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Violate Them at Your Own Risk!

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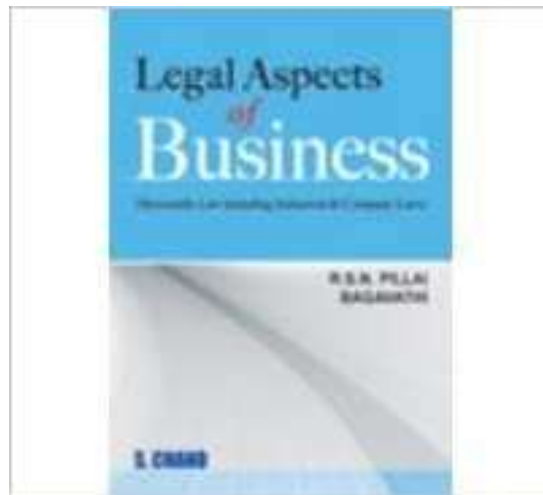
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Introducing a Book:

Legal Aspects of Business by **R. S. N. Pillai & Bagavathi**

S. Chand and Co., 2013

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Courtesy: https://www.amazon.com/Legal-Aspects-Business-R-Pillai/dp/8121935512/ref=sr_1_9?dchild=1&keywords=Legal+Aspects+of+Business&qid=1609821797&s=books&sr=1-9

Legal Aspects of Business by R. S. N. Pillai & Ms. Bagavathi is an important contribution to business administration in India. The authors point out in their Preface, “Knowledge of law is quite indispensable for anyone who desires to do any business. Students ... need to understand legal environment of business.” The book discusses the following Acts:

The Indian Contract Act 1872

The Sale of Goods Act 1930

The Indian Partnership Act 1932

The Negotiable Instruments Act 1881

The Carriage of Goods Act

The Presidency Towns Insolvency Act 1909

The Provincial Insolvency Act 1920
The Insurance Act 1938
The Consumer Protection Act 1986
The Foreign Exchange Management Act 1999
The Information Technology Act 2000
The Competition Act 2002
The Factories Act 1948
The Workman Compensation Act 1923
The Employees State Insurance Act 1948
Maternity Benefit Act 1961
The Payment of Wages Act 1936
The Minimum Wages Act 1948
The Industrial Disputes Act 1947
The Industrial Employment Act 1946
The Trade Unions Act 1926
The Payment of Bonus Act 1966
The Apprentices Act 1969
The Employment Exchange Act 1959
The Collection of Statistics Act 1953
The Companies Act 1956

Apart from discussing these important Acts, the book also offers discussion of important cases from 1806. The study of these cases reveals to us the growth of business and the problems it faced in India. These cases thus become part of Indian social history. The government and the leaders had been very conscious of the circumstances they were in and did their best to help business grow with appropriate guidelines through the laws enacted.

The first chapter of the book **Introduction** begins with an insightful declaration: “Freedom is the birthright of man and he derives utmost pleasure in its exercise. Slavery is the greatest of evils that he has to fight against. However, absolute individual freedom can exist at best in the world of ideas only ... man is a social animal and has to surrender a part of his freedom to the society that in turn ensures him safety, security and peace.”

The authors R. S. N. Pillai & Ms. Bagavathi take these Acts one by one and discuss the aim, target, application, executing the Acts, underlying concepts, etc. under several chapters for each Act. Relevant cases are presented with a summary of the arguments/s position of the parties involved. For example, the Insolvency Act is discussed in three chapters. The first chapter is on the Law of Insolvency, the second chapter is on Property and Debts of Insolvent, and the third chapter deals with Discharge of Insolvent. The third chapter Discharge of Insolvent includes “Application for Discharge – Powers of the Court – Effect of Failure to Apply for Discharge – Refusal of Order – Effect of Refusal – Remedies – Theoretical Questions.

The section **Theoretical Questions** is included in every chapter. This enables us to think further and identify aspects of application and implications. There are also Objective Type of Questions in most chapters which call for answers/responses from the students after reading the chapter. Thus, the book is well-designed to be a textbook as well.

Part V presents the aspects of company in general. This part has the following chapters: Nature of the Company, Kinds of Companies, Formation of Companies, Memorandum of Association, Articles of Association, Prospectus, Members of a Company, Share Capital, Shares of a Company, Debentures of a Company, Company Management, Meetings and Proceedings, Company Accounts and Audit, Prevention of Oppression and Mismanagement, Reorganization of a Company, and Winding up of a Company. This part does offer some cases in some chapters. Otherwise, the chapter may, indeed, be considered as an independent part of the book.

A very useful book, indeed. This will help students, research scholars, and business executives to learn in depth the legal aspects of business in India. Insightful comments/commentaries are offered by the authors.

