
BUSINESS ADMINISTRATION IN INDIA

Strength for Today and Bright Hope for Tomorrow

www.businessadministrationinindia.com

ISSN 2690-1749

Volume 1:2 January 2020

Managing Editor and Publisher: M. S. Thirumalai, Ph.D.

Contents

Podcasting and Business Administration ... A. S. Aravindh, M.B.A. (Finance and Systems), Ph.D. Research Scholar	1-4
Corporate Culture ... R. Lavinia, M.Sc. (Counselling Psychology)	5-7
Hawker Business ... Charles Godwin P., MSW (HRM)	8-10
Some Business Issues M. S. Thirumalai, Ph.D.	11-13

Podcasting and Business Administration

Aravindh, A. S., MBA (Finance and Systems), Ph.D. Scholar

Senior Associate, City Union Bank, Ltd.

asajoelsam@gmail.com

=====

Abstract

This paper discusses some of the characteristics, features and usefulness of podcasts and podcasting. Podcasting is not yet popular in India. Podcasting offers great potential and opportunity to business corporations to be in continuous communication with their employees, agents and customers. With younger people getting familiar with the online use, future communication for education, training, exchange of information, sale of commodities, etc., podcasting will greatly benefit business transactions and corporations. The paper suggests that production of podcasts may be included in the Business Administration classes.

Keywords: Podcast, podcasting, business communication, training of employees, current status of podcasting in India, business administration syllabus.

Podcasts are becoming popular in business communication these days. However, use of podcasts by Indian business administration is not yet popular. <https://player.fm/countries/india> recognizes several popular podcasts. But most of these come under Sports, Sports News, Society, Religion, Politics, Science, History, Tech Technology, and Health and wellbeing. That is, most of these items do not focus on business activities and are not intended to establish brand names, etc.

Dictionary.com <https://www.dictionary.com/browse/podcast?s=t> defines podcast as “a digital audio or video file or recording, usually part of a themed series, that can be downloaded from a website to a media player or computer.” The example for this word use is given as follows: “Download or subscribe to daily, one-hour podcasts of our radio show.”

Podcast item or material in audio format is usually freely available as audio files and we can listen to these audio files in our computers or digital audio players. Two terms are combined to generate the new word *podcast*: iPod and broadcasting. An interesting combination for a new innovative way of presenting materials in audio format.

These audio files are available on the Internet. We can download them and listen to them at our convenience. These may be downloadable from computer as well as mobile device.

An interesting feature of podcast is that podcasts are often a series of materials. That is, materials are produced and presented as independent materials, but these are usually connected. In other words, a company or corporation can initiate their own podcasts and present distinct ideas and examples to present their products to customers.

Through podcasts we can present detailed content with music, words, slogans, mimics, and so on. The content presented is easy to follow and becomes very attractive to listeners. If your podcast includes some easy to sing and imitate tunes and folk music that is simple and is easily remembered, your podcast will become very popular. Along with the popularity, the business that brings out the podcast also gets widely known for their products.

Through podcasts individual scholars and service-minded individuals can offer constructive advice to the listeners and encourage them to move forward even in the midst of obstacles and suffering they face. New products may be introduced. New opportunities to improve business and gain more profit can be achieved even as businesses serve the community.

Authoritative tone and voice and enthusiastic words and sentences generate some confidence in the listeners, even as the listeners begin to develop some trust in what they are listening to.

Often administrators of cement and steel industry try to influence their customers through print advertising. Sign boards and wall writings are very common communicating the message of the superiority of their brands over others. The very same thing can be better achieved by podcasts, better than even attractive oral TV advertisements, etc.

While oral or written advertisements through various channels can present information with assertive tone, such presentation does not present details, because the time they get for this sort of communication is short and limited. On the other hand, podcasts offer longer time.

At the same time we should also recognize that audience for podcasts may be limited in number in India. It all depends on the familiarity of the Internet to people and the skill in downloading or linking to podcast websites.

Once an individual gets used to listening to podcasts, he or she may be very inclined to check podcasts for details on the kind of thing or work they want to do.

Even though the audience may be limited at present, the popularity of podcasts is growing all over the world. So, leading and upcoming corporations, banks, insurance companies,

etc. will greatly benefit if they can start producing podcasts with messages from their companies, even as their podcasts may be concerned with general topics.

Brand awareness with suitable information is created better with podcast.

We should also include preparation of podcasts as part of business administration syllabus in the Universities.

Podcasters claim that it is not that difficult to produce podcasts. With training, it should be possible for business administration students to identify suitable and relevant topics for producing a podcast.

