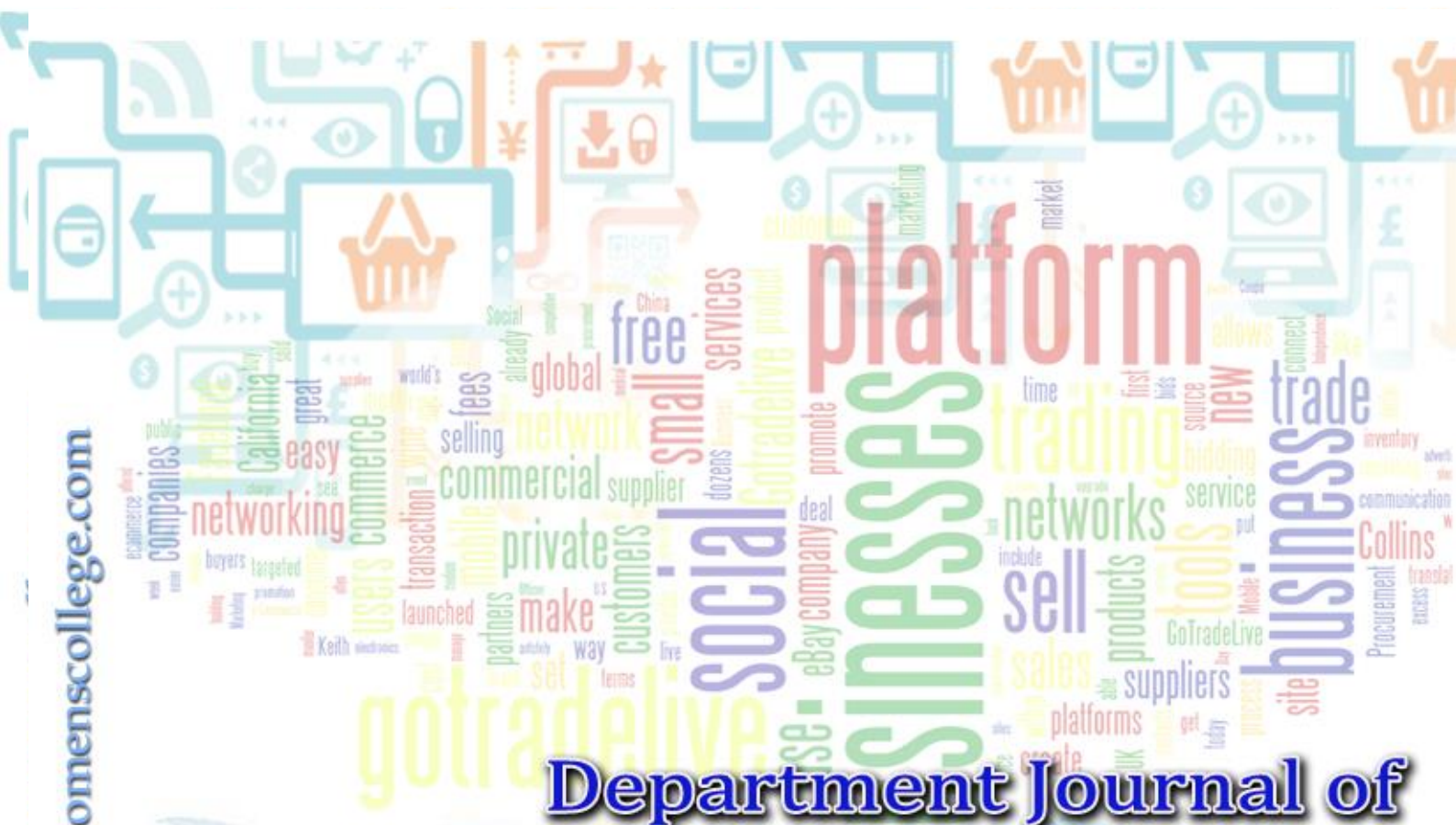


Available Online at [www.ansarwomenscollege.com](http://www.ansarwomenscollege.com)



## Department Journal of

COMMERCE AND  
MANAGEMENT STUDIES

Volume 1  
Issue 10 October 2015



# Magnus Initia

*The great beginning*

## EMOTIONAL INTELLIGENCE - AN OVER VIEW

SUNIYA IBRAHIMKUTTY  
HOD, Dept Commerce and  
Management Studies



*Emotional intelligence is an essential part of the whole person.*

### **ABSTRACT**

This study examined the importance, features and branches of emotional intelligence. In most cases, emotional intelligence predicted the level of transference above and beyond the predictive power of insight. In addition there is some evidence to suggest that emotional intelligence is related to session outcome. To refine the concept of EI, the style in the perception of affect scale was developed to measure skills in the integrated, rapid, an accurate and rapid awareness of the feelings, it is suggested, allows for accurate and rapid emotional and behavioral responses. Without this skill, responses tend to be delayed and inappropriate. Analysis shows that this style of perceiving feelings correlates highly with mental health, contentment, creativity and personal warmth.

### **INTRODUCTION**

Emotional intelligence is also called EI, describes an ability Capacity of skill to perceive, asses, and manage the emotions of one's self, of others, and of groups. EI is

the ability to recognize one's own and other people's emotions and to discriminate between different feelings and label them appropriately and to use emotional information to guide thinking and behavior. This article clearly specifies the features, components and importance of Emotional Intelligence. It is theorized that this style, by utilizing the subjects feeling awareness of the subtleties in the communications and responses of other people, is the foundation also for empathy and social intelligence, which are qualities often grouped with EI. It is further suggested that this skill in rapid attention to change in bodily feelings may promoted an effortless awareness of changes in body feelings that constitutes the prompts for emotions.



### Goldman's Contributions to EI

Daniel Goleman popularized his view of emotional Intelligence in 1995 best selling: Emotional Intelligence: why it matter more than IQ.He divides emotional intelligence into the following emotional competencies:

1. The ability to identify and name one's emotional states and to understand the link between emotions, thought and action.
2. The capacity to manage one's emotional states -to control emotions or to shift undesirable emotional states to more adequate ones.
3. The ability to enter into emotional states associated with a drive to achieve and be successful.
4. The capacity to read be sensitive and influence other people's emotions.
5. The ability to enter and sustain satisfactory interpersonal relationships.

All five competencies lead to increased and sustain good relationships.

### A BRIEF HISTORY OF EMOTIONAL INTELLIGENCE

1930-Edward Thorndike describes the concept of "social intelligence" as the ability to get along with other people.

1940-David Wechsler suggests that affective components of intelligence may be essential to success in life.

1950-Humanistic psychologists such as Abraham Maslow describe how people can build emotional strength.

1975-Howard Gardner introduces the concept of multiple intelligence.

1985-Wayne Payne introduces the term emotional intelligence in his

doctoral dissertation entitled "A study of emotions: developing emotional intelligence;self-ntegration

1987-In an article published in Mensa Magazine, Keith Beasley uses the term "emotional quotient".

1990-Psychologists Peter Salovey and Joun Mayer published their landmark article, "Emotional intelligence", in the journal Imagination, Cognition and Personality.

1995-The concept of emotional intelligence is popularized after publication of psychologist and New York.

### CHARECTERISTICS OF

### EMOTIONAL INTELIGENCE

Daniel Goleman, an American psychologist, developed a framework of five elements that define emotional intelligence:

**-Self Awareness:** People with high EI are usually very self-aware. They understand their emotions, and because of this they don't let their feelings rule them. They are confident-because they trust their intuition and do not let emotions get out of control.

**-Self regulation:** Handling our emotions so that they facilitate rather than interfere with the task at hand; being conscientious and delaying gratification to pursue goals; recovering well from emotional distress-Self motivation: using our deepest preferences to move and guide us toward our goals, to help us take initiative and strive to improve, and to persevere in the face of setbacks and frustrations



**-Empathy:** sensing what people are feeling, being able to take their perspective, and cultivating rapport and attunement with a broad diversity of people.

**-Social skills:** Handling emotions in relationships well and accurately reading social situations and networks, interacting smoothly; using these skills to persuade and lead, negotiate and settle disputes, for cooperation and teamwork.

help prioritize what we pay attention and react to; we respond emotionally to things that garner our attention.

3 **.Understanding Emotions:** The emotions that we perceive can carry a wide variety of meanings. If someone is expressing angry emotions, the observer must interpret the cause of their anger and what it might mean.

4. **Managing Emotions:** The ability to manage emotions effectively is a crucial Part of emotional intelligence. Regulating emotions, responding appropriately and responding to the emotions of others are all important aspect of emotional

Management

IMPORTANCE OF EI

Researcher suggest that a person's emotional intelligence might be a greater Predictor of success than his or her intellectual intelligence, despite an assumption

that people with high IQs will naturally accomplish more in life: The importance are:

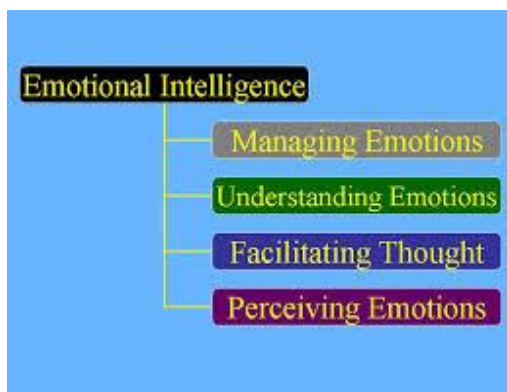
EI is essential to interpersonal and intrapersonal relationships at school, at home and at work

Emotions are a critical source of information for learning. The basic unit of human memory is information in context plus feeling

There is no separation of mind and emotions; emotions, thinking, and learning are all linked.

Emotions are enmeshed in the neural networks of reason

All learning has an emotional base.



BRANCHES OF EI

Salovey and Mayor proposed four branches for EI:

1 **.Perceiving emotions:** The first step in understanding emotions is to perceive them

accurately in many cases, this might involve understanding non verbal signals such as body language and facial expressions.

2 **.Reasoning with emotions:** The next step involves using emotions to promote thinking and cognitive activity. Emotions

Emotional intelligence is helping to focus on what it means to be complete human beings.



