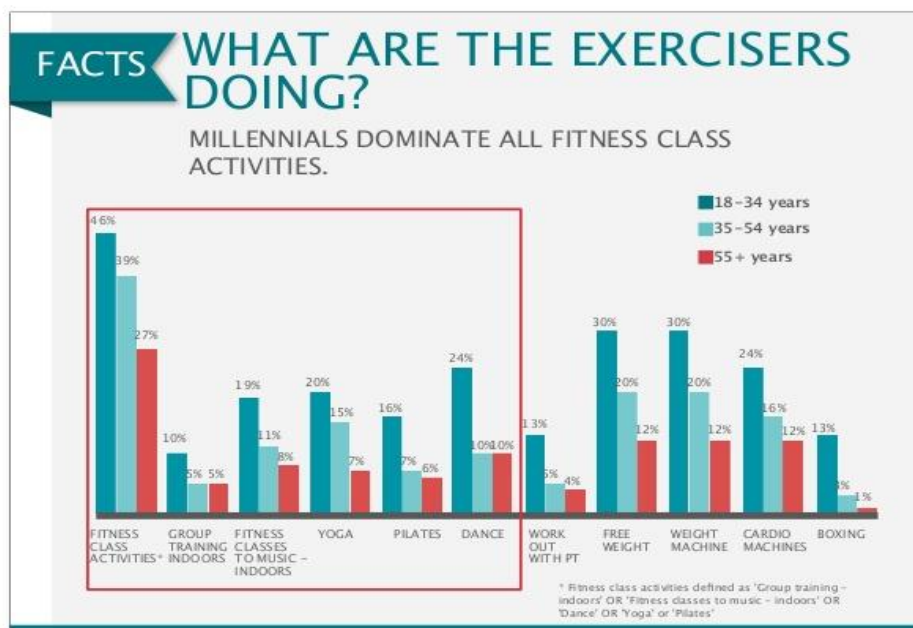


Figure 1 Nielsen Global Consumer Fitness Survey 2013

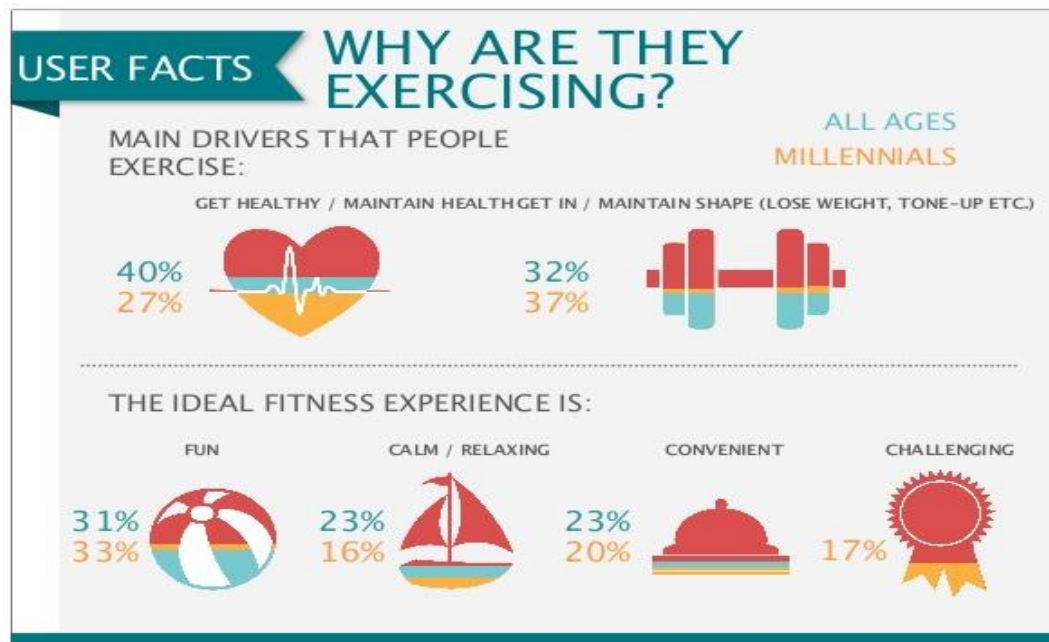


Figure 2. Nielsen Global Consumer Fitness Survey 2013

3. CONCLUSION

The fast changing and the stressful world of today has made the mankind more sad than happy, more unsatisfied than satiated, more tensed than relaxed, more occupied than free. This is the scenario, despite the fact, people having more money, more knowledge, more possessions and more power and recognition in the society. We need to, therefore, think how to make this life more blissful not only for ourselves but also for the people attached to us. Yoga and healthy lifestyle are the only solution to this problem. They are not an 'either-or' solution but a package. On the one hand, yoga enlightens one and makes her aware of the inner self, thereby bestowing emotional health to an individual. On the other hand, healthy lifestyle enables one to lead a disease-free and longer life by adopting modifications in the eating habits and increasing physical activity. Acceptance of such changes in the lifestyle pattern can be possible only when there is control over the self. Yoga helps in having this self-control.

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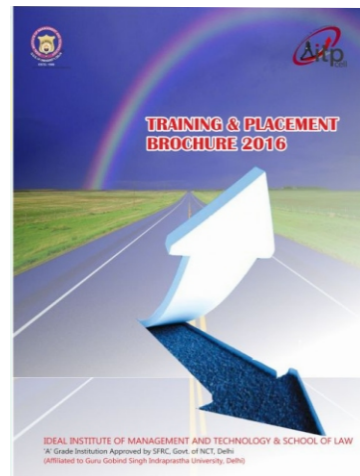
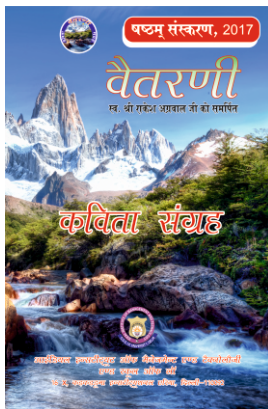
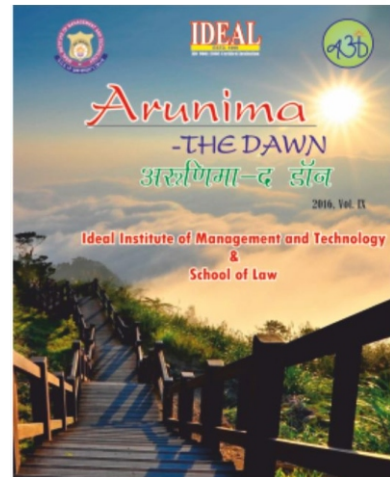
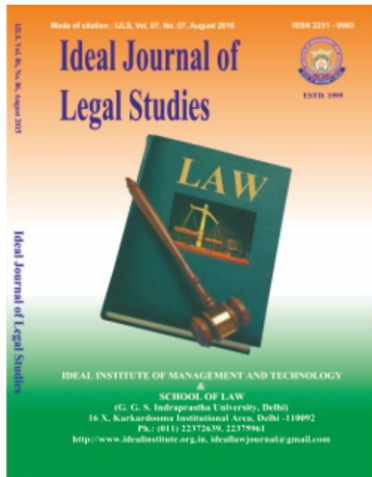
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