Podcasts for employees within the company seem to be more effective. They are more often required to listen to the podcasts and through such listening they are better trained.

Likewise agents and brokers attached to the company also will be trained with latest information, rules and procedures, etc. through podcasts which are much longer than the advertisement. In addition, they are not required to write down information, but listen to the podcast presentations as often as they want. They can also save the podcasts in their mobile devices for reference and future use.

Company podcasts can also be easily transferred to the mobile device of all business contacts. This will create brand awareness and will encourage businesses to get in touch with the suppliers with additional information.

Restaurants can use podcasts to attract their customers and regular patrons. Descriptions of items ready for breakfast, lunch, snacks, and dinner by chefs will be likeable introduction. Special items can be described in simple and effective language along with suitable music, etc.

Likewise, instructions on how to use a toy, a domestic electrical product, cooking instructions and so on are all welcome in podcasts.

True, podcasts have become popular and useful to the younger generation. Many who have visited abroad or who have worked abroad and returned to their parent companies in India seem to be eager to listen to podcasts. We should recognize that with increase in computer and internet uses, podcasts will continue to grow in number. Individuals and families will be eagerly waiting for news about and scenes from movies and so on through podcasts.

Since podcasts help the growth of business, it becomes an effective tool in the hands of business administrators.

It looks like Indian companies have not taken advantage of podcasting as an important training tool and as a useful storage of guidelines and information for their employees. Meanwhile, training students of Business Administration majors will impart to them yet another important skill.

References

<https://player.fm/countries/india>

<https://www.dictionary.com/browse/podcast?s=t>

Corporate Culture

R. Lavinia, M.Sc. (Counselling Psychology)

Freelance H.R. Specialist

laviniaark@gmail.com

=====

Abstract

In this paper, aspects of corporate culture as practised in Indian businesses are discussed. Corporate culture is an important element of any business. Business administration officials or supervisors often emphasize the elements of corporate culture their corporations believe in and want their employees to practice the same. Corporate culture is usually a practice not well defined in writing. Yet it is talked about and it is expected that the employees would follow and practice the same. The paper presents the four types of corporate culture presented in Quinn and Cameron (2005) and discuss their relevance in Indian businesses. Dress code and language use, etc. are pointed out.

Keywords: Corporate culture, India corporate culture, clan-oriented, adhocracy-oriented, Market-oriented, hierarchy-oriented, dress-code, language use.

Corporate Culture

Corporate culture is an important element of any business. Business administration officials or supervisors often emphasize the elements of corporate culture their corporations believe in and want their employees to practice the same. Generally speaking, corporate culture has two sides: behaviour and beliefs and goals of the corporation for practices within the corporations and the beliefs and behaviours that all employees follow when they deal with from outside in their transactions. Corporate culture is usually a practice not well defined in writing. Yet it is talked about and it is expected that the employees would follow and practice the same. While hiring a new employee, the officers who decide on the hiring usually consider the potential of the applicant to follow their corporate culture. Practices of senior employees who have been with the corporation for a long time could become an integral part of the corporate culture.

Four Types of Corporate Culture

Quinn and Cameron (2005) identify four types of corporate culture: Clan-oriented, Adhocracy-oriented, Market-oriented and Hierarchy-oriented. (Robert E. Quinn and Kim S.

Cameron Diagnosing and Changing Organizational Culture: Based on the Competing Values Framework. Publisher Jossey-Bass, 2005. San Francisco, CA.)

In **clan-oriented corporate culture**, the relationship between members of the business corporation or business under-taking is family-like. In such companies, shops and stores and other types of business, in India we notice that employees address one another using kinship terms. Elder brother, elder sister, younger brother, younger sister, or cousin, uncle, aunty, grandpa, grandma, etc. become prominent terms of address. Small shops and small stores often come under this category.

Quinn and Cameron (2005) describe **adhocracy-oriented corporate culture** as focusing on entrepreneurship. Getting things done first becomes an important feature. This culture embraces risk-taking and innovation. Tesla Corporation may be considered as an example for this corporate culture (www.tesla.com). With great leadership and initiative Indian software companies brought in prosperity to the owners and shareholders as well as the country (India). The greatest achievement of these companies from a social point of view is to offer employment to all communities and religions without focusing on the members of the company owners as done in the previous generation. And yet these new innovative companies were not really oriented to risk-taking in any significant amount.

Market-oriented corporate culture focuses on competition. Since it is competition-oriented, getting the work done on time and before scheduled time, selling goods in quick and efficient manner, focusing on customer satisfaction, etc. Language used is a language of self-confidence, with some pride about the product promoted.

