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A Study on Customer Attitude Towards Eco-friendly Products During Covid-19 with Reference to Chennai City

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The most serious problems the world is facing today are the corona virus pandemic remains a top concern in most of the countries. As time passed the economic consequences of lockdowns started to dominate. There is a significance difference between in the attitude except for age. The objective of the study is to increase consumer awareness on the sustainability of eco-friendly products and brought about substantial changes in the attitude among the customers making them environment friendly during crisis. The research conducted among 150 customers was non-experimental, descriptive, and quantitative research. The stratified random sampling technique was used in this research. It is very clear if we make the earth green our lives will be green. The challenges for eco-friendly are higher cost, non-cooperation, creating awareness among the customers promotion on eco-mark or eco-labeling and motivate manufactures by green product.

Keywords: Customer attitude, Pandemic, sustainability, Eco-friendly, Eco-Labeling

Introduction

Eco-friendly products are an important step in shielding the environment now it is essential to protect environment during this pandemic has become obligatory. If we make no attempts to switch to eco-friendly alternatives now, in no time, we will be enclosed by the pollution and toxins caused by producing, using, and disposing these non eco-friendly items. The recycling industry would also not be sustainable because there is little demand for recycle products, and we will also face a severe scarcity of resources and energy, because much of these capital and energy would have been wasted in driving non-energy-efficient tools and producing new materials and things. Hence, it is imperative to bear in mind that the use of eco-friendly products allows us to decrease the harmful effect we create when inhibiting this planet.

Everyone needs to give their family the most excellent; whether that earnings the best food or the uppermost quality healthcare, each parent or custodian is looking to offer their children with the best of the best. When looking into products for families, it is significant to believe all of the

effects of the products used. Many of these products are sneaky and may use harsh or even toxic chemicals to make their product in the cheapest way achievable, completely disregarding the safety and health of consumers. Some buyers have done their scrutinizing and have opted out of unsafe products and have selected to use eco-friendly products, which profit both the Earth and their families. Not meaningful what goes into a product that a family uses frequently can be worrying for many families, particularly those with children.

Statement of the Problem

A Problem statement is a lack that needs to be solved or researched to see whether a solution can be found. It is a gap between the real and the desired or a contradiction between principles and the practice. The Statement of the Problem selected for the present study is Customer Attitude towards Eco-Friendly products during Covid-19 in Chennai city. Informing and educating the consumers attracting the consumers to use eco-friendly products, motivating them to buy eco- friendly products and engaging consumers in the process of eco-friendly Marketing. In this context the researcher finds a gap among the customer towards refining and inspiring about the eco-friendly products during Covid-19.

Need and Significance of the Study

Customers are emotional buyers; their buying behaviour of the customer involves lot of exciting buying. As we see that many customers are more eco-friendly product oriented it gives a huge extent for the eco-friendly market to enlarge. Organization in India has indentified the need of the consumers, they are realizing the need for reaction of an ecological marketing as they are aware that customers make use of eco-friendly products that are not only safe for them to consume but should also be same to the surroundings. Conscious and eco-friendly customers prefer the organizations that provide environmentally safe products. Companies nowadays have taken eco-friendly marketing as a spirited advantage and large step towards eco-friendly during pandemic is really challenging for the customers, Industry, and the Government.

Objectives of the Study

- To study about the customers attitude towards eco-friendly products during Covid-19 with reference to Chennai city
- To understand relationship between awareness of eco-friendly products during the pandemic.
- To explore and analyse the consumer attractiveness towards eco –friendly products during the pandemic and their impact on purchase
- To examine the price factor influence their perception about purchase intention of green products during the Covid-19.

Review of the Literature

According to American Marketing Association, green marketing is defined on three perspective first marketing of the product which are very safe to the atmosphere, second the development and marketing products have brought down the pessimistic effect on the physical surroundings and the third perspective is that organization manufacture, encourage, wrap up and regain products that is responsive to environmental concern. (<https://www.ama.org/the-definition-of-marketing-what-is-marketing/>)

Nittala, R. (2011) stated in her article has attempted to appreciate the eco-friendly customer behavior of university teachers, one of the major educated segments as level of education is an significant demographic variable that has been connected by numerous to ecological attitudes and behavior. The objectives of the cram incorporated accepting the eco-friendly customer behavior of extremely educated customer section, identifying the factors that power their eco-friendly behavior and investigative whether the faculty of humanities and science disciplines differ in eco-friendly customer behavior. Price is the major principle in the procure choice and therefore all steps ought to be in use to give eco-friendly goods at aggressive prices. Therefore, still the extremely educated section needs to be educated about the accessibility of eco-friendly products, reusability, and the force of eco-friendly products on surroundings.

Ubba Savita and Naresh Kumar (2010) examined that the surroundings has been oppressed by companies in a numeral of ways to complete their objectives. So, it becomes the accountability of companies to pay compensation for their harm. Producing eco-friendly products and creating consciousness among customers are a few of the ways throughout which companies can give towards protection of natural world. The cram reveals that there does not survive any important diversity in attitudes of gender-wise citizens except after-use features of eco-friendly product. Metropolitan people have more positive attitude towards eco-friendly products than their countryside counterparts. Citizens residing in metropolitan areas have also come up with positive attitude towards raw material, wrapping and after-use features of eco-friendly products.

Two other significant articles include Olimpia, N. (2011), Influencing the Environmental Behaviour through the Green Marketing: The Case of Romania, International Proceedings of Economics, Development and Research (IPER), Singapore, Vol. 11, 210-214, and Purohit, H.C. (2011), Consumer Buying Behavior of Green Products, International Journal of Research in Commerce, Economics and Management, Vol. 1, No. 1, 94 - 97.

Research Methodology

Based on the previously cited theoretical and empirical literatures, the following hypothesis referring to the customer attitude towards eco-friendly products during Covid-19 were proposed.

Hypothesis 1

Equal priorities are given to all the aspects by customers for going towards the eco-friendly products.

Hypothesis 2

Positive relationship exists between awareness and Customer attitude towards Eco-friendly products is significant.

Hypothesis 3

Positive relationship exists between awareness and Customer attractiveness towards Eco-friendly products is significant.

Sample and Data Collection

The respondents are selected from the Chennai city using convenient sampling techniques as it is less time consuming. The sample size for the study is 150 were chosen as respondents and they have given responses in the considerable manner.