Emotional intelligence is an array of noncognitive capabilities, competencies, and skills that influence one's ability to succeed in coping with environmental demands and pressures."

Multifactor Emotional Intelligence Scale.

An ability - based test in which test-takers perform tasks designed to assess their ability to perceive, identify, understand, and utilize emotions

#### MEASURING EMOTIONAL INTELLIGENCE

"In regard to measuring emotional intelligence-I am a gray believer that criterion-report is the only adequate method to employ. Intelligence is an ability, and is directly measured only by having people answer questions and evaluating the correctness of those answers."-John D Mayor.

Reuvan Bar-On's EQ-i

A self-report test designed to measure competencies including awareness, stress, tolerance, problem-solving and happiness. According to Bar-On,"

#### CONCLUSION

In short emotional intelligence is a person's ability to understand their own Emotions and of others, and to act appropriately using these emotions. As we have probably determined, EI can be a key to success in our life-especially in our career. The ability to manage people and relationships is very important in all leaders, so developing and using our EI can be a good way to show others the leader in us.

## IMPACT OF FDI ON INDIAN ECONOMY

**NOUSHAJA P**  
Lecturer in commerce and management studies



### ABSTRACT

FDI (Foreign Direct Investment) play an important role in economic development of a nation. A country's technology level and sectoral development is depending upon the level of FDI inflows. With the initiation of globalization, developing countries, particularly those in Asia, have been witnessing a immense surge of FDI inflows during the past two decades. Even though India has been a latecomer to the

Key words : FDI, Economy, Inflows, sector

Foreign Direct Investment(FDI) is that investment which is done by a company of another country in to different business of a country either by buying and taking the controlling of a company in the country or by growing operations of an existing business in that country. With the help of FDI, the foreign direct investors can acquire the voting power or right of an enterprise by making FDI there. Investors invest there to avail a lot of benefits such as to take advantage of cheaper wages, benefits in taxation and

FDI scene compared to other East Asian countries. FDI plays vital role in the development of primary, secondary and tertiary sector of the India. The maximum FDI inflows can be seen in the service and construction sector while telecommunication, computer hardware and drugs sector. This paper tries to focus on role of FDI in development of Indian economy.

### INTRODUCTION

some others privileges offered by the host country. FDI help in employment generation and reduce poverty, capital formation and increase in the level of standard transfer of new technology, increase in tax revenues etc. Host countries provide privilege for FDI investment into infrastructure, information technology, research & development and other projects to boost development.



## FDI in India

In the critical face of Indian economy the government of India with the help of World Bank and IMF introduced the macroeconomic stabilization and structural adjustment program. As a result of these reforms India open its doors to FDI inflows and adopted a moral foreign policy in order to

- Causes a flow of money in to economy which stimulates economic activity.
  - Employment will increase.
  - Long run aggregate supply will shift outwards
  - It may give domestic producers an
- 
- Inflation may increase slightly.
  - Domestic firms may suffer if they are relatively uncompetitive.
  - If there is a lot of FDI into one industry.
  - FDI may entail high travel and communication expenses.

The Indian government's favorable policy regime and robust business environment have ensured that foreign capital keeps flowing into the country. The government has taken many

### GOVERNMENT INITIATIVES

restore the confidence of foreign investors. The concept of foreign investment comes from the FEMA act in 1991 driven by the finance minister Manmohan Singh. Basically FDI is classified as inward and outward FDI. Inward FDI means those foreign investments which are invested in local resources and outward FDI referred to as direct investment which is invested abroad

### FOR FDI

- incentive to become more efficient.
- The government of the country experiencing increasing levels of FDI will have a greater voice at international summits as their country will have more stakeholders in it.

### AGAINST FDI

Another major disadvantage of FDI is that there is a chance that a company may lose out on its ownership to an overseas company. This has often caused many companies to approach FDI with a certain amount of caution

## RECENT DEVELOPMENTS AND

### POLICY INITIATIVES

initiatives in recent years such as relaxing FDI norms across sectors such as defense, PSU oil refineries, telecom, power exchange and stock exchanges, among others

The government of India has amended the FDI policy regarding construction development sector. The amended policy includes easing of area restriction norms, reduction of minimum capitalization and easy exit from project

The government of India recently relaxed the FDI policy norms for Non-resident Indians. Under this, the non repatriable investments made by the persons of Indian origin ,overseas citizens of India and NRIs will be treated as domestic

investments and Will not be subject to FDI caps.

.The government has also raised FDI cap in insurance from 26% to 49% through a notification issued by the DIPP.

The cabinet committee on economic affairs (CCEA) has raised the threshold for FDI requiring its approval to Rs 3000 crore from the present Rs 1200 crore.

India's cabinet cleared a proposal which allow 100% FDI in railway infrastructure, excluding operations.

## DEVELOPMENTS/INVESTMENTS

Based on the recommendations of foreign investment promotion board (FIPB),the government in a meeting

Google plans to invest Rs 1500 crore for a new campus in Hyderabad which will be focused on three key areas - Google education, Google fiber broadband services and street view.

Taiwan based Foxconn Technology group ,world's largest electronics manufacturer, will establish 10-12 facilities in India including data centres and factories by 2020.

Microsoft Corporation has planned to establish three data centres in India which

According to United Nations Conference on Trade and Development (UNCTAD ) World Investment Report 2015 ,India



held on July 15 2015 , some of the recent significant FDI announcement are as follows.

will have the ability to scale up easily without much of physical expansion.

Germany based multinational engineering and electronics company Bosch will invest Rs 650 crore in 2015 to expand its reach.

Walmart India pvt Ltd ,a wholly owned subsidiary of Walmart stores has Planned to expand to 500 crores across India in the next 10\_15 years, compared to 20 stores currently operating across eight stores.

## CONCLUSION

acquired ninth slot in the top 10 countries attracting highest FDI in 2014 as compared to fifteenth position last year. The report also



mentioned that the FDI inflows to India are likely to exhibit an upward trend in 2015 on account of economic recovery.

India will require around US\$ 1 trillion in the twelfth five year plan (2012-17) to fund infrastructure growth covering sectors such as highways , ports and airways. This would require support from FDI flows. During 2014 foreign investment was witnessed in sectors such as services, telecommunications , computer software and hardware, construction development, power, trading and automobile, among other.

## REFERENCES

1. International business (2013)---  
-Francis cherunilam-- fifth  
edition
2. Shalini Aggarwal, Ankush  
Singla, Ritu Aggarwal(2012)----  
-Foreign Direct Investment.
3. WWW.ibef.com
4. WWW.google .co.in
5. WWW.wikipedia.org
6. WWW.trading economics.com

# CHANGING SCENARIO IN BANKING SECTOR

Sajina p.m

LECTURER IN COMMERCE & MANAGEMENT  
STUDIES



## INTRODUCTION

A Bank is a financial intermediary that creates credit by lending money to a borrower, there by creating a corresponding deposit on the bank's balance sheet. Lending activities can be performed either directly or indirectly through capital markets. Due to their importance in financial system and influence on national economies, banks are highly regulated in most countries

## EVOLUTION

The origin of banking can be traceable in the early times of human history .Banking begins with the first prototype banks of merchants of the ancient world which made grain loans to farmers and traders who carried goods between cities. This began around 2000 BC in

## ABSTRACT

Banking is as old as authentic history. Banking have since then changed in character and content very much. They have developed from a very simple operation involving the satisfaction of a few individuals wants to the complicated mechanisms of modern banking, involving the satisfaction of the whole community by securing speedy application of capital slowly seeking employment and thus providing the very life-blood of commerce.

Assyria and Babylonia. Later in ancient Greece and during the Roman Empire, Enders based in temples made loans and added two important innovations. They accepted deposits and changed money. Archaeology from this period in ancient China and India also shows evidence of money lending activity. The word 'Bank' derived from Italian word 'Banco' means "desk/bench" used during the Renaissance era by Florentine bankers who used to carry out their transaction on a desk covered by a green cloth.

Bank of Venice was started in Italy in 1157. It is said to be the oldest banking institution in the world. The first Indian bank named Bank of Hindustan was started in 1770 Calcutta.

**DEFINITION**

As per **section 5(b)** of Banking Regulation Act, 1949, "Banking" means the accepting, for the purpose of lending or investment, of deposits of money from the public, repayable on demand or otherwise, and withdrawable by cheque, draft, order or otherwise.

**COMPARISON BETWEEN TRADITIONAL AND MODERN BANKING**

- Traditional banking is more conservative where modern banking is more flexible and has been more liberal in terms of credit and asset valuation.
- Modern banking principles can be found in larger banks where traditional banking practices will be employed in smaller banks. There are pros and cons to each, but over the long-term traditional banking is the least risky.
- In traditional banking system, a customer can open any bank account in banks, take the facility of saving his money by depositing money in local bank. He can

withdraw his money through cheque, counter payment and through bank draft. He can meet the bank manager and ask his problem. He can take physical help for getting loan from bank.

- Modern banking means E-banking or Internet banking or online banking. In this method, customer gets his bank account ID and password and he can check his account, pay his bill and print his receipt through his home personal computer or mobile which is connected with Internet.
- Traditional banking is a time-consuming process where as modern banking is a speedy process i.e. physical and mental barriers are removed completely.
- Traditional banking is not much diversified and customised. But modern banking is much diversified and customised.
- In traditional banking borrowing money from the public and lending them to business units constituted the main function of a bank. But modern banks are profit conscious and focusing on fee-based business. They started general utility services such as safe locker facilities,

issuing of letter of credit,  
dealing in foreign exchange  
and under writing loans  
floated by the Government.

#### RECENT TRENDS IN BANKING SECTORS

Modern day banks have been using the technology based services or electronic banking .The banking services are being rendered very fast and efficient manner.

**Automated teller machine(ATM):**ATM is the most popular device which enables the customer to withdraw their money 24 hours a day and 7 days a week.It is a device that allows customer who has an ATM card to perform routine banking transactions without interacting with a human teller. In addition to cash withdrawal,ATMs can be used for payment of utility bills, fund transfer between accounts,deposits of cheques and cash into accounts,balance enquiry etc.