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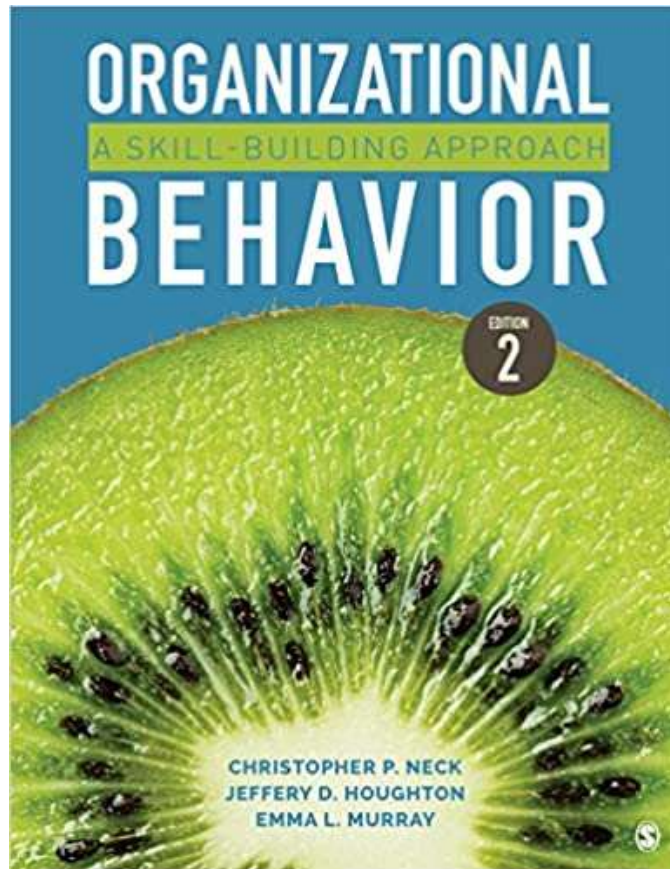
M. S. Thirumalai, Ph.D.
msthirumalai2@gmail.com

Introducing a Book:

Organizational Behavior - A Skill Building Approach

Authored by Christopher P. Neck, Jeffrey D. Houghton and Emma L. Murray

Sage Publications, Inc. 2020



Courtesy: https://www.amazon.com/Organizational-Behavior-Skill-Building-Christopher-Neck/dp/1544317549/ref=sr_1_3?crd=XVQLC5TD1DQ0&dchild=1&keywords=organizational+behavior&qid=1610169973&s=books&sprefix=organizational%2Caps%2C707&sr=1-3

Organizational Behavior - A Skill Building Approach by Christopher P. Neck, Jeffrey D. Houghton and Emma L. Murray is divided into five parts.

Part I: Introduction

Part II: Individual Processes

Part III: Teams and Teamwork

Part IV: Leadership and Influence Processes

Part V: Organizational Context

A useful and interesting feature of this insightfully written textbook is that it offers a detailed list of contents under each chapter. Part 1 has one chapter Introduction which defines what organizational behavior is and why it is very important for the growth and development of the organization and for the individual's participation and leadership. The book focuses on "skill-building," which includes "practical applications, self-assessments, experiential exercises." The book also offers "additional pedagogical features" which include textbook exercises, online exercises, case studies and self-assessment in every chapter. Critical thinking is highly emphasized by the authors. The authors point out that their book is not meant for memorizing and writing and passing exams. It is meant for practical use to develop the students' and others' skills to improve their organizational behavior and their leadership.

The following gives the list of chapters. The titles of chapters are descriptive enough to give us a clue to the contents.

Chapter 1 Introduction

Chapter 2 Diversity and Individual Differences

Chapter 3 Perception and Learning

Chapter 4 Emotions, Attitudes, and Stress

Chapter 5 Motivation: Concepts and Theoretical Perspectives

Chapter 6 Motivation: Practices and Applications

Chapter 7: Teams

Chapter 8: Decision Making, Creativity, and Innovation

Chapter 9: Ethics and Social Responsibility in Organizations

Chapter 10: Effective Communication

Chapter 11: Trust, Conflict, and Negotiation

Chapter 12: Leadership Perspectives

Chapter 13: Influence, Power, and Politics

Chapter 14: Organizations and Culture

Chapter 15: Organizational Change and Structure

The book offers also interesting and insightful sections within the chapters, focusing on major points under discussion. Examples and concepts are offered in simple and easy to follow

language. For example, **Chapter 15 Organizational Change and Structure** has several sections, and each section has multiple subsections. We give below a section, and its subsections to illustrate how well the text is organized.