Finding and Analysis

Table 1

Factor Scores Customer Attitude

Components	Factor Scores
Eco-friendly products are biodegradable, recyclable or compostable	0.632
It will not pollute the earth	0.736
It is safe and healthy	0.772
It is very expensive	0.803
Eco friendly products improve the quality of life	0.651
It can sustain for a long period	0.748
Increasing positive attitude about eco-friendly will change the environment	0.543
Eigen value	9.641
Percentage of variance	70.362
Cumulative percentage of variance	70.362

Table 1 revealed one factors solution and with Eigen value more than one exploring 70.362% of the total variance. Totally seven variables are loaded in the same factor and it is named

as Customer attitude. The factor scores range from 0.543 to 0.803. So, all the seven variables are retained and revealed the various characteristics of Customer attitude towards the eco-friendly products.

Table 2
Relationship between Awareness and Customer Attitude Towards Eco-friendly Products

	Customer Attitude towards Eco-friendly products	
	r-value	p-value
Awareness towards Eco-Friendly products	0.496**	<.000

**Significant at 1% level

Table 2 notifies that there is positive relationship exists between awareness and Customer attitude towards Eco-friendly products (0.496) and it is found to be significant. In this case H_02 is rejected at 1% level of significance. Hence it is inferred that the awareness level of the respondents will help them in changing their attitude towards the Eco-friendly products.

Table 3
Perception about Customer Attractiveness

Statement	Mean	SD
Innovative and new image of eco-friendly product attracts consumers in going green	3.80	1.219
Medias plays a very important role in advertising	3.98	0.783
Eco-friendly advertising is very common	2.85	1.022
Quality of the eco-friendly products are really good	3.85	1.003
Information about green products are unambiguous	3.97	0.875
Eco-friendly products are completely trustworthy	3.84	1.133
Choosing of eco-friendly product is simple	3.86	1.297

Source: Primary data

Table 3 displays the perception of the customers on attractiveness towards the eco-friendly products. The mean response given by the customers on variables of Customer attractiveness are:

Innovative and new image of eco-friendly product attract consumers in going green is 3.80, Media play a very important role in advertising is 3.98, Eco-friendly advertising is very common is 2.85, Quality of the eco-friendly products are really good is 3.85, Information about green products are unambiguous is 3.97, Eco-friendly products are completely trustworthy is 3.84 and Choosing of eco-friendly product is simple is 3.86. Media plays a very important role in advertising is the most attractive aspect of customers regarding the eco-friendly products. Unambiguous information about green products, simplicity in choosing eco-friendly product, good quality of eco-friendly products, trustworthiness of eco-friendly products and innovativeness and new image of eco-friendly product are the other aspects that attract the customers. However, the respondents felt that the advertisements regarding the eco-friendly products are not catchy.

Perception about Price Factor

Statement	Mean	SD
It is very expensive	3.81	0.835
The cost change according to the products	3.93	0.747
Competitors play an important role in pricing	3.82	0.923
Pricing eco-friendly products are complex	3.73	0.790
Customers are price conscious	3.76	0.893

Source: Primary data

Table 4 displays the perception of the customers on Price factor of purchase intention towards Eco-friendly products. The mean response given by the customers on variables under the Price factor are: It is very expensive is 3.81, The cost change according to the products is 3.93, Competitors play an important role in pricing is 3.82, Pricing eco-friendly products are complex is 3.73 and Customers are price conscious is 3.76. Variation in the cost according to the products is the most important aspect of the customers regarding the price factors. Competitors play an important role in pricing, Customers are price conscious and pricing eco-friendly products are complex are the other aspects contribute to the price factor of purchase intention. However, the respondents admitted that the eco-friendly products are very expensive.

Conclusion

The eco-friendly products play a vital step in shielding the environment. If we make no attempts to switch to eco-friendly alternatives now, in no time, we will be enclosed by the pollution and toxins caused by producing, using, and disposing these non eco-friendly items. It is great to bear in mind that the use of eco-friendly products allows each all of us to decrease the harmful effect we create when inhibiting this planet. Eco-Friendly Marketing is a breakthrough approach in the current era where the focus is on adopting practices those are safe on the surroundings i.e., having least or no pessimistic impact on the environment. This helps in creating a more sustainable

and healthier surrounding. The eco- friendly products practices 3R's i.e., Reduce, Reuse and Recycle these practices cuts down on a lot of spending that could have taken place.

Acknowledgement

Our grateful thanks are due to Dr. S. Sridevi, Principal and Ms. Y. Kavitha M.B.A., B.Ed., M.Phil. (NET), Head of the Department of Business Administration, Chevalier T. Thomas Elizabeth College for Women for their helpful guidance and encouragement.

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Purohit, H.C. (2011), Consumer Buying Behavior of Green Products, International Journal of Research in Commerce, Economics and Management, Vol. 1, No. 1, 94 - 97.

Ubba Savita and Naresh Kumar (2010) "Consumer Attitude towards Environment-Friendly Products: A Comparative Analysis" IUP Journal of Marketing Management; Hyderabad Vol. 9, Issue 1/2, (Feb-May 2010): 88-98.

<https://www.ama.org/the-definition-of-marketing-what-is-marketing/>

Post COVID-19 Revival & Reset
A Study with Specific Reference to Automobile Industry,
Chennai, Tamil Nadu

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Abstract

The key objective of a company's recovery stages is to quickly identify and address the sources of its problems that had led to its downfall due to COVID-19. It is necessary to determine whether the business can be saved or if the situation cannot be fixed. COVID-19 has put all the automobile industries in crisis. The local impact of the COVID-19 crisis is still highly collapsed. This paper takes an in-depth look at the impact of the COVID-19 crisis on the automobile industry. It provides real-life examples of responses from the high-level and low-level management of the company **Precision Pressings** on their recovery stages. Finally, the paper offers a perspective to discuss the crisis' and how they are managing to recover from the downfall and what stages do they follow to recover the business.

Introduction

Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus.

According to the Ministry of Statistics, the economic impact of the 2020 coronavirus pandemic in India has been predominantly disruptive. India's growth in the fourth quarter of the fiscal year 2020 went down to 3.1%.

Industrial companies are forced to overcome the instantaneous impact of COVID-19 as both their manufacturing and supply chain operations are being shattered, and their customers' operations face similar challenges. This is having an exponential effect down the whole supplier network, hitting Industrial Equipment companies with a lag, but at full force, nonetheless.

Many of the small industries have been affected by this pandemic. In light of the above, this paper attempts to explore how much **Precision Pressings** company is affected and how it is recovering from the downfall.