**2.ONLINE BANKING(OLB):**OLB is an electronic payment system that enables customers of a financial institution to conduct financial transactions on a website operated by the institution such as retail bank , virtue bank,credit union or building society.It is also referred as Internet banking , e-banking, virtualbanking and by other terms. Online banking was first introduced in the early 1980s in New York.

**MOBILE BANKING:** Mobile banking is a term used to refer to systems that allow customers of a financial institution to conduct a number of financial transactions through a mobile device such as mobile phone or tablet to pay for goods or services either at point of sale or remotely ,analogously to the use of debit or credit card to effect on EFTPOS(electronic fund transfer at point of sale).India enjoys fifth

rank with 37% in mobile banking usage(NPS survey 2012).

**4.TELEPHONE BANKING:**It is a service provided by a bank or other financial institution ,that enables customers to perform a range of financial transactions over the telephone ,with out the need to visit a bank branch or automatic teller machine.Telephone banking times are usually longer than branch opening times,and some financial institutions offer the service on a 24 hour basis.

**5.VIDEO BANKING:** Video banking is a term used for performing banking transactions or professional banking consultation via remote video and audio connection Video banking can be performed via purpose built banking transaction machines.

#### **6.EDI(ELECTRONIC DATA**

**INTERCHANGE):**Electronic data interchange is the computer exchange of business documents in a standard electronic format between business partners. The most common documents exchanged via EDI are purchase orders,invoices,and advance ship notices, bill of lading, shipping status documents & payment documents, inventory documents etc.It can also be used to transmit financial information and payments in electronic form.

#### **7.RTGS(REAL TIME GROSS**

**SETTLEMENT):**This system are maintained by RBI.This is a system where the processing of funds transfer instructions takes places at



the time they are received (real time). It is primarily meant for large value transaction. The minimum amount to be remitted through RTGS is Rs. 2 lakh and the maximum limit is Rs. 5 lakh under retail Internet banking.

**8. NEFT (NATIONAL ELECTRONIC FUND TRANSFER SYSTEM):** NEFT is an electronic fund transfer system that operates on Deferred Net Settlement (DNS) basis which settles transaction in batches. It is an inter bank fund transfer system from the account of the remitter in one bank to the account of the beneficiary maintained with any other branch. This system is maintained by RBI. No minimum limit and maximum amount to be remitted is 5 lakh under retail internet banking.

**9. BANKING KIOSKS: (Financial inclusion):** A large number of people particularly the migrants labourers and factory workers do not have savings account and even not able to open an account due to lack of valid address and ID proof. Through the kiosks banking problems are solved and they provide:

- Deposit of cash
- Withdrawal of cash
- Money transfer to another account of same bank in other location.

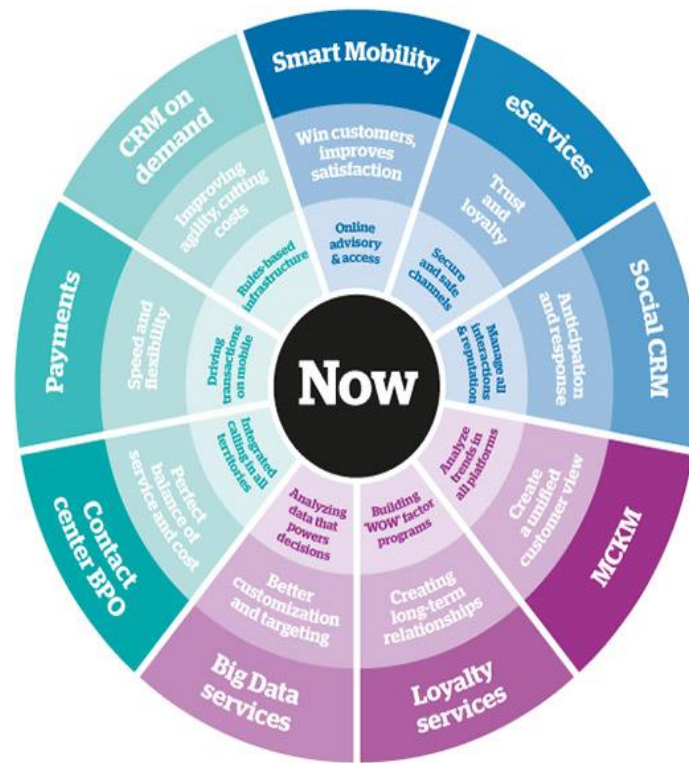
**10. KISAN CREDIT CARD (KCC):** A KCC is a credit card to provide affordable credit for farmers in India. It was started by Government of India, RBI and NABARD in 1998-99 to help farmers access timely and adequate credit. This card is valid for 3 years and subjected to annual renewal. It allows cash credit facilities without going through time-consuming bank credit screening processes. Repayment period is within maximum of twelve months.

**11. SELF HELP GROUP (SHG):** Indian self help group bank linkage programme aims to deliver financial products and services to the section of Indian population that lacks to

access to formal banking. The members of SHG are encouraged to save and internally lend the savings to members during times of need. SHG get linked to banks for opening saving bank account for their credit requirements. Banks lend to SHG after assessing their credit.

**11. TOTAL BRANCH AUTOMATION (TBA):** Form of banking automation that connects the customer service desk in bank office with bank customer records in the back office. It refers to the system of operating the banking process by highly automatic means so that human intervention is reduced to a minimum.

banks to retail customers, that is consumers rather than business intermediaries and institutions. Banks worldwide offer personal banking products that typically include savings and transaction facilities such as bank transaction account, debit card, EFT, an interest-bearing floating



account( savings account) and fixed interest deposit account for a specified agreed period(term deposit)which can vary according to the bank.In addition it also includes debt facilities such as loans, mortgages and credit cards.

#### **BANKING SECTOR IN INDIA – UPDATES**

**Indian banking sector credit growth has grown at a healthy pace-economic growth, rising disposable income,increasing consumerism & easier access to credit. Deposit have grown at CAGR of 13.5 % during FY 05 -14 and reached US\$ 1.5 trillion.**

**At the end of February ,13.7 crore accounts had been opened under Pradhanmanthri Jan Dhan (PMJDY) and 12.2 crore Ru Pay debit card were issued.These new accounts mobilised deposits of Rs 12,694 crore (US \$ 2.01 billion).**

**Syndicate bank is planning to open 300- 500 branches in the next financial year.**

**The RBI has allowed banks to become insurance brokers, permitting them to sell policies of different insurance firms subject to certain conditions.**

- **The RBI has decided to allow nominated banks to import gold including coins, on a consignment basis ,extending its clarification issued in November 2014,which had eased certain categories of gold imports.**
- **RBI Governer Mr Raguram Rajan and European Central Bank president Mr Mario Draghi have signed MoU on cooperation in central banking.**
- **To help MSME ,RBI has permitted setting up of an exchange – based trading**

**platform to facilitate financing of bills raised by such small entities to corporate and other buyers ,including government departments ond PSUs.**

#### **CONCLUSION**

Banking in India has already undergone a huge transformation in the years since independence. The rate of transformation was particularly high in the 1990 s and 2000 when a number of innovations changed the way banking was perceived. According to RBI, the banking sector in India is sound ,adequately capitalised and well regulated. Indian financial economic conditions are much better than in many other countries of the world.

#### **REFERENCES**

- 1) **WWW.ibef.org/industry /banking-indiaaspx**
- 2) **[www.invetopedia.com](http://www.invetopedia.com)**
- 3) **[Www.icicibank.com](http://Www.icicibank.com)**
- 4) **[Www.svtution.org](http://Www.svtution.org)**
- 5) **Dr.S.NMaheshwari&Dr.R.R.Paul- Bankking Theory & Practice.**

## SOCIAL COMMERCE- AN OVERVIEW

Soumya M V

Lecturer in commerce and management studies



### ABSTRACT:

Today, commerce includes as a subset of a complex system of companies which try to maximize their profits by offering products and services to the market at the lowest production cost. Commerce is the activity of buying and selling. The system includes legal, economic, political, social, cultural and technological systems that are in operation in any country or internationally. The field is experiencing a rapid change and a lot of innovations had been taken place. The modes of commerce have been changed and now it is social commerce i.e.

### INTRODUCTION:

Web based social networking services make it possible to connect people who share their interests and activities across political, economic and geographic borders. Companies are using social media as way to learn about the potential employee's personality and behaviors.

Social networks connect people at low cost. This can be beneficial for the business organizations. These networks often act as a customer relationship

management tool for companies selling products and services. Companies can also use social networks for advertising in the form of banners and text ads. Since businesses operate globally, social network can make it easier to keep in touch with contacts around the world.

Applications for social networking sites have extended towards businesses and brands are creating their own high functioning sites, a sector known as brand networking. Moreover social networking sites are being widely used in the context of e-commerce transactions these days. In other words social commerce is the use of social networks in the conduct of commercial activities.

The term social commerce was introduced by yahoo! In November 2005 which describes a set of online collaborative shopping tools such as shared pick lists, user ratings and other user generated content -sharing of product information and advice.

The concept of social commerce was developed by David Beisel to denote user-generated advertorial content on e-

commerce sites, and by Steve Rubel to include collaborative e-commerce tools that enable shoppers “to get advice from trusted individuals, find goods and services and then purchase them.” The social networks that spread this advice have been found to increase the customer’s trust over one another.

### Elements of Social Commerce

1. **Reciprocity** - When a company gives a person something for free, that person will feel the need to return the favor, whether by buying again or giving good recommendations for the company.
2. **Community** - When people find an individual or a group that shares the same values, likes, beliefs, etc., they find community. People are more committed to a community that they feel accepted within. When this commitment happens, they tend to follow the same trends as a group and when one member introduces a new idea or product, it is accepted more readily based on the previous trust that has been established.<sup>[11]</sup> It would be beneficial for companies to develop partnerships with social media sites to engage social communities with their products.
3. **Social proof** - To receive positive feedback, a company needs to be willing to accept social feedback and to show proof that other people are buying, and like, the same things that I like. This can be seen in a lot of online companies such as [eBay](#) and [Amazon](#), that allow public feedback of products and when a purchase is made, they immediately generate a list showing purchases that other people have made in relation to my recent purchase. It is beneficial to encourage open recommendation and feedback.<sup>[12]</sup> This creates trust for you as a seller. 55% of buyers turn to social media when they’re looking for information.<sup>[13]</sup>
4. **Authority** - Many people need proof that a product is of good quality. This proof can be based on the recommendations of others who have bought the same product. If there are many user reviews about a product, then a consumer will be more willing to trust their own decision to buy this item.
5. **Liking** - People trust based on the recommendations of others. If there are a lot of “likes” of a particular product, then the consumer will feel more confident and justified in making this purchase.
6. **Scarcity** - As part of supply and demand, a greater value is assigned to products that are regarded as either being in high demand or are seen as being in a shortage. Therefore, if a person is convinced that they are purchasing something that is unique, special, or not easy to acquire, they will have more of a willingness to make a purchase. If there is trust established from the seller, they will want to buy these items immediately. This can be seen in the cases of [Zara \(retailer\)](#) and [Apple Inc.](#) who create demand for their products by convincing the public that there is a possibility of missing out on being able to purchase them.





