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# **DEVELOPMENT AND PROSPECTS OF INTERNET BANKING IN INDIA**

**Dr.Manisha Goel  
Dr.Sunita Bishnoi  
Ashima Tandon**

Money and finance is an important and necessary factor for economic development. The Banking System which constitutes the core of the financial sector plays a critical role in transmitting monetary policy impulses to the entire economic system. With the development of Information technology the world has become a global village and it has brought a revolution in the Banking Industry. The banks appear to be on a fast track for IT based products and services. The new technology has radically altered the traditional ways of doing Banking Business. With the advancement in Technology and the Boom in IT Sector Internet became popular. This INTERNET provided both an opportunity and a challenge for various Industries .The IT revolution is entirely changing the way banking business is done. Thus Banking Industry also has undergone a revolution. Among these technological innovations Internet Banking has generated a lot of interest in the Indian Banking Industry .Private and Foreign Banks have been the early adopters while the Public Sector Banks are the followers. The goal of this paper is to examine the development and prospects of internet banking in India. Further, the study focuses on the issues that are related to internet banking and provides strategy and directions for the development of internet banking in India.

**Keywords:- . Internet Banking, Internet, Information technology, Banks, Economic system**

## **CONSUMERS' ATTITUDE TOWARDS 3G SERVICES**

**Dr. Ramesh Sardar**

The mobile communication plays a major role in telecommunication industry. Indian mobile market is one of the fastest growing markets and is forecasted to reach 868.47 million users by 2013. The recently introduced 3G or third generation telecom service provides much higher rates of data, voice and video transfer as compared to the 2G or second generation telecom system. India is now witnessing a major media rollout to capture the eyeballs of the target audience. The immense power of 3G technology entails new power at the finger tips for individual customers

as well as corporate entities. 3G technology is aimed at providing unimaginable and magical experience of a wide range of new services and features to them, so that they will be glued to their mobile phones. The main purpose of the research was to study the customer's attitude towards 3G services. This study is to describe the consumer expectations with respect to socio-economic characteristics as age, gender, occupation, family income. It reaches distinct conclusions. Finally it concludes with findings and recommendations of the study which may be utilized by the telecom industry, Researchers and Academicians to access the ground realities and gives further scope for research.

**Key Words - Telecom Industry, Consumer Attitude, 3G Technology, Long Term Evolution standard, Network Rollout.**

## **GREEN WASH - AN ALLURE TO CORPORATES BUT A THREAT TO SOCIETY**

**Megha Gaur  
Dr. Neelam Saxena**

Green Wash is used to describe the actions of the corporate to mislead consumers regarding the environmental practices of a company or the environmental benefits of a product or service. "Green washing" - the cynical use of environmental themes to whitewash corporate misbehavior. Green marketing is a powerful convergence between green buyers and sellers. More and more consumers expect to use their spending as an expression of their environmental commitment. More and more businesses are establishing environmental performance as a point of competitive distinction and social responsibility. When genuine environmental leadership is rewarded in the marketplace (with market share, price premiums, public respect, and increased visibility), it motivates all products to improve. It uses competition and free enterprise to pull the economy toward sustainability. With that in mind, the purpose of this study is not to discourage green marketing, nor to indict particular marketers. It is not intended to scare consumers away from green claims. Our purpose is to assist marketers and consumers to build a more honest and effective dialogue about the environmental impacts of products. The purpose of this paper is also to make the consumers cautious from the unjustified implications of environmental understanding of the organizations.