The Recovery Stages of Business

- Business focus
- Business continuity
- Cost optimization
- Business resiliency
- Targeted investments
- Future enterprise

Economic Situation

- Covid19 crisis
- Economic slowdown
- Recession
- Return to growth
- The next normal

Safe Operating Procedure – Precision Pressings

- Covid-19 test.
- Temperature check.
- Sanitization of hands every two hours.
- Extra pair of gloves.
- Extra pair of masks.
- Maintaining social distancing in the food mess
 - i. Three in a row.
 - ii. Batch vice.
 - iii. Disposable water cups and plates.

Recovery Strategies

- spot and document resource essentials based on business improvement area (BIA).
- Conduct gap analysis to determine gaps between recovery essentials and current proficiency.
- Investigate recovery strategy options.
- Effectuate strategies.

Objectives of the Study

- To analyse and interpret the strategies of SOP (Safety Operating Procedure) followed by the Organisation Pre & Post Pandemic.
- To study the recovery strategies after the downfall due to covid19.

- To examine how much the industry got affected by the pandemic.

Research Methodology

The research process consists of the number of selected steps, which are essentially inter-dependent. The collection of facts and information will be followed by processing using scientific technique and tools arrive at reasonable conclusion. The research design used in the study is Descriptive in nature. The data were collected from both primary and secondary sources. Structured questionnaire was distributed to a sample of 60 employees working in Precision Pressings to collect Primary Data using Convenient Sampling Technique. The secondary data were sourced from websites, journals, articles, and media report.

Scope of the Study

The scope of the study gains more attention as the study focusses on the revival of business which can be identified, and suitable recommendations can be made. This study was conducted by the researcher in Precision Pressings at Chennai

Need of the Study

The recovery strategy implemented by Organisation to recover from the pandemic downfall. The present study is an analysis of the revival of business of the Organisation, which serves as an effective feedback to the Management.

Limitation of the Study

- Due to Time Constraints, the survey was restricted to 60 respondents from the universe.
- As the questions were direct to the personal opinion of the employees, some of them were hesitant to respond.
- Meeting the employees personally was difficult during their working hours.

Tools for Analysis

- Chi-square test.
- Weighted mean test.

Review of Literature

According to **Monika Chaudhary, P. R. Sodani and Shankar Das** upsurge of COVID-19 brought social and economic life to a stop. In this article the theme is on evaluate the impact on affected areas, such as aviation, tourism, retail, capital markets, and oil. The crisis endorsed a horrifying mass diaspora of such floating population of migrants on foot, amongst countrywide lockdown. Their agony particularly were loss of job, daily ration, and absence of a social security net. COVID 19 has also provided some peculiar possibilities to India. There is a latitude to engage in global supply chains, multinationals are losing trust in China. To 'Make in India', some reforms are needed, labour reforms being one of them.

According to **Alexander W. Bartik, et.al.**, the impact of COVID-19 on the small business in the United States, focused on three questions. (i) how did small businesses adjust to the economic disruptions resulting from COVID-19? (ii) how long did businesses expect the crisis to last and how do expectations affect their decisions? (iii) how might alternative policy proposals impact business and employment resilience? The timing of the survey allowed to understand assumptions of business owners at a crucial point in time when both the development of COVID-19 and the government's response were quite undetermined. The results of this article says that the pandemic had already caused massive disruption among small businesses just several weeks after its onset and initial to the obtainability of government aid through the Coronavirus Aid, Relief, and Economic Security (CARES) Act.

Some of the other significantly related materials reviewed include:

- Shubhi Agarwala & Archana Singh (January-June 2020), COVID'19 & Its Impact on Indian Economy, International Journal of Trade & Commerce-IIARTC
- Indian Businesses Resilient Despite Corona Virus Impact: HSBC'S Navigator's Report
- Impact of COVID'19 in India, Business Standard
- Impact of COVID'19 on Indian Economy, Business World
- Arun Monappa. (1990). Employee welfare and social security in industrial relations. New Delhi: Tata McGraw-Hill Publishing Company Limited.

Data Analysis

CHART – 1

The company recovering from the downfall: The company's production had slowed down due to several lockdowns in the city and is recovering.

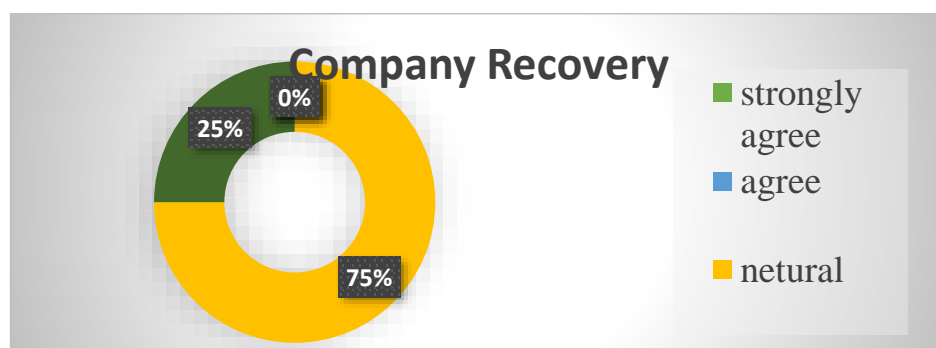


CHART – 2

The company's downfall: the employees had said that the company is picking up from the downfall very slowly.

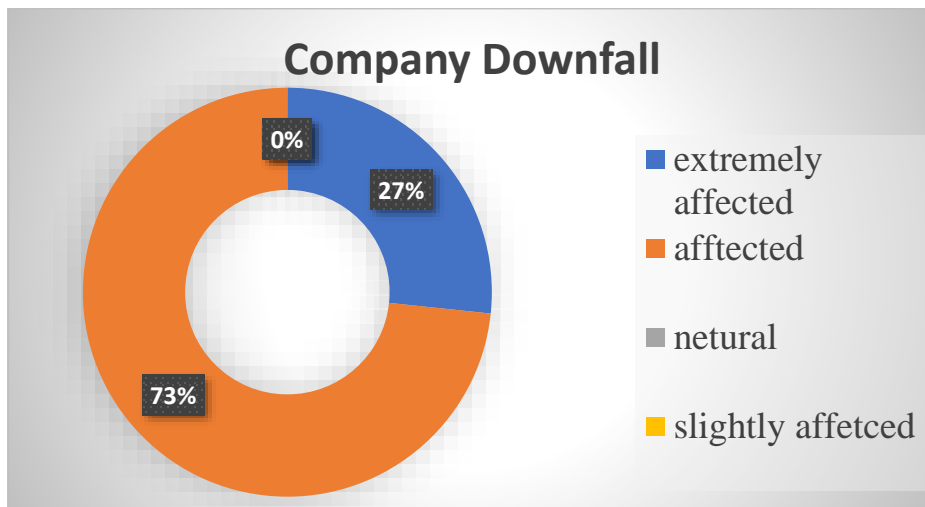


CHART - 3

Employees present in the 50% labour - G.O: the company followed the Government order for industries of only 50% of the labour should work in the industry.