## Features

The main features of social commerce were discussed at the 2011 BankInter Foundation for Innovation conference on Social Technologies, and were concluded as 'the 6 C's of Social Technologies'.<sup>[14]</sup> This references the original 3 C's of E-Commerce and adds 3 new C's to update for an era of Social sharing.

1. **Content** – The basic need to engage with customers, prospects and stakeholders through valuable published content on the web. Early examples of this were the brochure sites for organizations and this has matured into a vast and growing body of material being published in real time onto the web. [Google](#) is the organization that has been at the forefront of indexing and making findable content on the web.
2. **Community** – Treating the audience as a community with the objective of building sustainable relationships by providing tangible value. Early incarnations of Community were mobilized through registration and engaged via email programs, this evolved into online forums, chat-rooms and membership groups
3. **Commerce** – Being able to fulfill customers' needs via a transactional web presence, typically online retailers, banks, insurance companies, travel sales sites provide the most useful business-to-consumer services. Business-to-business sites range from online storage and hosting to product sourcing and fulfillment services. [Amazon](#) emerged in the 1990s and has gone on to dominate the B2C commerce space extending its services beyond traditional retail commerce.
4. **Context** – The online world is able to track real-world events and this is primarily being enabled by mobile devices. An online bill payment via Google Checkout or a check in at a physical location via [Facebook](#) or [Foursquare](#) links a real world event to an online data entity such as a business or a place. This is a vital element to Social Commerce where the data is now available to organizations wishing to provide products and services to consumers.
5. **Connection** – The new online networks are defining and documenting the relationships between people – these relationships may originate in the physical world or online and may manifest in the other as a result of a connection in the first. [LinkedIn](#), [Facebook](#),

where users were able to interact with each other, an early example being [Yahoo! Groups](#). Social Networks are the latest incarnation of community and of the many networks [Facebook](#) is the leading organization providing the platform for interpersonal interactions.

[Twitter](#) are prime examples of online networks – Professional, Social and Casual. The relationships, the scope of those relationships and the interactions between individuals are a basis for the actions of Social Commerce.

6. **Conversation** – [The Clue train Manifesto](#) noted that *all markets are conversations* – this may now be reversed for Social Commerce to say that *all conversations are markets*. A conversation between two parties will likely surface a need that could be fulfilled, thus providing a potential market for supplier organizations. The challenge is for suppliers to be able to tap into those conversations and map those into the range of products and services that they supply. Simple examples of such 'conversations that indicate demand' are where people place objects of desire on their [Pinterest](#) board or a 'Like' of an item inside Facebook.

Using this structure, organizations wishing to transcend the notions of 'Social Media' (defined as the interaction pathways) and move to true 'Social Commerce' must aim to leverage 'Context, Connection and Conversation'



## Types

Social Commerce has become a really broad term encapsulating a lot of different technologies. It can be categorized as Offsite and Onsite social commerce.

### Onsite Social Commerce

**Onsite social commerce** refers to retailers including social sharing and other social functionality on their website. Some notable examples include [Zazzle](#) which enables users to share their purchases, [Macy's](#) which allows users to create a poll to find the right product, and [Fab.com](#) which shows a live feed of what other shoppers are buying. Onsite user reviews are also considered a part of social commerce. This approach has been successful in improving customer engagement, conversion and word-of-mouth branding according to several industry sources.<sup>[15]</sup>

### Offsite Social Commerce

**Offsite social commerce** includes activities that happen outside of the retailers' website. These may include Facebook storefronts, posting products on [Facebook](#), [Twitter](#), [Pinterest](#) and other social networks, advertisement etc. However, many large brands seem to be abandoning that approach.<sup>[16]</sup> A recent study by W3B suggests that just two percent of Facebook's 1.5 billion users have ever made a purchase through the social network.<sup>[17]</sup> The poor performance has been attributed to the lack of purchase intent when users are engaged on social media sites.

## EFFECTIVENES OF MANAGEMENT COMMUNICATION

Rajeetha MUV

Lecturer in Commerce and Management Studies



### ABSTRACT

Any business organization is a group of persons constituted for certain specified purposes. Individuals in the organization interact each other and the activities performed by the individuals are inter-related, because production is the joint efforts of all factors of production. Maintaining of these relationships is possible only through an effective communication system developed within the organization. The managers are supported to carry out the policies and practices of the organization in order to achieve organizational goal. So it is essential

Communication is the process of passing information and sharing of meaning by which managers reach others to manage their work. Communication is the process

to communicate the policies and practices of the organization well. No organization exists without communication. Therefore for a successful business organization an effective management system is essential.

This journal explains the communication relationships among different groups involved in the organization and its importance. Various methods used for the improvement of communication is also explained here.

### INTRODUCTION

by which all human interactions takes place. Generally management communication is referred to as the passing on of information by the management to workers or by the

workers to the management. A better communication within the management will impress the managers or executives and the workers as well.

Management at different levels plays different roles that also affect communication pattern. As the management is to explain organizational practices and programmes further to their

In spite of many barriers among people and group in the organization, one of the basic propositions of organizational behavior is that

## **MEANING**

Communication within the management is known as management communication. Communication essentially involves two parties, one who sends the communication and the other who receives the communication. It is the transfer of information from one person to another. Ideas, facts, feelings, thoughts, values and

## **ETYMOLOGY**

The word, "communication" is derived from the Latin word, "communis", which means "common". Literally, communication means to inform, to tell, to show or to spread information

subordinates, they are supposed to know these policies and practices. Whenever we talk of communication, it is referred to employees and communication with in management is left altogether but both should be treated equally as both untidily add to the better productivity and profitability to the organization. Therefore the aspect of communication is equally important.

open communication is better than the restricted communication. Communication among various groups should be tried to improve wherever possible

desires are transferred from one person to another through the use of languages, symbols and systems. A two-way communication is effective because the sender receives the feedback of the receiver. A one-way communication is not a real communication as it does not provide a platform to understand others ideas.





## **IMPORTANCE OF MANAGEMENT COMMUNICATION**

Management communication should be emphasized due to the following reasons:

- Management communication is prerequisite to communicate with the operating workers. If the managers are failed to communicate the plans correctly then plan remains either unimplemented or badly implemented.
- Management communication is necessary for sound decision making .if management communication channels are not appropriate sound decision is not expected.
- Another reason for emphasizing management communication is that they cover grater area of influence than that of the workers.
- For management itself communication is necessary because they are also employees of organization and need proper communication like any other persons in the organization.
- Effective management communication is necessary for the effective employee communication upward and down ward.

## **MEASURES TO IMPROVE MANAGEMENT**

The management communication faces several personal physical and semantic barriers which should be removed for improving management communication. Various methods can be used with

other. The management believing in a two way communication gives more emphasis to the employees' reaction. Therefore feedback and follow up techniques have been proved to be useful for effective management communication. Parallel channels and repetition are essential for effective communication as it reinforces both the sender and receiver .management communication is ongoing process and continues throughout the life of organization. Therefore parallel and repetitive is needed for making the management more effective and efficient.

in the management for improving management communication is as follows:

The follow up and feedback system makes the sender and the receiver at par with each In order to have better management communication organization should organize conferences at locations away from their work just to avoid work interference on a particular subject

- ❖ It is essential to communicate to the employees the information the moment it is received from reliable and authoritative sources. The standard of information and specified day of information help employees get a up-to-date and complete information.

- ❖ In order to make the management communication effective, more attention should be given to the language used. A very high sophisticated language is not understood by the employees. So, the message should be relayed in the language and spirit of the employees.
- ❖ Many exception principles have been laid down for making communication more effective and smooth. It means that only those orders, plans and policies will be communicated to the employees which are away from the routine business. It implies that the employees should be aware of all routine business.
- ❖ A communication initiated by a subordinate is essential for improving the effectiveness of management communication. It is possible through developing grievance procedures, an open-door policy, counseling attitude questionnaire, participative techniques and developing ombudsman.

## **CONCLUSION**

Effective management communication provides a pathway for the efficient performance of the organization. Therefore management communication must be improved in order to have a better

understanding of the policies and practices of the organization and to convey such policies to the operating employees in an effective manner.

## **REFERENCES:**

1. Organisational behaviour - DR. M. M. VARMA
2. Organisational behavior – M. N. MISHRA
3. [www.worldencyclopedia.com](http://www.worldencyclopedia.com)
4. [http://managementcommunication – blog](http://managementcommunication.blogspot.com)

## BUSINESS ETHICS

Suchithra

Lecturer in Commerce and Management  
Studies



Business ethics or ethical standards

are the principles, practice and philosophies that guides the business people in the day to day business decision. It relates to the

### Introduction

There has been an alarming growth of unethical activities throughout the business world. Corruption is so high that heads of many organizations are under the cloud of suspicion. It has been observed that the lack of business ethics mainly responsible for the present moral degradation and unrest in the society. Ethics are contemporary standards of principles or conducts that govern the action and behavior of individual within the organization. They provide a basis for determining what is right or wrong in terms of given situation.

### Abstract

behavior of a business man in a business situation. They are concerned primarily with the impact of decision of the society within and outside the business organization. Through this article I would like to give an idea of business ethics, Importance and its benefits.

From the point of view of business manager, ethics may be seen as the rules or standards governing moral conduct of the members of the organization management profession. It is an attempt to resolve or at least to clarify those moral issues that typically arise in business.