**Keywords: Green wash, green marketing, six sins, environmentalism, environmental leadership.**

## **NEPOTISM & FAVOURITISM: A DESCRIPTIVE STUDY OF ITS EFFECTS ON TEAMS**

**Dr. Ritu Arora**

People are social beings, and they form, join, and work together in teams to satisfy their needs. An organization is comprised of many teams and all its activities are carried out through these teams. Employers can also grow more quality conscious through group interactions as they learn about other people's experiences, expectations and problems (Gates 1989). Teams are increasingly becoming the primary means for organizing work in contemporary business units. While organizations invest in building strong and cohesive teams, individual employees on the other hand may feel reluctant to participate in them. Their act of unwillingness to participate in the activities of teams is subject to investigation. Therefore, the purpose of this study is to examine employee's perception on team and their willingness to participate in teamwork. Questionnaire was used to collect the data from middle management employees of the IT and ITES enabled Service Organizations. The findings of the study indicate that respondents recognized team as the most applicable professional techniques for the success of the project but at the same time suggest the existence of conflict, nepotism and tribalism in teams. However, the results of the actual perception on teamwork interestingly reveal that, there might be a gap between the employees' perceptions about teams and their actual intentions to participate in team. The results show that the respondents may be opposed to the idea of joining teams due to the rampant problems of conflicts, nepotism and tribalism in teams.

**Key words: Teams, conflicts, nepotism, favouritism, diversity.**

**A STUDY ON DIFFERENT DRIVING FORCES TOWARDS SELECTION DECISION FOR EMPLOYMENT AND ROLE OF EMPLOYER BRANDING AS A PROMOTIONAL TOOL ON SELECTION BEHAVIOR- A EMPLOYEES PERSPECTIVE (WITH REFERENCE TO SELECTION OF PRIVATE MANAGEMENT COLLEGES FOR EMPLOYMENT IN NCR)**

**Ms.Vijit Chaturvedi**

There has been a continuous and uprising growth in the way in which the management colleges have grown which is also due to high demand of professionals to manage different business at different managerial level .This has resulted into cut-throat competition amongst these colleges. In order to excel in terms of growth and creating uniqueness in the market it is important to create a skill based and talented workforce in the organization terms of faculty fraternity. This demands exceptional and consistent efforts on the part of management to identify suitable employer branding tools to attract knowledge centric workforce and retain them to contribute in long term success.

The present study aimed at identifying different pushing factors that affects employee's selection behavior while selecting college for employment with reference to management colleges providing management courses in NCR region. It also focused on determining different popular employer branding tools used by these management colleges to promote themselves as best employer. It also focused on identifying the impact of these promotional (Employer branding tools) with respect to demographic variables. The sampling method was convenience sampling and total respondents were 150 in number. Different research tools like factor analysis, Multi-Discriminant analysis, t-test, ANOVA and Leven's Test of Variance was used for analysis. After analysis four major factors viz Compensation structure, teaching learning process, career advancement and autonomy and Administrative functioning were found to be most important factors that affect their selection behaviour while selecting place of employment.

Also four major employer branding tools viz Attractive remuneration structure, Career advancement ,Job security and Congenial work environment were selected to test the selection behaviour variables in different category of employees viz Stability seekers, hoppers, Mediocraters and safe players. It was found that in case of job security as promotional tool stability seekers and safe players differed significantly in selection behaviour.

In case of career advancement Hoppers and stability seekers differed significantly in selection behaviour, with reference to third promotional tool which was congenial work environment safeplayers differed significantly in their selection behaviour and in last promotional tool it was Hoppers who exhibited significant difference in their selection behaviour with respect to selection of place of employment. It was also found that there was no significant difference in selection behaviour with regard to demographic factors.

The study has wider implications for management colleges, since it is the faculty fraternity of any management college which is amongst the pillar promoting growth and creating knowledge. The future success of any organization depends on to what extent the organization is able to procure, retain and utilize its intellectual capital by promoting itself and also practicing to be the best employer in true sense. This will help in providing an excellent growth both for present as well in coming future as well.