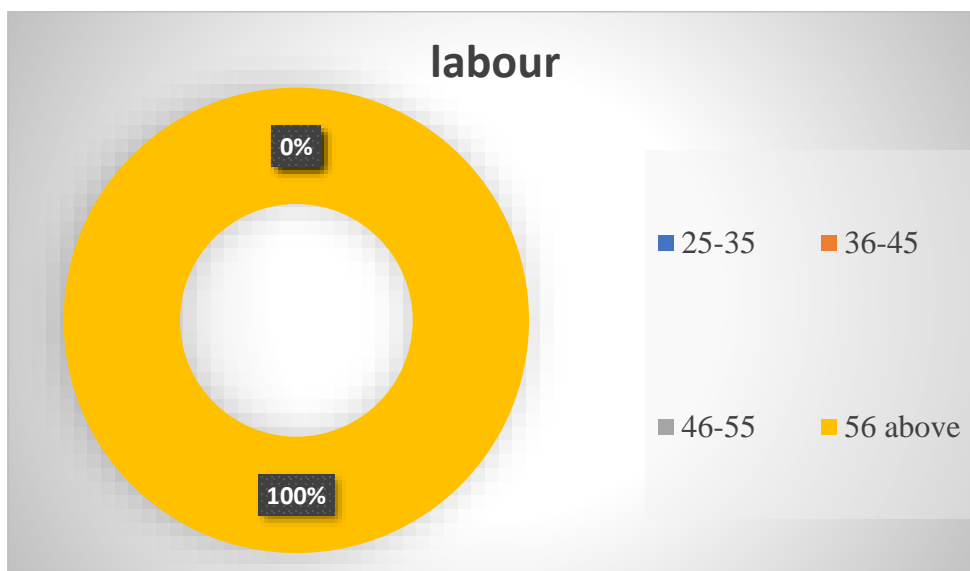


CHART - 4

Safety Operating Procedure (SOP) followed to recover from the downfall: the company has implemented important Safety Operating Procedure (SOP) which they follow in this pandemic for the safety of the employees.

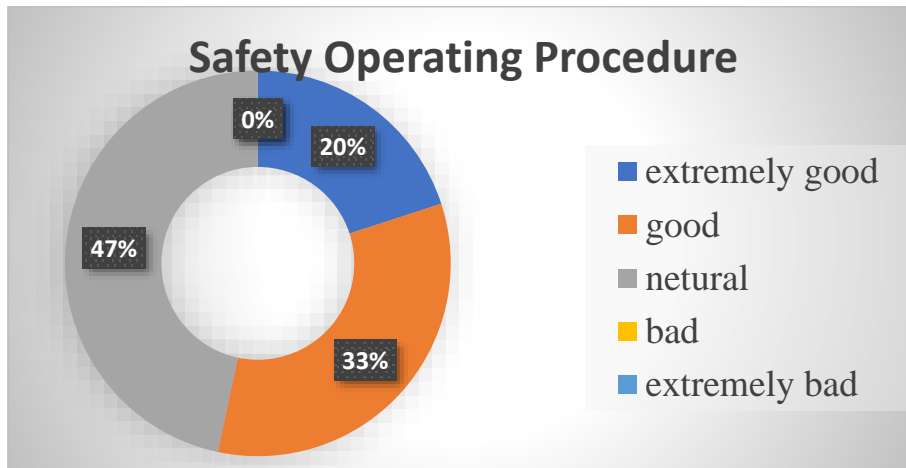


CHART - 5

The employee's reaction to the downfall of the company: not only the top management but the labourers were also facing difficulty when there was a downfall.

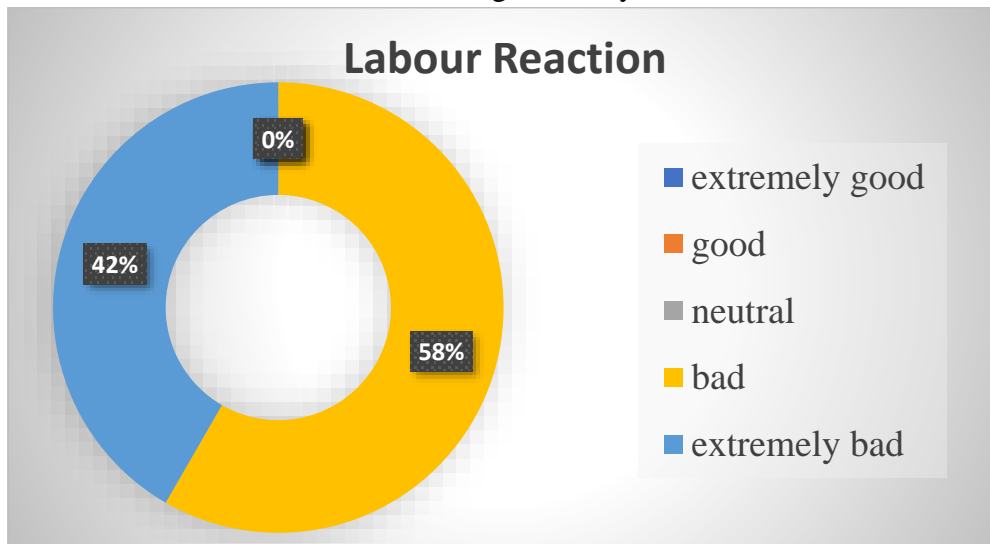


CHART – 6

Loyal customers placing orders after the lockdown: the customers started placing orders eventually after the lockdown.