Every profession or group frames certain do's and don'ts do's for its members. The members are given a standard in which they are supposed to operate. These standards are influenced by the prevailing economic and social condition. The codes of

conduct are periodically reviewed to suit the changing situation.

Earlier a business was supposed to concentrate its energies on increasing its profitability. But criticism from society has made the business to amend its priorities. Now business is supposed to help the society in its development along with its aim of profit earning. Business men also started having their ethics according to the expectation of the society. In fact, business ethics cannot be different from social ethics and business responsibility cannot be anything other than social responsibility.

“Business ethics is an art and science for maintaining harmonious relationship with society, its various groups and institution as well as reorganizing the moral responsibility for the rightness and wrongness of business conduct”.

In recent years, ethical values in business have been much emphasized. Yet there are no universally accepted values and norms for business. What is ethical in one business

### Ethical standards – Concepts

Ethical standards are the principles of business conduct by which the priority of business activities may be judged in terms of right or wrong. It is difficult to lay down a Some of the general ethical standards of business are:-

➤ Follow the business rules honestly.

or at one place may be unethical in other business. Business ethics is nothing but the application of ethics in business. Ethics means character guiding beliefs, standards or ideals that prevail in a group, community or people.

Business ethics or ethical standards are the principles, practice and philosophies that guides the business people in the day to day business decision. It relates to the behavior of a business man in a business situation. They are concerned primarily with the impact of decision of the society within and outside the business organization. Through this article I would like to give an idea of business ethics, Importance and its benefits.



universal code of ethical standards, because they primarily depend on time, circumstances and culture.

➤ Equal distribution of business income among various groups.

- Human behavior with workers and security.
- Avoid unfair competitions.
- Follow fair price policy.
- Follow general business tradition.
- To make all business activity welfare oriented.
- Fair selection to the extent of looking in to the personal problems of employees.
- Service first and profit next.
- Satisfaction to the customers.
- Well being of the community.
- Dignity of the human labour.

### Why is Ethics important to business?

Ethics are important to business in the same way as those are important to individuals. It is vital because it is a valuable business tool, essential for identifying and resolving questions of business conduct. A business that ignores the demand of business ethics or gets them wrong is unlikely to maximize long term owner value.

- It is the human trait that man desires to be ethical not only in his private life but also in his business affairs.
- A business perceived by the public to be ethically responsive to honoured and respected even by those who have no intimate knowledge of its working.
- Good business ethics give management credibility with employees.
- Ethics and profit go together.

- Business must just humane efficient and dynamic.
- Social rule of business.



Even in the short run business whose conduct is unethical or who do not understand the requirements of business ethics, can operate at a distinct disadvantage. Good business ethics is a pre-requisite for good strategic management. Ethics important to business for several reasons.

They are:-

- Ethics is important because the government or the law cannot do everything to protect society.
- Ethics helps in taking better decisions.
- Through ethical practice and behavior, leaders within an organization can direct employees by example and guide them in making decision that are not only beneficial to them as individuals but also to the organization as a whole. Running a business in a ethical



manner from the top down builds a stronger bond between individuals on the management team, further creating stability within the company.

- Employees make better decision in less time with business ethics as guiding principles: this increases

### Benefits of business ethics

Ethical behavior and corporate social responsibility can bring significant benefits to business.

1. Attract customer to the firm's product, which means boosting sales and profits.

Make employees want to stay with the business, reduces labour turn over and therefore increase productivity.

2. Attract more employees wanting to work for the business, reduces recruitment costs and enable the company to get the most talented employees.
3. Attract investors and keep the company's share price high, thereby protecting the business from takeover.
4. A company which sets out to work

Ethics in management builds up reputation, public image, manpower quality, customer base and customer loyalty for the company. Companies maintaining visible ethical profile gain competitive advantage in networking

productivity and over all employee morale. Employees who work for a corporation that demands a high standard of business ethics in all facets of operations are more likely to perform their job duties at a higher level and are also more inclined to stay to that organization. within its own ethical guidelines is also less at risk of being fined for poor behavior and less likely to find themselves in breach of one of a large number of laws concerning required behavior.

Unethical behavior may damage a firm's reputation and make it less appealing too stakeholders. This means that profit could fall as a result. The natural world can be affected by lack of business ethics. For example, a business which does not show care for where it disposes its waste products, or fails to take a long- term view when buying up land for development, is damaging the world in which every human being lives, and damaging the future prospects of all companies.

### Conclusion

with suppliers in outsourcing, in production, in congenial, co-operative industrial relations and in reducing disputes litigation, waste etc. Ethics cum cut cost multiply and level up benefits. Ethical organization also finds it easier

to introduce and manage change

effectively.

### Reference

#### Books:-

- Business management- K. Venugopal , K. Abdul Asis
- Business management - Shashi K Gupta, R.K. Sharma

#### Websites:-

- <http://blogs .accaglobal.com>
- <http://www.investopedia.com>

## THE RATIONALE FOR ISLAMIC BANKING IN INDIA

**Fehmitha**

Lecturer in Commerce and Management Studies



### ABSTRACT

### INTRODUCTION

Islamic banking seems an alien concept in India's conventional banking world. Despite its impressive growth in other parts of world such as the Middle East, South East Asia (which primarily include Malaysia and Indonesia) and Europe, it is yet to find favor with the Indian authorities. The search for alternatives to conventional banking in the aftermath of the global financial crisis trained the spotlights on Islamic banking in many parts of the world.

The purpose of this thought paper is to provide a quick roundup of the world Islamic banking scenario and highlight its potential and need in India as well as the accompanying challenges.

Islamic banking is a system of banking that functions without involving receipts or payments of interest. interest is reckoned a financial factor or tool that is fraught with

Over the last decade, Islamic banking has experienced global growth rates of 10-15 percent per annum, and has been moving into an increasing number of conventional financial systems at such a rapid pace that Islamic financial institutions are present today in over 51 countries. Despite this consistent growth, many supervisory authorities and finance practitioners remain unfamiliar with the process by which Islamic banks are introduced into conventional system. This paper attempts to shed some light on why India need Islamic banking model

deleterious repercussions on the smooth functioning of the economy. Indian economy abounds in peasants and middle and small scale industries and businesses that are in their need of funds from banks but the bank loans carry high rates of interest making it difficult for them to reimburse their loans or pay interest on time, culminating to the attachment of their security provided and even the loss of their homesteads. Moreover, interest spells greater danger widening the gap between the rich and poor, by enabling the rich to grow richer and causing the poor to sink into greater depths of poverty so any system of banking involving interest is therefore highly detrimental to the

wholesome functioning of Indian economy and hence the need and relevant of Islamic

banking

## **BASIC TENETS OF ISLAMIC BANKING**

- Payment and receipt of interest (known as Riba) is strictly prohibited (haram).
- The business is based on profit and loss sharing.
- Certain industries, such as adult entertainment, alcohol, and gambling are “haram” (disallowed by Sharia) and prohibited for investment.
- This is why Islamic Banking is also referred to as Ethical banking.
- Banks may not lease or lend any product that they do not wholly own.
- Trading in debt is also not allowed, which is why Banks do not deal in traditional bonds; rather they have their own version of such instruments called Sukuk (Islamic Bond).
- Interest free loans (Qard Hasan) are encouraged to spread financial inclusion

## **WHY INDIA NEED AN ISLAMIC BANKING MODEL**

While Islamic finance originates from religious principles, it is also a workable model of investment, based on risk sharing. The nations, which have adopted Islamic finance, have done so because it makes business sense. Islamic finance is all about encouraging and facilitating investment in real economic activity and societal welfare, while prohibiting investment in reckless businesses such as gaming, alcohol and adult entertainment or risky financial products like derivative contracts of the kind which led to the 2008 sub-prime crisis.

Apart from being a viable alternative to capitalist financial systems prone to extreme risks, the interest-free solutions of Islamic Banking could restore equilibrium in Indian society by providing succour to debt-ridden farmers, labourers and other marginalized groups. Hence, Islamic Banking has potential as

a tool of financial inclusion. As per the Pew Research Centre, India was home to nearly 177 million Muslims in 2010, making it the country with the third largest Muslim population in the world. A considerable number of Indian Muslims either invest in non-interest bearing accounts or donate the interest from interest-bearing accounts to charity. There is an opportunity for Islamic banks to attract funds that interest paying conventional banks cannot.

Traditionally, Indians practised participatory banking by creating cooperative banks, non-banking financial institutions and micro credit programmes; the same platform can be used to introduce Islamic Banking.

According to the Planning Commission, India is facing a funding gap of US\$ 300 billion – or 30% – in meeting its infrastructure funding requirement until 2017. Following the example

of countries such as Malaysia, Indonesia, UK, France and Germany, India could use Islamic financial products such as Sukuk (long term bond) to fund infrastructure and other sectors.

#### RELEVANCE OF ISLAMIC BANKING IN A POST RECESSION WORLD

Islamic banking is gaining popularity in emerging markets after helping some financial institutions avoid the worst of the economic meltdown. Islamic banks have been less affected than many conventional banks in the current global recession. This is mainly because unlike conventional banks, the Islamic banks have not been exposed to losses from investment in toxic assets nor have they been dependent on wholesale funds since these practices are not in accordance with the principles set out in the Sharia Law. Moreover, recent years have already indicated that there is an interest in Islamic banking beyond Islamic investors. The UK is one of the leading centres for Islamic banking in the world, yet only 5% of its population is Muslim. And lastly, governments and regulators in a variety of countries have already recognized the importance of Islamic banking as a feasible alternative to conventional banking.

The global recession brought about by the collapse in credit supply saw many of the globally accepted models of investment disappeared almost overnight with the collapse of Lehman Brothers in September 2008. It is well accepted that the credit crunch was essentially caused by gambling and inadequate regulation.

The radical change in the investment dynamics of the market and a clear question of the morality of the investment industry signify a clear turning point in the development of regional and global investment markets. That will provide new

Specifically, India could attract the Middle East's high investible surplus through Islamic banking and finance

boost to the already burgeoning Islamic private equity and venture capital industries

Thus, surely a system in which gambling is banned, where everything must be backed by tangible assets should be significant in a post recession world. In this era of scarred savers and investors, everyone shall move their money over to this low-risk system.