**Key Words- Employer Branding, Selection behaviour, Retention management, Employer Branding, Driving Forces.**

## **RETAILING PERSPECTIVES: CHALLENGES & OPPORTUNITIES**

**Dr. N.H.Mullick**

**Dr. Ashutosh Kumar**

This paper provides detailed information about the growth of retail in India and the gold rush towards achieving market shares in untapped retail industry. It examines the growing awareness and brand consciousness among people across different socio-economic classes and how the various markets are witnessing growth. It also explores the government's role in the industry's growth and the need for further reforms. In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets with its changed consumer behavior and expectations due to growth in its income. The paper includes the retail growth in India, trends witnessed and the opportunities and challenges foreseen in the coming years. The paper concludes with the impact visualized with the entry of global players and the challenges ahead in future.

**Keywords: Retail Industry, Consumer behaviour, Retail growth, Fast Moving Consumer goods, FMCG.**

## **EXPLORING THE DIFFERENT MECHANISMS & ITS CHALLENGES TO MAKE INVISIBLE/DEEP WEB TO VISIBLE/PUBLIC INDEXABLE WEB.**

**Ms. Anuradha Pillai  
Ms. Pooja Kaul  
Ms. Pooja Sachdev**

The Web is a complex entity that contains information from a variety of source types and includes an evolving mix of different file types and media. It is much more than static, self-contained Web pages. In fact, the part of the Web that is not static, and is served dynamically "on the fly," is far larger than the static documents that many associate with the Web. Traditional search engines create their indices by spidering or crawling surface Web pages. Traditional search engines cannot "see" or retrieve content in the deep Web -- those pages do not exist until they are created dynamically as the result of a specific search. Because traditional search engine crawlers cannot probe beneath the surface, the deep Web has heretofore been hidden. The Deep Web refers to content hidden behind HTML forms. According to SIMS, UC Berkeley 2003, the size of the hidden web is 91850 terabytes in comparison with surface web having size of 167 terabytes i.e. Hidden web is thousand or hundreds times larger than the surface web (Acc. to Bright Planet ,Deep web FAQ's 2010). In this Paper we are trying to explore the mechanisms and its challenges to make invisible /Deep web to visible /Public indexable web.

**Keywords:- Content mining, Information Extraction, Matching algorithms, Web Crawler, Web search engines, Indexer.**

## **GREEN MARKETING INITIATIVES BY INDIAN CORPORATE SECTOR - PROSPECTS AND CONFRONTS IN FACING GLOBAL COMPETITION**

**Dr. Anoop Pandey  
Mr. Atul Kumar**

"Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment".

Currently, there is escalating awareness among the consumers all over the world concerning protection of environment. The growing awareness among the consumers regarding the environmental protection had inculcated the interest among people to bestow a clean earth to

their progeny. Various studies by environmentalists indicate that people are more concerned about the environment and are changing their behavior pattern so as to be less hostile towards it. Now we can see that most of the consumers, both individual and industrial, are becoming more concerned about environment-friendly products. Most of them believe that environment-friendly products are safe to use. Now is the era of recyclable, non-toxic and environment-friendly goods. As a result, green marketing has emerged, which aims at marketing sustainable and socially-responsible products and services in the society. This has become the new mantra for marketers to satisfy the needs of consumers and earn better profits.

**Key Words: Environmental Marketing, Awareness, Recyclable, Indian Corporate Sector, Global Competition**

## **EMPLOYER BRAND: NEW STRATEGY TO RETAIN TALENT**

**Dr. Anju Verma  
Brij Sharma**

In today's business world, economic fluctuations, ageing population, employee expectations and the changing technology has made the way of employee recruiting, retaining and engaging the best talent, a mounting and challenging task for the organizations. A key strategy for employers to differentiate themselves in this increasingly competitive job market is to enhance their employer brand – the image their company puts as a home page. Every company has an employer brand. This is essentially the reputation that is perceived by customers and current/perspective employees of what it's like to work at a particular company. Recruitment and retention is a complex and extensively researched topic. The growing talent shortage; the call for a workforce with complex decision-making skills; a need for increased demand of adaptability for ambiguity and change; and a strong interpersonal and collaboration skills. Every company has the opportunity to create their own distinguished brand personality in the mind of the present and future employees to ultimately attract and retain the talent.