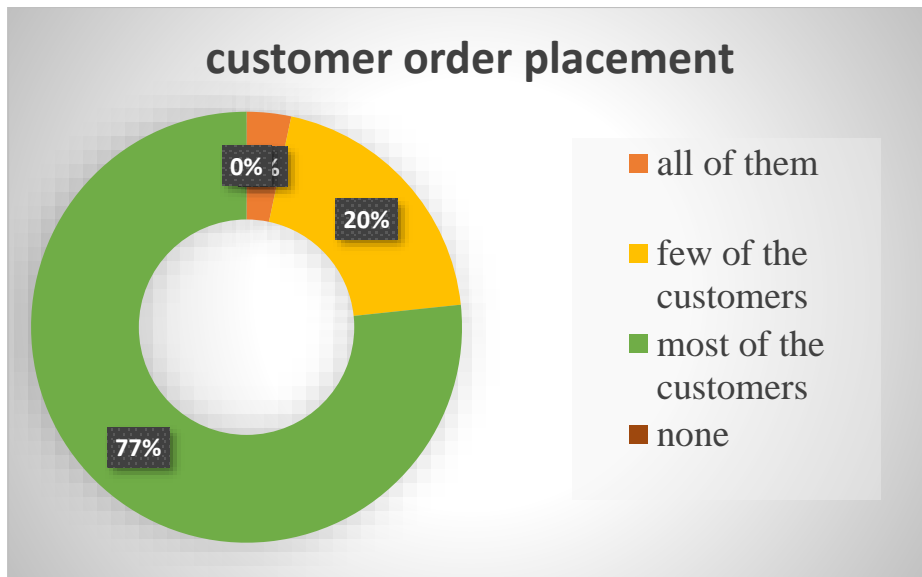


CHART - 7

The production affected due to a 50% of labour: the production in the company was very much affected since the G.O was 50% of the labour should work in a company.

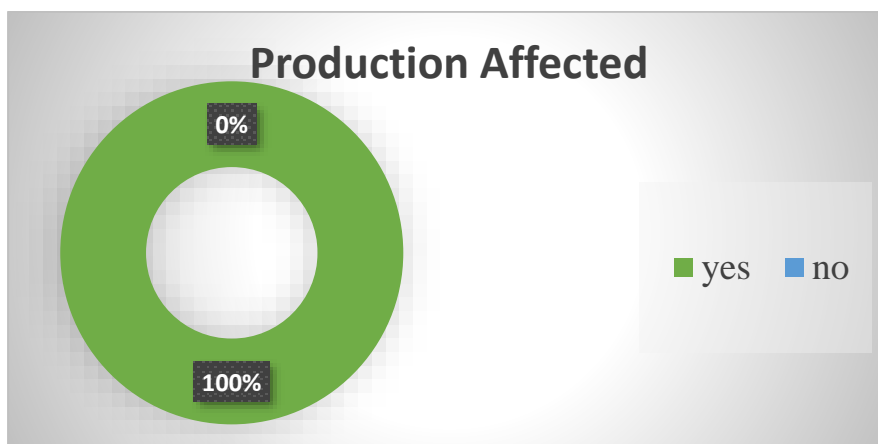


CHART - 8

The losses in production withstood by the company in lockdown.

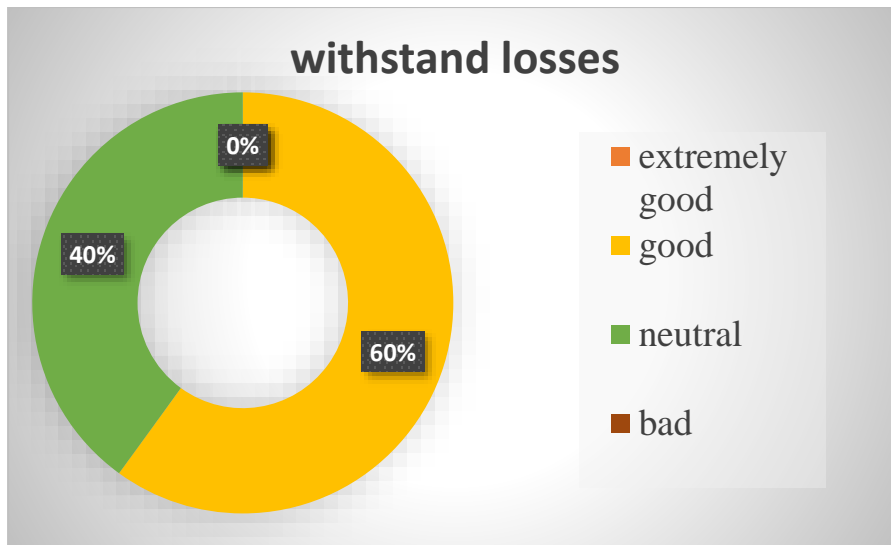
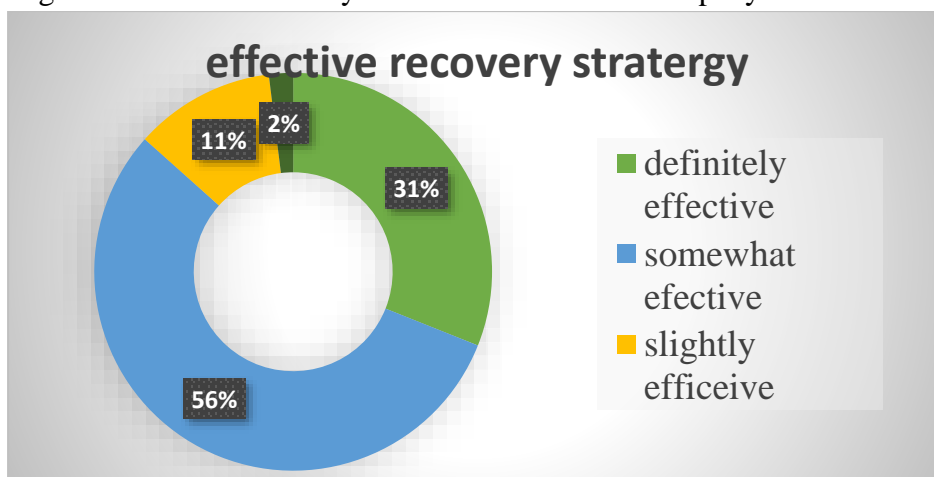


CHART – 9

The strategies used in the recovery of the business in the company.



STATISTICAL TOOL ANALYSIS:

TABLE: 1

Chi-Square Test

INCOME (VS) COMPANY DOWNFALL

Aim: To analyze whether the income is affected due to the Pandemic (company's downfall.)

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Hypothesis

H₀ - There is no association between income and Pandemic (company's downfall).

H₁ - There is association between income and Pandemic (

company's downfall).