Forces for Change

External Forces for Change

- Demographic Characteristics
- Technological Advancements
- Customer and Market Changes
- Social and Political Pressures
- Generational Changes

Internal Forces for Change

- Management Change
- Organizational Restructuring
- Intrapreneurship

Organizational Behavior - A Skill Building Approach by Christopher P. Neck, Jeffrey D. Houghton and Emma L. Murray is a highly valuable book for the students, research scholars, faculty members and business executives from all the levels of the company/corporation/institution. Indian students, scholars and faculty members will do well if they search for suitable examples from South Asia and apply the concepts discussed in evaluating demonstrated organization behaviors.

The book offers also interesting and insightful sections within the chapters, focusing on major points under discussion. Examples and concepts are offered in simple and easy to follow language. It is recommended that the libraries in the colleges and universities have multiple copies of this very useful textbook.

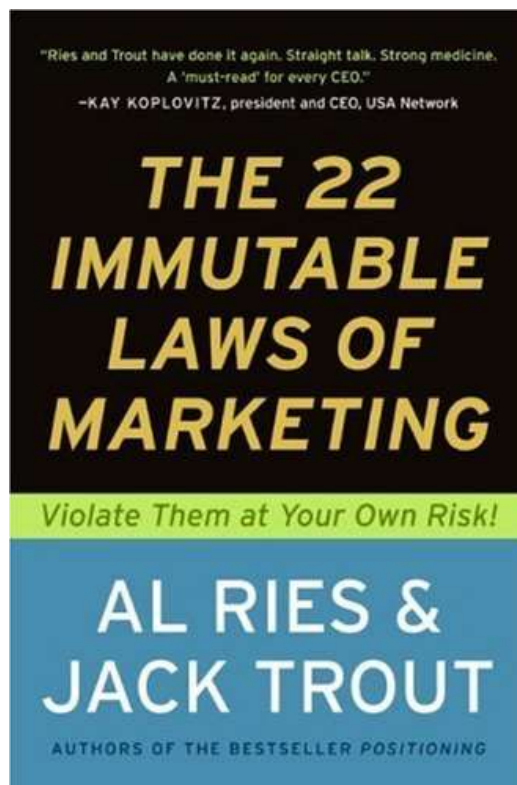
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M. S. Thirumalai, Ph.D.

msthirumalai2@gmail.com

Introducing a Book:
The 22 Immutable Laws of Marketing:
Violate Them at Your Own Risk!
Authors: Al Ries & Jack Trout

HarperCollins Publishers, 2009



Courtesy: https://www.amazon.com/22-Immutable-Laws-Marketing-Explained-ebook/dp/B000FC10HA/ref=sr_1_23?crd=3AT181VV7S4DP&keywords=marketing+books&qid=1610253423&s=books&sprefix=Marketing%2Caps%2C974&sr=1-23

We highly commend this book and recommend that all students, research scholars and teachers read this book and engage themselves in organizing businesses of their own and counselling businessmen on aspects of marketing principles.

The **Introduction** points out that there is no guarantee that “well-designed, well-executed, well-financed marketing program will work.” Many such corporations have failed, not only in the United States but also in India and other nations. We see it happening before our eyes in our Indian

bazars. Even long-standing businesses with customer-oriented commodities, prices, etc. fail. Making mistakes is common when such failures take place. The authors present laws of marketing from their understanding, experience, and perspective. The book is easy to read, understand and even practice. Based on the description of the laws presented her, the business executive or owner needs carefully to investigate their business and work out suitable changes and remedies.

“After years of working on marketing principles and problems”, the authors “have distilled our [their] findings into the basic laws that govern success and failure in the marketplace.” They “call these principles the Immutable Laws of Marketing.” These 22 Immutable Laws are given in 22 chapters with interesting examples, discussions, and consequences.

1. The Law of Leadership
2. The Law of the Category
3. The Law of the Mind
4. The Law of Perception
5. The Law of Focus
6. The Law of Exclusivity
7. The Law of the Ladder
8. The Law of Duality
9. The Law of the Opposite
10. The Law of Division
11. The Law of Perspective
12. The Law of Line Extension
13. The Law of Sacrifice
14. The Law of Attributes
15. The Law of Candor
16. The Law of Singularity
17. The Law of Unpredictability
18. The Law of Success
19. The Law of Failure
20. The Law of Hype
21. The Law of Acceleration
22. The Law of Resources Warning

The authors offer useful suggestions while elaborating every law identified by them. For example, the first law ***The Law of Leadership*** is described in these words: “The basic issue in marketing is creating a category you can be first in. It’s the law of leadership: It’s better to be first than it is to be better.”

The laws are presented, described, and discussed in an easy to follow language. We begin to develop insight into our own business context and start looking for changes, etc.

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M. S. Thirumalai, Ph.D.

msthirumalai2@gmail.com