The last one Quinn and Cameron (2005) identify is **hierarchy-oriented corporate culture**. Even though each position within the hierarchy may have its own decision-making powers, a person in higher position may have the power to change and alter or even cancel the decision of the person below. This is a very common feature in Indian corporations. Our traditional business models in India seem to have emphasized hierarchy. From small street corner shops/stores to medium and large-sized stores in the bazaars of a town clearly demand/demanded hierarchy and discipline and obedience. Creativity and innovation were or are not expected from those in the lower category in the hierarchy. Financial responsibility is assigned to the higher order, but direct contact with the customer is and was still the responsibility of the persons occupying the lower position. Polite language and quick, smart and positive response are expected. Persons demonstrating these features in every day transactions have some powers added to their position in due course.

Dress Code

=====

Business Administration in India www.businessadministrationinindia.com 1:2 January 2020

R. Lavinia, M.Sc. (Counselling Psychology)

Corporate Culture

Corporate culture could also include dress code. These days business corporations, especially software companies, do not seem to prescribe dress code. Dictionary.com www.dictionary.com defines *dress code* as “a set of rules specifying the garb or type of clothing to be worn by a group or by people under specific circumstances: a military dress code” (<https://www.dictionary.com/browse/dress-code>). Dress code is important in many offices and public places such as restaurant. It is different from uniform. Although many workplaces may not insist on dress code that is similar to wearing uniforms, etc., yet companies do not encourage lewd dress, dress that shows violent scenes, mocking at racial minorities and so on. In general, normal garments may be most welcome even when there is no dress code. Corporate culture demands that workers should be accepted readily by the customers and for this common garments with less sex/gender parts exposure are encouraged.

Language Use

Corporate culture also encourages appropriate language use. Most Indian languages honorific terms and verb inflections showing honour to the person addressed or referred to. While most of us acquire such conventions from our childhood in our mother tongues, expressing honour to the person addressed or referred in another language requires some conscious learning of the language conventions of that language and mastering the cultural constraints of that language. With employees in corporations coming from different regions of the country and with different mother tongue background, it becomes the duty of the newcomer to learn the conventions of shown honour to the person address or referred to.

To Conclude

This field of business administration requires close observation and data collection. Descriptive analysis of the situations and the processes adopted in individual corporations will be useful to all the business administration processes in corporation. Such studies are usually sociological, anthropological and sociolinguistic studies. However, such studies will depend on the closer understanding. Observation and description of administrative structure, power and authority and communication processes.

References

Robert E. Quinn and Kim S. Cameron, 2005.
Diagnosing and Changing Organizational Culture: Based on the Competing Values Framework.
Jossey-Bass, 2005. San Francisco, CA.

<https://www.dictionary.com/browse/dress-code>

www.tesla.com

Business Administration in India www.businessadministrationinindia.com 1:2 January 2020

R. Lavinia, M.Sc. (Counselling Psychology)

Corporate Culture

Hawker Business

Charles Godwin P., MSW (HRM)

HR Leader & Public Speaker

chalshr@gmail.com

=====

Abstract

Some select features of Hawker business in India are presented, described and discussed in this paper. There are hundreds of thousands of hawkers in India. These businesspersons work very hard and the major focus of this enduring self-enterprise is to earn daily livelihood. There are strict rules guiding hawker business both at the all India level and in individual states. Even as hawker business does not carry much social respect and economic prosperity in hierarchy-ridden Indian society, their service is appreciated by the customers. Distinction between hawker and vendor is also briefly discussed in this article.

Keywords: Hawker, vendor, socioeconomic conditions, daily routine, informal economy.

Who Is a Hawker?

In this article I propose to discuss the features of Hawker business. *Hawker* is defined as “a person who offers goods for sale by shouting his or her wares in the street or going from door to door; peddler” (<https://www.dictionary.com/browse/hawker?s=ts>). Another meaning of this word is somewhat unrelated to the above definition: “a person who hunts with hawks, falcons, etc.” *Hawk* is described as “any of numerous birds of prey of the family Accipitridae, having a short, hooked beak, broad wings, and curved talons, often seen circling or swooping at low altitudes” (<https://www.dictionary.com/browse/hawk?s=t>)

The word *vendor* has some related meaning to the word *hawker*. Both vendor and hawker are businesspersons, who may use street as their main route and major place for selling goods. *Dictionary.com* gives the following as related words: merchant, peddler, hawker, dealer, traveler, businessperson, pitcher, huckster. Vendors are often more like established stationary storekeepers who may sell value added resellers and even manufacturer of goods. Hawkers on the other hand move from place to place every day and sell goods like food, handicrafts, plastic buckets, and other less expensive items which are carried by him/her in their cart, or bikes or even on their shoulders. There are millions of street vendors in India. Street vendors are a common feature of Indian cities and Indian businesses.