Pandemic (company's downfall)					
Income	Extremely affected	Affected	Neutral	Slightly affected	Total
5,000-10,000	4	12	0	0	16
11,000-20,000	3	8	0	0	11
21,000-30,000	5	10	0	0	15
31,000 and above	4	14	0	0	18
Total	16	44	0	0	60

Chi-square value 30.476, Degree of freedom 9, Table value 16.92 SOURCE: PRIMARY DATA

Conclusion

Since the calculated value is greater than the tabulated value H1 is accepted. Hence the financial position of the company Precision Pressings got affected and so the per capita income of the employees is also disrupted. Employees did not receive 100% of the salary and had difficulties with the recovery process.

TABLE: 2

WEIGHTED MEAN:

SAFETY OPERATING PROCEDURE (SOP) FOLLOWED IN THE ORGANIZATION.

Weighted Mean = $\frac{\sum w_i x_i}{\sum w_i}$

	Extremely good (50)	Good (30)	Neutral (5)	Bad (25)	Extremely bad (10)
SOP	12	20	28	0	0

Weighted Mean =11.65

SOURCE: PRIMARY DATA

Conclusion

The weighted mean of safety operating procedure followed by the organization is 11.65 which shows that the safety protocols were followed by the employees to some extent and the protocols and safety precautions had to be concentrated more.

Findings of the Research

- 75% of the respondents neutrally agree to the company's recovery from the downfall.
- 73% of respondents feel the company was affected very badly.
- 100% of the respondents said 56 above labours were present.
- 47% of the respondents say the measures taken to recover are neutral.
- 58% of respondents reacted extremely badly.
- 77% of the respondents said most of the customer's place orders.
- 100% of the respondents said that the production is affected.
- 60% of the respondents reacted well in withstanding losses.
- 56% of the respondents felt somewhat effective in the recovery strategy.
- 62% of the respondents feel it takes 1 year to recover from the downfall.

Suggestions

- To implement a more effective recovery strategy
- Cooperation between the employees and the higher management during the execution of recovery
- Employees should be self-aware in cleanliness.
- Keep changing the strategy for maintaining the business continuity.
- Have a backup plan for recovery if the A plan is not successful
- To react to the downfall, respond correctly and carefully to the affected areas and recover from the downfall.

Conclusion

In this research, we have come to know that the business should be ready to face every crisis which falls on the path. The company should be ready to handle any problem and start preparing a recovery plan just in case. The recovery plan should be in such a way that the top-level management and the lower-level management's job should not be affected just as how the business is not affected. A disaster recovery plan should always be a flexible plan.

Acknowledgement

Our grateful thanks are due to Dr. S. Sridevi, Principal and Ms. Y. Kavitha M.B.A., B.Ed., M.Phil. (NET), Head of the Department of Business Administration, Chevalier T. Thomas Elizabeth College for Women for their helpful guidance and encouragement.

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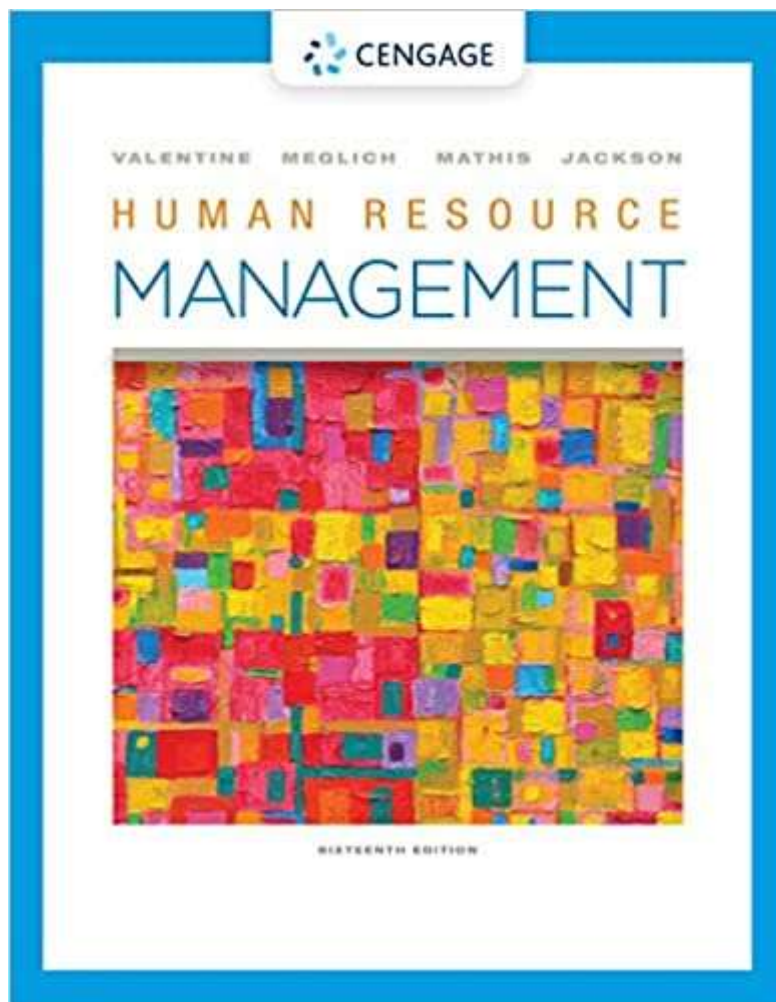
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Introducing a Book:

HUMAN RESOURCE MANAGEMENT

**Authors: Dr. Sean R. Valentine, Dr. Patricia A. Meglich,
Dr. Robert L. Mathis and Dr. John H. Jackson**

Kindle Edition



Courtesy: https://www.amazon.com/Human-Resource-Management-Sean-Valentine/dp/035703385X/ref=sr_1_1?dchild=1&keywords=human+resource+management&qid=1614314738&s=books&sr=1-1

HUMAN RESOURCE MANAGEMENT by Dr. Sean R. Valentine, Dr. Patricia A. Meglich, Dr. Robert L. Mathis and Dr. John H. Jackson is an excellent comprehensive textbook we would highly recommend that every student, research scholar and faculty member must read and apply in their course work. College/university libraries that offers business administration courses must have some copies of this textbook. Business executives, whether they are connected to Human Resource Management of the company or not, will greatly benefit through reading this comprehensive textbook.

The book is divided into five sections with a total of sixteen chapters. At the end we have seven appendices.

Section 1 is given the title **The Environment of Human Resource Management**. It includes three chapters: Human Resource Management in Organizations, Human Resource Strategy and Planning and Equal Employment Opportunity.