**Key Words: Employee brand, employee personality, employee expectations, retaining talent, *adaptability*.**



## **WORKING CAPITAL MANAGEMENT TELECOMMUNICATION INDUSTRY IN INDIA**

**Dr. (Mrs.) Asha Sharma**

Working Capital Management has its impact on liquidity as well profitability. I have tried to find the impact on effectiveness and profitability of working capital i.e. change in fixed assets, current assets and sales. For this I have taken two years data of 2009 and 2010 of three companies Mahindra & Mahindra, Tata Motors, Maruti Suzuki of Automobile industries of India and telecommunication companies Reliance Communication, Bharti Airtel, Idea co-relevancy between liquidity, effectiveness and profitability.

The effectiveness of working capital is measured on certain parameter Current Assets to Total Assets, Current Assets to Fixed Assets, working capital to sales. To know about the income generation capacity of a company, gross profit ratio is not sufficient. A major part of fund is also used for to operate day to day business. If working capital is not managed properly, company can reach to crucial financial situation. So working capital should be managed in a systematic ratio with fixed assets, total assets and sales, so that income generation capacity can be increased. We find that there is a significant negative relationship between liquidity and profitability. In this paper efforts are made to know is these ratios remained unchanged for any industry or varies from one industry to another.

**Keywords: Operating Cycle, Gross Operating Profitability, Working Capital Management, Current to Total Assets, Current Assets to Fixed Assets, working capital to sales**

## **EXAMINING BUYING BEHAVIOR OF CONSUMERS' TOWARDS ECO-FRIENDLY PACKAGED PRODUCTS AND THEIR WILLINGNESS TO PAY FOR THE SAME**

**Sandeep Kumar  
Gaatha Narang  
Pradeep Tomar**

**Purpose-** Objective of this research paper is to examine the influence of eco-friendly packaging used in products on consumers' buying behaviour and also examine consumers' willingness to pay for eco-friendly packaging.

**Research Methodology-** 212 Respondents were selected by using stratified convenient sampling

method from four administrative divisions of Haryana. Structured questionnaire was designed to examine consumers' purchase behaviour and willingness to pay for eco-friendly packaged products. Statistical tools like factor analysis, t-test, one way ANOVA and Bonferroni and Tamhane Post-Hoc multiple comparisons tests were used to analyze data with the help of SPSS.

**Findings-** from the results, it is apparent that consumers' demographics age, gender, income, education, occupation does not significantly differentiate the consumers for their buying behaviour of eco-friendly packaged products. Approximately 83% consumers were found willing to pay extra cost of eco-friendly packaging, but majority consumers' were ready to share just 5-10% of the extra cost and for remaining portion they expect, either it should be paid by manufacturer or funded by government subsidy.

**Implications-** It is apparent that majority of the respondents have strong buying intention for eco-friendly packaged products. Actual Buying Behaviour of consumers also depicts the same thing. Therefore a new approach of marketing ought to be evolved which should aim at using eco-friendly packaging which will cause lesser degradation of environment.

**Keywords:** Consumer behaviour, Ecological buying, Factor analysis, eco-friendly, willingness

## **TRAINING NEED ANALYSIS: A CRITICAL SUCCESS FACTOR FOR T&D**

**Dr. Neeti Rana  
Urvesh Chaudhery**

Today, more and more companies are interested in intangible assets and human capital as a way to gain competitive advantage. Training and development can help in supporting company's competitiveness by increasing the company's value through contributing to its intangible assets. However, in designing effective training and development programs and activities, the first step in the instructional design process is the most crucial process in which it has to be properly and correctly conducted. Indeed, improperly and incorrect training needs assessments can lead to disastrous effects. In this paper we have done literature study of the previous work done by the researcher's in the field of training need analysis.

**Key words:** Training need analysis, training and development, need assessment, training gap.