Strict Laws

There have been laws regulating/restricting street vendor business throughout the British rule and in Independent India. Unfortunately, such rules and regulations, according to the National Association of Street Vendors of India

“Control and Punishment: Most acts are aimed at controlling and punishing the street vendors. The acts are archaic and fail to meet the challenges posed by the new situation particularly relating to migration, unemployment, saturation of formal sector and so on.” (<http://nasvinet.org/newsite/statistics-the-street-vendors-2/>) The website gives “examples [to] illustrate how control and punishment becomes all important while the objective was to regulate the vendors.”

Socio-economic Conditions of Hawkers

Although vendors are viewed as poverty-stricken group of businesspersons, hawkers seem to be in still lower condition when it comes to livelihood. Many hawkers either walk through the streets with the produce they sell on their shoulders or use bicycles to carry their produce. Even as they walk through or ride through streets, calling out loudly the goods they carry to sell. More often than not, the goods they carry may be flowers, vegetables, plastic items, or milk. Ice cream hawkers are also found on the streets. They go from one street to another and stand near a house and call out the names of the goods loudly and expect buyers, usually the customers, will come out of the house and buy the goods. Physical pain is very strong, and their body weakness is manifest, and yet they work hard to earn their livelihood.

Daily Routine Business

Most of the hawkers buy goods from merchants from the daily market of the town or from the well-established merchants. They sell the product with some increased price. Their goal is to earn adequate money for their daily living and daily needs. When asked, we found that there is no fixed additional increase to the price. Their daily life is routine, and the price of the goods they sell depends on the customers' needs. These days, customers do not seem to bargain the price of the goods being sold. The price is usually not negotiated. However, the hawker does show willingness to reduce the price, when demand for the goods is low on that day. When asked, hawkers told us that their goal is to go home with empty baskets or buckets -- they are happy if they could sell all the materials bought from the merchants the same day. Of course, they are also very happy if the goods could be sold fully just by going around a few streets, or a few localities. This saves time and pain.

Part of Informal Economy

Hawkers as businesspersons may be considered as part of informal economy in India. In reality, informal economy is more closely linked to the people's lives than formal economy. Often, we find informal economy leaders such hawkers meet the domestic daily needs of vegetables, some specific items such as flowers for pujas and wearing as part of hairstyle, or wearing flowers around the neck, plastic items, stainless steel small-sized items for domestic use, and so on. Newly established "colonies" away from the departmental stores and bazaars are served effectively by the hawkers. Women may even order new items such as washing soap, etc. through the hawkers. People staying away from the departmental stores and Malls usually go on "excursion" to the Malls with their children and enjoy eating in fast food restaurants there. They do buy all sorts of items including grocery there, and yet urgent as well as routinely consumed items in the homes of "colonies" are often sold by the hawkers.

Unorganized Labour

There are millions of hawkers in India, and it means unorganized labour is very large and hawkers are a significant part of unorganized and self-employed labour and businesspersons.

Hawker's loud utterance or loud calling announcing the goods being sold is usually a sort of music tone. Those who are not familiar with the calling will not understand what the hawker is announcing or selling. But those who live in the colonies and in the streets distinguish one hawker from another and are able to rush to gate/front door asking the hawker to stop by. Indeed, a hawker is a friend and is a hardworking entrepreneur.

References

<https://www.dictionary.com/browse/hawker?s=ts>

<https://www.dictionary.com/browse/hawk?s=t>

<http://nasvinet.org/newsite/statistics-the-street-vendors-2/>

Some Business Issues

M. S. Thirumalai, Ph.D.

Former Faculty Member, University of Phoenix, AZ

msthirumalai2@gmail.com

=====

Abstract

Several leading Indian businesses have faced enormous problems. Businesses facing issues and problems are a common feature all over the world. Family-owned small shops/stores in small towns often are/were forced to shut down the business because of family feud and misunderstanding between owners of the shop in addition to slowing down in business income, reduction in market share, reduction in number of customers, difficulty in getting goods currently in favor of the customers, etc. This paper presents some business issues and illustrate these with Indian examples. Some of the business issues discussed include Uncertainty about the future, Financial management, Monitoring performance and Regulation and compliance.