Section 2 deals with **Jobs and Labor**. In this section we get 4 chapters: Workforce, Jobs, and Job Analysis; Individual/Organization Relations and Retention; Recruiting High Quality Talent; and Selecting Human Resources.

Section 3 is on **Talent Development**. This section has 3 chapters: Training Human Resources; Talent, Careers, and Development; and Performance Management and Appraisal.

Section 4 is given the title Compensation. There are three chapters: Total Rewards and Compensation; Variable Pay and Executive Compensation; and Managing Employee Benefits.

Employee Relations is the last section. This fifth section has three chapters: Risk Management and Worker Protection; Employee Rights and Responsibilities; and Union-Management Relations.

What is given above is only a brief general description of the contents of this very useful textbook. There is also detailed list of contents available in the textbook. Every chapter deals with the contents in a comprehensive manner with examples, illustrations and a list of competencies expected and could be developed. Applications are also dealt with under every chapter.

Appendices at the end include the following among others: Uniform Guidelines on Employee Selection, and Sample HR-Related Job Descriptions and Job Specifications.

The contents offered in every chapter need to be explained and interpreted in the context of Indian economy, Indian economic systems, Government regulations, Trade Union demands, and so on. We also need to obtain examples of practices adopted in Indian companies. Bonus is an important element both in Government and Private companies. Case studies presented in *HUMAN RESOURCE MANAGEMENT* offer great insights into the human resource management in Western nations. Trade Unions are powerful organizations in every profession, industry, and business in the United States. Influence of the Trade Unions in India, on the other hand, seems getting reduced in the last decades. Human Resource Management in India seems to be getting more oriented toward private corporations.

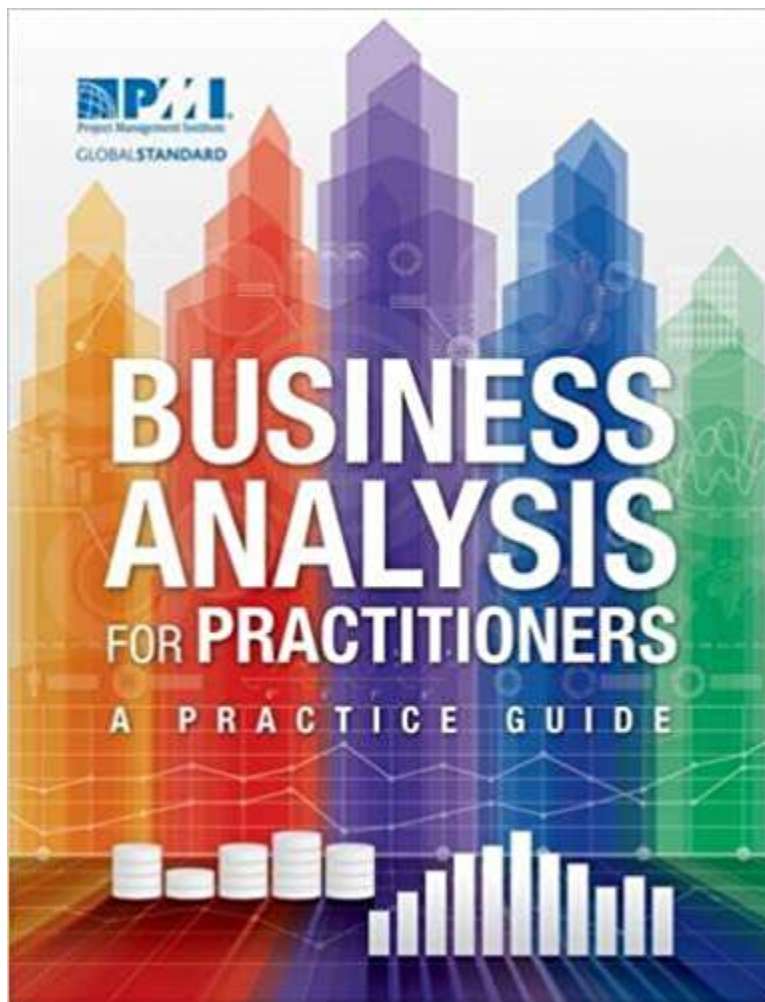
Our students and research scholars need to focus also on the Government services as well as government-run companies. The descriptions of processes and institutions, and insights offered in *HUMAN RESOURCE MANAGEMENT* by Dr. Sean R. Valentine, Dr. Patricia A. Meglich, Dr. Robert L. Mathis and Dr. John H. Jackson will also help individuals and groups of individuals to start their own businesses and manage them efficiently.

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Introducing a Book:
BUSINESS ANALYSIS FOR PRACTITIONERS
A Practice Guide
Project Management Institute
Kindle Edition



Courtesy: https://www.amazon.com/Business-Analysis-Practitioners-Practice-Guide/dp/1628250690/ref=sr_1_4?crid=29L4F7H3P3MXK&dchild=1&keywords=business+analysis&qid=1614314122&s=books&sprefix=Business+analysis%2Caps%2C199&sr=1-4

Business Analysis for Practitioners: A Practice Guide published by Project Management, Inc., Newtown Square, Pennsylvania 19073 is a valuable book for all those interested in specializing in business analysis as their career. Business analysts are in great demand in all types of business: mortar and brick as well as online. In India too, those, who specialize in business analysis, get well-paid jobs, and occupy important positions. While coding plays some functions, careful thinking and analysis and systemic observations and skills in arriving at appropriate conclusions based on data available play a crucial role. Business analysis identifies requirements which will help the company work for the development of products and services to meet customer expectations. Customers are identified and are involved in the process of analysis and this results in expansion of the market for the products produced by the company. Such a process also helps the company to develop projects for future market.

Business Analysis for Practitioners: A Practice Guide gives an excellent introduction and practical guidance to help the readers to develop appropriate competence in business analysis. Thus, students of business administration and management may be required to read this book and do the exercises offered in the textbook.

Business Analysis for Practitioners: A Practice Guide has **six chapters**. Every chapter has major sections as well as subsections.

Chapter 1 Introduction This chapter provides an insightful description of what business analysis is. It also indicates as to who perform business analysis. Skills needed for business analysis, how organizations may perform business analysis, and the relationship between project managers, business analysts, etc. Indeed, we get a comprehensive introduction to business analysis in this chapter.

Chapter 2 Needs Assessment. Steps we need to take such as identification of the problem and opportunities, collection of data for evaluation of the situation, etc. are dealt with. Assessment of the goals and objectives, root cause analysis of the situation, determining the required capabilities are dealt with. Detailed guidance is given under subsections and we all will greatly benefit reading this chapter several times and follow the guidance provided.