A post-crisis market is more realistic and searches for an ethically based approach to investment. The new investment markets, after the crash, will see a growing demand for a far more partnership approach to private equity and venture capital investment. In private equity, the investor shares both the risks and the rewards, which replicates the basic principles of Islamic investment. Even before the full attack of the global downturn, the characteristics of Islamic private equity and venture capital ensured the sectors enjoyed increasing attention from regional and global investors.

The merger of companies, as a means of meeting the operational and strategic challenges of the economic downturn, will show a growing demand for a far more partnership approach to private equity and venture capital investment. Islamic investment should be made on the basis of partnership and investment also to be made in largely infrastructure-orientated projects, such as transport, energy,



healthcare and education, as these sectors not only offer asset backed investment but also long term investment into societies. Thus, in the post recession world, where the market and society is demanding that

In a nutshell, this study makes it clear that Islamic banking is not a negligible or merely temporary phenomenon. Islamic banking is an area that has mushroomed to become an increasingly substantial segment within the global financial market. It has been recognized as a viable and competitive form of financial intermediation not only in Muslim countries but also outside the Muslim world and offering a wide range of financial products and services.

From the ongoing recession, we have understood that the bank's role is no longer to give and collect money but to be a true entrepreneur who engages in the effective management of a business and share in the risks associated with the business. Thus, in this study we have seen that in a post recession world when it comes to financing the economy, the profit loss share contracts under Islamic banking are significant because they have strict regulations as to the conduct of business activities within the company. The author believes that Mudharaba hunder Islamic banking can aid in minimizing defaults within the banking system due to its unique feature of profit-

## **REFERENCES**

- [www. Infosys.com](http://www.Infosys.com)
- [www. crisil. Com](http://www.crisil.Com)
- [www. Sunday-guardian.com](http://www.Sunday-guardian.com)

the investment industry provide a responsible form of investment, Islamic private equity and venture capital are both ideally suited to meet this demand.

## **CONCLUSION**

sharing, and thus, assist in averting a severe banking crisis situation.

It can be concluded that the market for Islamic banking shows rich potential and has reached its mature stage. But as discussed throughout this study, there are several problems and challenges within Islamic banking in relation to its operations, regulations, clarity of its concepts and the practicality. All these issues must be addressed and a viable solution must be found immediately to secure the future of Islamic banking.

Islamic banking has good prospects in India, given the diverse Indian canvas and holds good for India from a development point of view. It is presently faces many challenges that need to be addressed. This requires a dedicated effort of a strong committee which can take a unbiased stand, both from economic and secular perspective and recommend changes to be brought in 'Banking Regulation Act' for Introduction of Islamic Banking

➤ [www. academia.edu](http://www.academia.edu)

## LOGO'S- IMPLICATIONS

Lecturer in Commerce and Management  
Studies

Shameema k

### Abstract

Logos and their designs may be protected by copy right, via various intellectual property organizations worldwide which make available application procedures to register a design and give it protection at law.

For many teams, a logo or “crest” is an important way to recognize a team’s history and can intimate opponents. For certain

### Introduction

As the industrial revolution converted western societies from agrarian to industrial in the 18<sup>th</sup> and 19<sup>th</sup> centuries, photography and lithography contributed to the boom of an advertising industry that integrated typography and imagery together on the page. The current era of logo design began in the 1870’s with the first abstract logo,

### Logo Color

Color is a key element in logo design and plays an important role in brand differentiation. The importance of color in this context is due to the mechanics of human visual perception wherein color and contrast play critical roles in visual detail detection. In addition, we tend to acquire

teams the logo and color scheme are synonymous with the team’s players.

When it comes to identifying your brand, your logo is probably the first thing your customer thinks of. While honing the narrative and message behind your logo should of course be your logo’s design and specifications. Here I would like to give a understanding about Logos and its implications of various brands.

the BASS red triangle. As of 2014 many corporations, products, brands, services, agencies and other entities use an ideogram or an emblem or a combination of sign and emblem as a logo. As a result, only a few of the thousands of ideograms and the company name to emphasis the name over the graphic and employ a unique design via the use of letters, colors, and additional graphic elements.

various color connotations and color associations through social and cultural conditioning, and these play a role in how we decipher and evaluate logo color.color can demonstrate strength or compassion, weakness or fear.

<b>Black:</b>	
<b>Qualities:</b>	Definite, credible, strength, powerful, accuracy
<b>Best for:</b>	Construction, corporate, oil, financial, fashion, mining, marketing, trademen
<b>Red:</b>	
<b>Qualities:</b>	Hugry, exciting, urgent, dangerous, sexy, warmth, fast
<b>Best for:</b>	Food, clothing, fashion, apparel cosmetics, entertainment, health care, caring, public relations, advertisement
<b>Green:</b>	
<b>Qualities:</b>	Natural, organic, youth, nurturing, instruction, ecological, calming, nature
<b>Best for:</b>	Medicine, science, government, recruitment, tourism, human resources
<b>Blue:</b>	
<b>Qualities:</b>	Credibility, calming, clean, medical business like
<b>Best for:</b>	Medical science, utilities, legal information, government
<b>Orange:</b>	
<b>Qualities:</b>	Creative, dynamic, energetic, youthfulness, innocence, enthusiasm
<b>Best for:</b>	Recruitment, food and drink, entertainment, human resource, childcare
<b>Yellow:</b>	
<b>Qualities:</b>	Energy drive dynamic, encouraging, decision taking, bright, positive
<b>Best for:</b>	Child care, food and drink, entertainment, signs and banners, ecommerce
<b>Purple:</b>	
<b>Qualities:</b>	Spiritual, mysterious, magical, arcane, religious, well being, occult, loving
<b>Best for:</b>	Body, mind and soul, astrology, arcane, healing, spiritual
<b>Brown:</b>	
<b>Qualities:</b>	Earthly, nurturing, historical, safe, financial, reliable, retrospect, steady
<b>Best for:</b>	Construction animal, mining, veterinary.
<b>white</b>	Clinical, clean, medical, clear, purity
	Medical, science, high-tech, dental.

## Logos and its implications:

### ❖ BMW



Bayerische Motoren Werke or Bavarian Motor Company is a German automobile manufacturing company established in 1913. BMW has a history of aviation and its logos

stay true to its root. There are 4 quadrants in blue and white tint. The blue and white represents a propeller in motion with the sky peeking through. In fact BMW has a role in World War II as a creator of aircraft for German military.

### ❖ FedEx



The FedEx logo is basically just the company's name. Fed in bold purple and Ex in bold orange. There is nothing particularly clever about that. The logo won dozens of award because of its use of its negative space its very creative. If you closely look you will see the arrow between the letters 'E' and 'X' which represents companies forward thinking ways and out look towards the future. Many don't specifically notice the arrow but still possess it on an unconscious level, associating with the sense of speed and proficiency that the company certainly hopes to be linked to.

### ❖ Adidas



Adidas manufactures sports clothing and accessories, but it's most probably known for shoes. The name Adidas originated as the combination of the first name and last name of the company's creator Adolf Dassler. Even at the very beginning Adidas put heavy interest into marketing, with the brand with the three stripes almost becoming their motto. Throughout time, the company logo has changed, but always incorporated three stripes. The current logo features three slanted stripes in a triangle shape but referencing the logo of time past isn't all that represented here. This new logo symbolizes a

mountain, a metaphor for the challenges and perceivable goals that all athletes must meet and overcome.

❖ Amazon



You may have thought the arrows look like smiley face meaning amazon's main mission is to

❖ NBC



Ever wonder why the peacock has so many colors? It's because during the 50's, NBC's owner was RCA and they had just begun to manufacture color television. RCA wanted people who were watching black and white televisions to know what they were missing, so they created a colorful logo.

❖ Google



The Google logo appears to be made of fairly humble, simple with no flashy font or symbols, but even simple colors can have a deep relation to company image. During the creation of Google logo designers wanted a way of display a sense of playfulness without bulky objects or symbols in the logo limiting what they could do. This was initially achieved by skewing some of the letters, but this idea was scrapped instead

make their customers happy. But notice the arrow is pointing from 'A' to 'Z'. this represents the fact that amazon has large variety of items for sale, from A to Z

focus was directed towards colors. The current logo features a pattern of primary colors being broken with a single letter shown in the secondary color of green. The broken pattern represents playfulness and the idea that Google isn't a company that plays by the rules.

❖ IBM



International Business Machine's Logo has a hidden message for the whole world. The white lines passing through gives the appearance of the equal sign in the lower right corner, representing equality.

❖ Apple



Apple inc is the one of the largest and most famous companies in the computer industry. It manufactures consumer electronics as well as computer



soft wares and personal computers mobiles etc. the apple logo was just designed as an apple a result some long a deep ponder, it holds a story behind the sir Issac Newton found law of gravity and as turing, the undisputed father of computer science who committed suicide after eating a poisoned apple. The color of the apple logo is silver and polished giving elegance and modern touch.

### Conclusion

Logos, in different types and styles, have been an important emblem in mankind's environment for ages. Anywhere you go today, you are bombarded with famous logos and brands. Logos on the internet, logos on television, logos on billboards and hoardings, logos on the groceries, logos on apparel, and on and on.

Famous company logos are perceived and employed as the cornerstone of branding and advertising campaigns of the corporations they represent. Companies like Adidas, IBM, Nike, Shell and Mc Donald's have established them as business giants and the leading trademarks of the world by reinforcing an extremely successful branding effort with a solid logo design that has captured the entire word!