Keywords: Indian businesses, key issues, family-feud, financial management, customer relations.

In recent years, several leading Indian businesses have faced enormous problems. Businesses facing issues and problems are a common feature all over the world. Family-owned small shops/stores in small towns often are/were forced to shut down the business because of family feud and misunderstanding between owners of the shop in addition to slowing down in business income, reduction in market share, reduction in number of customers, difficulty in getting goods currently in favor of the customers, etc. Prosperity as well as poor business could force shops/stores. If we live in a small town or a village, we all will come to know the reasons for partitioning or closing-down the business. Often feud within the family or between the owners of the same shop leads to such issues. In some sense this is no different from issues faced by rich business families such as the Ambanis, or several Chettinad groups of businesses.

<https://www.hiscox.co.uk/business-blog/the-10-biggest-challenges-businesses-face-today-and-need-consultants-for/> suggests ten common business problems. Although the points suggested seeming to be more easily interpreted relating to business enterprise in urban and rich economies, these are also relevant to small scale businesses in India:

1. Uncertainty about the future.

2. Financial management.
3. Monitoring performance.
4. Regulation and compliance.
5. Competencies and recruiting the right talent.
6. Technology.
7. Exploding data.
8. Customer service.
9. Maintaining reputation.
10. Knowing when to embrace change.

Gaining and maintaining reputation is an important issue for businesses of all sorts. Truthfulness, respect to customers, customer satisfaction, ready availability of goods, credit/loan facility -- all these are easily seen as help to maintain a “good name”.

Businesses running for decades, especially small and medium stores, show some difficulty in embracing change. In other words, reputation or maintaining the business name may not always help the owners or managers of businesses to introduce changes in modality of service and making available new commodities. Maintaining reputation and making changes in business have sort of ambivalent relationship.

Poor financial management or financial mismanagement is readily accepted as a possible reason for the downtrend in a business. However, what looks like in later years as financial mismanagement may have been seen as financial innovation as well in the beginning! What do we call the present problems faced by Anil Ambani’s businesses right now? Several leading airlines in India have collapsed even as air travel has become more popular and the number of passengers is ever increasing. Vijay Mallya’s Kingfisher Airlines, Jet Airways, Air India -- the issues and difficulties these airlines have faced include financial management issues. But financial management or mismanagement alone cannot be cited as the main reason. In other words, even as financial management is an absolutely important issue, many other issues might have been there even before financial mismanagement started taking roots.

Regulation and failure to comply with the regulation have become serious issues. Every business in every country is subjected to regulation. Even the so-called free economy is not free from regulations. Ways to circumvent the regulation in lawful ways are acceptable and are usually subject to the interpretation of the judicial courts. But no business will succeed if it focuses only on such circumventions. Taxes and paying taxes are pre-historic processes! After the Supreme Court declaration and condemnation, Telecom companies in India have begun to pay the adjusted gross revenue and statutory dues to the Government of India (<https://economictimes.indiatimes.com/industry/telecom/telecom-news/government-collects-rs->

[32000-crore-in-agr-and-statutory-dues-since-scs-rap/articleshow/74471193.cms](https://www.hiscox.co.uk/business-blog/the-10-biggest-challenges-businesses-face-today-and-need-consultants-for/)). At the lowest level, small shop owners are also expected to pay their taxes. Circumventing the rules and/or finding ways to avoid taxes may not always help fully. Tax consultants have a great role to play here and their consultation business prospers if they are intelligent bookkeepers with valuable and influential social contacts.

Monitoring the profit of the business includes or depends on monitoring the performance of the business. Monitoring employees' performance may be considered an integral part of any monitoring exercise.

Recruiting the right talent is very important. In small businesses where it is/was difficult to get labour, anyone who applied for a job may be acceptable. Yet even here the store owner may send the employee out if he or she is given to talking needlessly and not performing the duties assigned to them.

Elaborate processes are involved in recruiting employees in big companies. Many years ago, company owners seemed to give preference to people coming from their own caste and religion. Such preference is not very strong these days. Successful software companies look for skills and talents, not linguistic, religious, regional or caste backgrounds. Indian businesses seem to get out of these barriers and look for talents.

References

<https://www.hiscox.co.uk/business-blog/the-10-biggest-challenges-businesses-face-today-and-need-consultants-for/>

<https://economictimes.indiatimes.com/industry/telecom/telecom-news/government-collects-rs-32000-crore-in-agr-and-statutory-dues-since-scs-rap/articleshow/74471193.cms>