Chapter 3 Business Analysis Planning. The chapter deals with business analysis planning and project management planning. Brainstorming is presented as an essential part of business analysis. Stakeholder features such as attitude, culture, experience, location and availability, and techniques for grouping, etc. are dealt with. The chapter also guides us to create the business analysis plan. This business analysis plan must also meet the requirements of the management plan. Communication approach, decision-making process, requirements verification and validation processes are also dealt with. This chapter may be considered as the centre point of the entire guidance/textbook.

Chapter 4 Requirements of Elicitation and Analysis. The chapter suggests elicitation includes more than the collection of requirements. Plan for elicitation, and various processes involved are discussed. Asking the right questions is an important part of the process. Plan for analysis is highlighted. Building up models is also very important part of business analysis. Models help refine the requirements. Goal model, business objective model, feature model, process

models, etc. are well described. The chapter discusses also the rules. Guidelines for writing the requirements is an important part of this chapter.

Chapter 5 Traceability and Monitoring. Aspects of traceability and the benefits of tracing requirements are presented with examples and illustrations as done in other chapters. The processes of approving requirements offer us great insight into the administration. Business analysis could lead to making changes to requirements, management, Changes in control tools and techniques also could be accomplished following business analysis. The chapter gives guidelines for impact analysis and its impact on business analysis.

Chapter 6 Solution Evaluation. The chapter recommends and guides us to develop a mindset for evaluation and perform evaluation early and often. Requirements analysis, traceability, testing, and evaluation are treated as complementary activities. Thus, a business analyst must have skills in all these areas. Expected vs. actual results are discussed in detail. The chapter, among other significant aspects, deals with the evaluation of the long-term performance of the solution.

A careful and devoted study of *Business Analysis for Practitioners: A Practice Guide* will help all who wish to choose Business Analysis as the preferred focus of their career. It is good to keep the book with us and follow the guidelines offered in it.

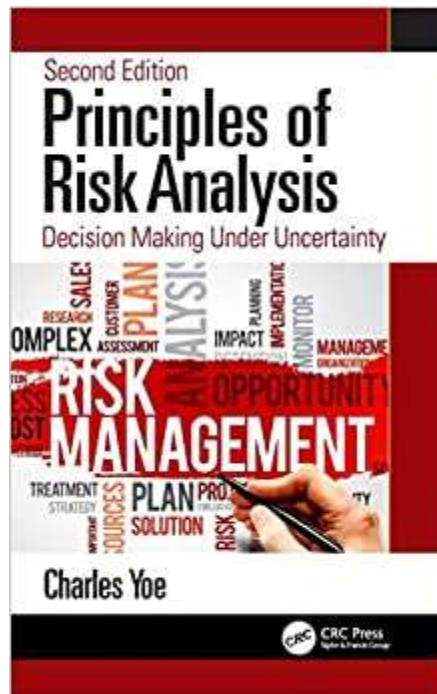
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**Introducing a Book: *Principles of Risk Analysis*
Decision Making Under Uncertainty
Author: Charles Yoe, PhD**

Kindle Edition



Courtesy: https://www.amazon.com/Principles-Risk-Analysis-Decision-Uncertainty/dp/1138478202/ref=sr_1_1?dchild=1&keywords=principles+of+risk+analysis&qid=1614316173&s=books&sr=1-1

Professor Charles Yoe's *Principles of Risk Analysis: Decision Making Under Uncertainty* is a must read book for all those interested in business administration. A proper understanding what risk is and how the risk could be overcome will help all those who choose career in business administration. Risk is an integral part of all human life and all human activities. Risk-taking is also an essential part of any successful business, in all types and levels of business. Street hawkers and small shop owners in our bazars also take risk in expanding their businesses. Owners of departmental stores as well as big corporations need to understand what risk taking is in modern times and how one could or should define risks in their own arenas so that the value of their business increases and they as well as stockholders benefit by such increases.

Principles of Risk Analysis: Decision Making Under Uncertainty is a comprehensive textbook. The book has eighteen chapters. Every chapter has several sections and subsections. The titles of the chapters as well as the sections and subsections are so descriptive that these prepare us as to what we should expect and look for.

Chapter 1 The Basics raises the questions: what is risk, what is risk analysis, why we should do risk analysis and who does risk analysis. Examples from Government agencies and private sector are presented. Indian students and faculty may like to identify the processes of risk analysis that is incorporated in government annual budgets and the reports of private corporations presented in the stockholders' meetings.

Chapter 2 Uncertainty describes aspects of uncertainty that are an integral part of any business from the beginning. The chapter presents the types of uncertainty, both quantitative and qualitative. Business administrators should be always conscious of possibilities of uncertainty.

Chapter 3 Risk Management begins with problem recognition. The chapter identifies individual risk management activities. Risk evaluation methods are presented. Levels of risk are identified. The chapter focuses on risk control. Risk management models are presented, described and discussed.

Chapter 4 Risk Assessment is an important chapter. Risk assessment activities, risk assessment models and risk assessment methods are described and discussed with examples.

Chapter 5 Risk Communication includes aspects of internal communication, external communication, public involvement, and conflict resolution.

Chapter 6 Problem Identification for Risk Management identifies triggers and inputs as well as problem and opportunity identification techniques.

Chapter 7 Brainstorming suggests the following as good techniques: brainstorming, brainwriting (poolwriting, gallery writing, and electronic brainwriting).

Chapter 8 Opportunity Costs and Trade-Offs discusses, among other concepts, the economic basis for interactions among people. Cost-effectiveness analysis and other related analyses are discussed in this chapter.

Other chapters included in the textbook are as follows:

Chapter 9 Qualitative Risk

Chapter 10 The Art and Practice of Risk Assessment Modeling

Chapter 11 Probability Review

Chapter 12 Choosing a Probability Distribution

Chapter 13 Probability Elicitation

Chapter 14 Monte Carlo Process

Chapter 15 Probabilistic Scenario Analysis

Chapter 16 Sensitivity Analysis

Chapter 17 Presenting and Using Assessment Results

Chapter 18 Message Development

Understanding the process of risk analysis and employing relevant steps to make a study of risks faced in a business requires concentrated effort and understanding of the context. Not an easy task, but an essential part of every dynamic organization. The book offers excellent examples and reading this book chapter by chapter with attention will enable one to become an established risk analyst.

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