### Reference

Websites: [http:// Wikipedia.com](http://Wikipedia.com)  
[http:// bloglogos](http://bloglogos)

# GLOBALISATION OF INDIAN BUSINESS

SEENA

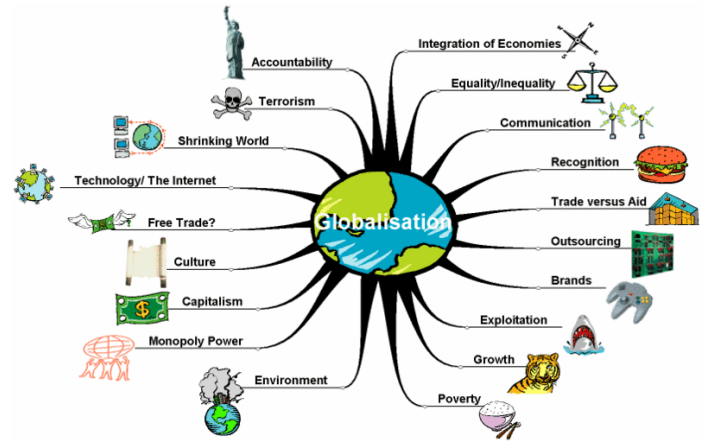
Lecturer in Commerce and Management Studies

## ABSTRACT

Globalisation is not a new phenomenon. The period 1870 to 1913 experienced a growing trend toward globalization. The intent of globalization is efficiency improvement and market optimization taking advantage of the opportunities of the global environment. The word Globalisation refers to mechanism of international integration arising from the interchange of world views, products, ideas and other aspects of culture. Advances in transportation and telecommunication infrastructure, including the rise of the telegraph and its posterity the internet, are major factors in globalization, generating further interdependence of economic and cultural activities. Therefore, in many cases, Indian companies have to globalise to survive and grow in the emerging competitive environment. The Indian business suffers from a number of disadvantages in respect of globalization of business. Not only that the government policy lacks a positive orientation in some respects but also the government policy and procedure in India are among the most complex, confusing and cumbersome in the world.

## INTRODUCTION

Globalisation in its true sense is a way of corporate life necessitated, facilitated and nourished by the transnationalisation of the world economy and developed corporate strategies. Globalisation is an attitude of mind-It is a mindset which views the entire world as a



single market. so that the corporate strategy is based on the dynamics of the global business environment. International marketing or international investment does not amount to globalization unless it is the result of such a global orientation.

Globalisation encompasses the following.

- \*Doing, or planning to expand, business globally.
- \*Giving up the distinction between the domestic market and foreign market and developing a global outlook of the business.
- \*Locating the production and other physical facilities on a consideration of the global business dynamics, irrespective of national consideration
- \*Basing product development and production planning on the global market consideration .
- \*Global sourcing of factors of production are obtained from the best source anywhere in the world.

\*Global orientation of organizational structure and management culture.

Companies which have adopted a global outlook stop “ thinking of themselves as national marketers who venture abroad and start thinking of themselves as global market. A truly global corporation views the entire world as a single market---it does not differentiate between domestic market and foreign market. In other words, there is nothing like a home market and foreign market—there is only one market,the global market.

### **ESSENTIALS CONDITIONS FOR GLOBALISATION**

There are however, some essential conditions to be satisfied on the part of the domestic economy as well as the firm for successful globalization of the business. They are

#### **\* Business freedom**

There should not be unnecessary government restrictions which come in the way of globalization,like import restriction,restrictions on sourcing finance or other factors from abroad,foreign investment etc.... That is why the economic liberalization is regarded as a first step towards facilitating globalization.

#### **\*Facilities**

The extent to which an enterprise can develop globally from home country base depends on the facilities available like the infrastructural facilities.

#### **\*Government support**

Although unnecessary government interference is a hindrance to globalization,government support can encourage globalization.Government support may take the form of policy and procedural reforms, development of common facilities like infrastructural facilities, financial market reforms and so on.

### **\*Resources**

Resources is one of the important factors which often decides the abilities of a firm to globalise.Resourceful companies may find it easier to thrust ahead in the global market.Resources include finance,technology,managerial expertise,company and brand image,human resource etc...It should, however, be noted that many small firms have been very successful in international business,because of one or other advantages they possess.

#### **\*Competitiveness**

The competitive advantage of the company is a very important determinant of success in global business. A firm may derive competitive advantage from any one or more of the factors such as low costs and price, product quality,product differentiation,technological superiority, after sales service, marketing strength etc...sometimes small firms may have an edge over others in certain aspects or times of business.

#### **\*Orientation**

A global orientation on the part of the business firms and suitable globalization strategies are essentially for globalization.

### **GLOBALISATION OF INDIAN BUSINESS**

India's economic integration with the rest of the world was very limited because of the restrictive economic policies followed until 1991.Indian firms confined themselves, by and large, to

the home



market. Foreign investment by Indian firms was very insignificant.

With the new economic policy ushered in 1991, there has, however, been a change. Globalisation has in fact become a buzz-word with Indian firms now, and many are expanding their overseas business by different strategies. This section takes a look at the hurdles to and prospects for globalization of Indian business and different globalizations strategies.

### **OBSTACLES TO GLOBALISATION**

The Indian business suffers from a number of disadvantages in respect of globalization of business. The important problems are the following.

#### **\*Government policy and procedures**

Government policy and procedures in India are among the most complex, confusing and cumbersome in the world. Even after the much publicised liberalization, they do not present a very conducive situation. One prerequisite for success in globalization is swift and efficient action. Government policy and the bureaucratic culture in India in this respect are not that encouraging.

#### **\*High cost**

High cost of many vital inputs and other factors like raw materials and intermediaries, power, finance infrastructural facilities like port etc.. tend to reduce the international competitiveness to the Indian business

#### **\*Poor infrastructure**

Infrastructure in India is generally inadequate and inefficient and therefore very costly. This is a serious problem affecting the growth as well as competitiveness.

#### **\*Obsolescence**

The technology employed, mode and style of operation etc... are in general, obsolete and these seriously affect the competitiveness.

#### **\*Resistance to change**

Technological modernization is resisted due to fear of unemployment. The extent of the Indian industry is alarming. Because of this labour productivity is very low and this in some cases more than offsets the advantages of cheap labour.

#### **\* Poor quality image**

Due to various reasons, the quality of many Indian products is poor. Even when the quality is good, the poor quality image India has become a handicap.

**\*Supply problems**

Due to various reasons like low production capacity, shortage of raw materials and infrastructures like power and port facilities, Indian companies in many instances are not able to accept large orders to keep up delivery schedules.

#### **\*Small size**

Because of the small size and the low level of resources, in many cases Indian firms are not able to compete with the giants of other countries. Even the largest of the Indian companies are small compared to the multinational giants.

#### **\*Lack of Experience**

The general lack of experience in managing international business is another important problem

#### **\*Limited Research & Development and marketing Research**

Marketing Research and Research and Development in other areas are vital inputs for development of international business. However, these are poor in Indian business.

#### **\*Growing competition**

The growing competition from the developing country firms is a serious challenge to India's international business.

### **\*Trade barriers**

Although the tariff barriers to trade have been progressively reduced thanks to the GATT/WTO, the non-tariff barriers have been increasing, particularly in the developed countries. Further, the trading blocs like the NAFTA, EC etc., could also adversely affect India's business.

## **Favourable impact of Globalisation on Indian Business**

### **\*Human Resource**

Apart from the low cost of labour, there are several other aspects of human resources to India's favour, India has one of the largest pool of scientific and technical manpower. The number of management graduate is also huge. It is widely recognized that given the right environment, Indian scientists and technical person can do excellently. Similarly although the labour productivity in India is generally low, given the right environment it will be good. While several countries are facing labour shortage and may face diminishing labour supply. India presents the opposite picture cheap labour has participatory attraction for several industries

\*Wide base

India has very broad resource and industrial base which can support a variety of business

### **\*Growing Entrepreneurship**

Many of the established industries are planning to go international in a big way.

Added to this is the considerable growth of new and dynamic entrepreneurs who could make a significant contribution to the globalization of Indian business.

### **\*Growing Domestic market**

The growing domestic market enables the Indian companies to consolidate their position and to gain more strength to make foray into the foreign market or to expand their foreign business.

### **\*New opportunities for Niche market**

There are many marketing opportunities abroad present in the form of small segment of a market ignored or not properly served by large players called niche. Such niches are particularly attractive for small companies several Indian companies have become very successful by niche marketing.

### **\*Expanding markets**

The growing population and disposable income and the resultant expanding internal market provides enormous business opportunities.

### **\*Transnationalisation of world economy**

Globalisation of Indian business has brought up the integration of the national economics into a single world economy as evinced by the growing interdependence and globalization of markets is an external factor encouraging globalization of Indian business.

### **\*Opportunities to NRI**

The large number of nonresident Indians who are resourceful in terms of capital, skill, experience, ideas etc... is an asset which can contribute the globalization of Indian business.

### **\*Economics liberalization**

The economic liberalization in India is an encouraging factor of globalization. For eg. The delicensing of industries, removal of restrictions on growth, opening up of industries earlier reserved for the public sector, import liberalization of policy towards foreign capital and technology etc. could encourage globalization of Indian business. Liberalisation in other countries increases the foreign business opportunities for Indian business.

### **\*Competition**

The growing competition, both from within the country and abroad, provokes many Indian companies to look to foreign markets seriously to improve their competitive position and to



increase the business. Sometimes companies enter foreign market as a counter competitive strategy.

## **Conclusion**

Although India has several handicaps, there are also a number of favourable factors for globalization of Indian businesses. These include the human resources, growing entrepreneurship, growing domestic market, growing foreign market etc.. If the Indian firms have the facility to obtain the latest technology in the world, to raise finance from the cheapest source and procure the materials from the best

source in the world, they are on equal footing with the foreign firms in many respects.

## **References**

- 1. Globalisation and Indian small scale industries (ANC books private limited -2009)**
- 2. Globalisation (google books Ngram Viewer)**
- 3. [http://Globalisation of Indian business – blog](#)**
- 4. Business environment - Francis cherunila**

## COMMERCE- IN QUR'AN

Rahmathunissa

Lecturer in Commerce and Management Studies

### ABSTRACT:

The scope of commerce increasing day by day. The people know more about the normal commerce and its functions but they are not aware about the Quran's saying related to Commerce by studying some Quranic

**Key Words: The Holy Quran, Commerce, Trading, Selling and Purchasing**

### INTRODUCTION:

Commerce has an important role in our day to day life because it improves our standard of living, it increase the wealth of nations provide employment opportunities etc. simply commerce means an organized system for the exchange of goods between the members of the industrial world. But in the Quran it means that "to manage capital for the purpose of the revenue". The aim of commerce is to make profit while keeping the capital. When both the capital and profit have been lost, this is not considered as commerce. Those whose capital is guidance will have lost both the capital and profit by choosing misguidance. Thus making great loses they wander off the true path of commerce.

Islamic regulations have effects on business life. For instance, Muslims must be honest in their businesses, must share a part of their wealth with those in need and must meet financial

ayah(Quranic Verses) and Hadith (Saying of the prophet and his companions, distinct from god's direct revelation to Mohamed called Quran). It is understandable that commerce have an important place in our daily life. In case of any contact, buying, selling, the Quran have its own rules and principles. Some of them are applied in General commerce also. The study includes some of the Hadith and ayah about the commerce and gives more knowledge of commerce in Quran.

needs of their family. Moreover, earning money is not a primary objective of Muslim in business life. Muslims should follow their Islamic duties during their business life. For example, when they are invited to the Jumu'ah pray, they should stop trading and accept the invitation by attending to this pray (Lewis, M.K.3). This paper examines the concepts of 'Trade' and Commerce in the Holy Qur'an.

Historically, Islam has been favorable to the merchant, beginning with the Prophet Muhammad (peace be upon him), who was a merchant, and his wife Khadijah (may god be pleased with her) who was also a merchant. Indeed, she was the wealthier of the two, and he worked for her before their marriage. It was, in fact, because she was so impressed by his strong business ethics that she proposed marriage to him, fifteen years before he received the call to prophet hood.

### CONTENT:

Commerce plays an important role in the Islamic economic system. The prophet(PBUH)was once

asked which was the best income, and he said: "A man's handiwork and all clean sales" Thus the goal which Islam strives for in commerce is exchange of utilities among the members of the society, based on brotherhood and justice. Towards this goal, Islam has set certain regulations and principles, which control the activities of merchants. There are many references made by the Prophet, such as:

"God blesses a person who is God conscious when he sells, buys and examines". And "trade is by mutual consent as long as the parties do not dispute. If they are faithful and announce their dealings, they are blessed, but if they conceal them and tell lies, the blessing is blotted out".

The Prophet has strongly warned whomever plays foul or indulges in corrupt practices in business because it is offending the principles of Islam. He said: "Whoever corrupts us is not one of us". It is also reported through Hazrat Abdulla Bin Masoud that the prophet has said: "Charity given from income earned illegally is not acceptable, if one spends it, it is not blessed, and if he carries it on his back, he is then carrying a load of fire. God does not blot out sin with sin but blots out sin with good deeds".

The Law has set the principles, which ensure the brotherly understanding and solidarity among the parties to the business. For example, the law requires that business dealings should be conducted between the parties to ensure justice. The prophet has also recommended that merchants should sell at justifiable prices so that the poor should be able to purchase their requirements. He said: "A person would enter in the Heavens because during his life time he used

to sell to people at justifiable price, grant them loans, give them relief and forgive the poor."

It is essential that merchant's activities should emerge from spiritual consciousness especially when he is dealing with the poor and the oppressed. This is God's cause, and in this regard the prophet places such type of people in the same class with those who fight in the cause of God, who slay and be slain. He said: "Glad tidings; he who comes to our market is like one who strives in the cause of God, but the monopolist in our market is like a pagan in the God's Book."

The law stipulates that the price of a commodity must be the same whether in cash transactions or on account, because those who purchase on loan are poor people who cannot afford to pay in cash, thus it is improper to exploit them by taking advantage of their poverty.

The Quran says:

"If the debtor is in a difficulty, grant him time till it is easy for him to repay, but if ye remit it by way of charity, that is best for you if ye only knew." (2:280)

On the other hand, the law provides many benefits to merchants in return for their obligations. Those who suffer financial difficulties are to be treated with patience. The Prophet had ordered that the government should assist merchants who have become bankrupt; and in the event of death of a bankrupt merchant, the government should pay off his debts. Also the law forbids the sale of the property of the deceased merchant in order to pay his debts. The Prophet said: "I am the most exalted among the

believers, if believer dies, I have to pay his debts, and if he leaves property, it is for his heirs." Thus it is clear that the law has made the commercial relations between the seller and the buyer based on the principle of justice to ensure unity and brother hood.

Those principles are as follows:

- (a) All merchants in the market must have equal opportunities.
- (b) The prices should be decided according to the law of supply and demand. If, in any event, some merchants take advantage of certain situations, then the government must intervene to ensure justice in price.
- (c) The law forbids any type of monopoly and it considers it a serious crime because it prevents lawful transactions and equal opportunities for all engaged in business.it will create economic inequality in the society.
- (d) Prophet has prohibited any type of price competition, because competition only serves personal selfish ends, and causes conflicts and divisions between the merchants. The competition, which is allowed, is that which seeks to improve the qualities of commodities. That will be a healthy and lawful competition.

## CONCLUSION:

The historical success of Islam in providing the frame work for a thriving world economy from the seventh to the fifteenth centuries is a matter of historical record, but it does not answer the question of whether Islam in particular, or religion and spirituality in general, are helpful to or necessary for the ethical conduct of business in the modern world. Modern institutions have allowed for corporate activity on an unprecedented scale, impossible in the era before the development of the modern corporation. Hence it is understood that Islam developed very wonderful trade, fifteen centuries before itself and standing as a role model for the current day's system. Also one should note that Islam's economic development is based on the principle of solidarity, brotherhood and justice and always propagates the practice of good moral ethical values and also the commerce does not include the interest system, gives more importance for human beings than the profit.

### References:-

1. Imad-ad-Dean Ahmad, Minaret of freedom Institute- Islam, Commerce and Business ethics.
2. Imam Ghazzali – Ihya – Ulum –Id Din(Rivival of Darul Religious learnings) -IshaulKaradi Pakistan
3. AdemEsen-The meaning of the term "Commerce" and trade in the Holy Quran.
4. [www.commerceinsociety.com](http://www.commerceinsociety.com)

# UNITED NATIONS

Priyanka

Lecturer in Commerce and Management  
Studies



## ABSTRACT

United Nations Organization (UNO) is the global international organization of sovereign independent states. It was established on 1945. The UN was designed to save the future generations from war and in favor of friendship and cooperation among all the nations.

Through this article I would like to give a picture of United Nations, its principles, objectives, organs and specialized agencies.

## INTRODUCTION

United nation came into existence on 24<sup>th</sup> at 1945. It was an idea of F.D. Roosevelt of America and Prime Minister Winston Churchill of Great Britain to create an agency that would work for world peace. Before the formation of UNITED NATION, the

League of Nations was formed in 1919. The primary objective of the League of Nations was promotion of "International Cooperation, Peace and security." It proved to be a failure because the big powers could not settle their disputes peacefully.

Later on the delegates from USSR, Great Britain and China met to make a draft proposal in Washington DC in October 1944. They prepared the Charter of United Nations in 1945. Initially 51 Nations joined UN. Now it has 193 members. Its headquarters are situated in New York.

The main aims of UN are to be a centre for helping nations to keep peace throughout the world and to eliminate poverty, disease and illiteracy in the world.

## The principles of UNITED NATIONS are

- \*All members must have sovereign equality.
- \*all members must obey the Charter.
- \*Countries must avoid using force or threatening to use force.



**The UN has six main organs.** They are as follows. These organs do their respective

duties and fulfill their responsibilities as per the Charter.

### **1. General Assembly.**

It incorporates the representatives of all the members of the Nation. It is like world Parliament.

### **2. The Security Council:**

This is the most important organ of the UN. It has 15 members. The primary responsibility of the council is to maintain international peace. There are 5 members 15 judges from different countries who are elected for 9 years. They examine the disputes among the member nations and resolve them. They also provide legal advice to the other organs.

### **4. The Secretariat:**

The Head Quarters of the secretariat is in New York. The duties carried out by the secretariat are varied as problems. The secretary general is the administrative head and is appointed by the general assembly on the recommendation of the Security Council.

in this organ .they are USA ,UK, France ,People's Republic of China and Russian federation. These five members are the permanent members. They have right to veto which means if any one of them votes against popularly passed resolution it becomes ineffective. The rest of the members are elected for a period of 2 years only.

### **3. The International Court of Justice.**

It is the main judicial organ of the UN and is situated at Hague in Holland. It has

### **5. The Economic and Social Council (ECOSOC)**

ECOSOC takes care of the economic and social activities of the UN. The specialized agencies of the United Nations like WHO and UNICEF work under its supervision. ECOSOC has 54 members. The general Assembly elects 18 members every year for a term of 3 years.

### **6. The Trusteeship Council:**

This council was formed to help countries under foreign rule to gain independence. All the trust territories became independent. The council now will meet only when it is required.



## SPECIALISED AGENCIES OF UNITED NATIONS.



Name of Agency	Set up in	Head quarters	Objective
UNESCO	November 1946	Paris	To contribute to peace and security by promoting international collaboration through education, science and communication
WHO	April 1948	Geneva	Improve facilities for health care throughout the world.
International Labor Organization	1946	Geneva	Promote social justice to workers and ensure decent working and living condition.
Food and Agricultural Organization	1945	Rome	Fight hunger and malnutrition by improving agricultural output in the world.
IMF	1945	Washington DC	Promoting international monetary cooperation and expansion of trade.
UNDP	1965	New York	Helps developing countries by training local people to utilize resources and increase wealth.
UNICEF	1946	New York	Helps in the development of children all over the world.
WTO	1995	Geneva	Promote and regulate international trade.
IBRD	1946	Washington DC	Provides loan to developing countries for their development.

The above said specialized agencies of United Nation have made tremendous

contribution to the economic and social development of many countries.

## **Conclusion:**

At the beginning of 21<sup>st</sup> century the United Nation and its programs and affiliated agencies struggled to address humanitarian crises and bring about peace all over the world. United Nations constituted a very different organization, especially with regard to its objectives of maintaining international peace and security and its commitment to economic and social development. the key issues of UNITED NATION are economic growth and sustainable development, promote

international peace, development of Africa etc. At present there are 193 member countries and the UN secretary general is Ban ki moon since 2007. United nation has succeeded in fulfilling almost all its principles and goals.

## **References**

1. *www.worldencyclopedia.com*
2. *Google.weblight.com*



