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# Business Administration in India

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Strength for Today and Bright Hope for Tomorrow

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

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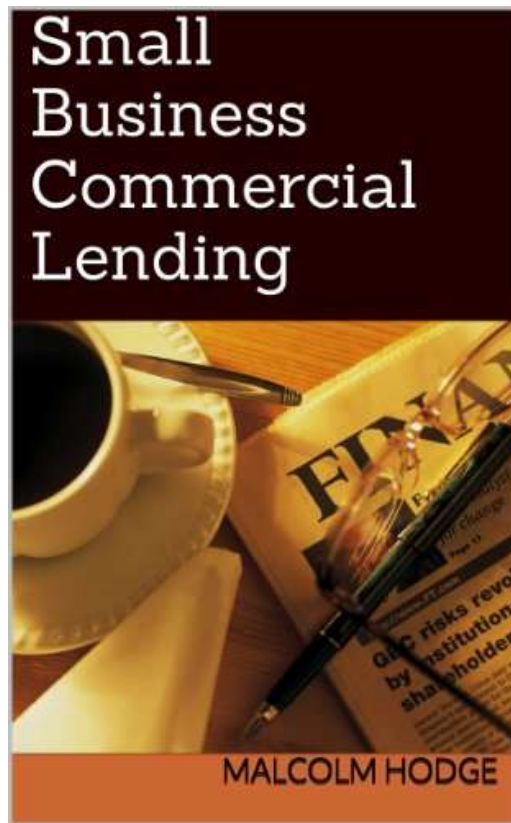
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**Introducing a Book:**  
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**Author: Malcolm Hodge**  
**Kindle Edition**

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Courtesy: [https://www.amazon.com/Small-Business-Commercial-Lending-Malcolm-ebook/dp/B00DBG0I84/ref=sr\\_1\\_3?dchild=1&keywords=Small+business+commercial+lending&qid=1625416713&s=books&sr=1-3](https://www.amazon.com/Small-Business-Commercial-Lending-Malcolm-ebook/dp/B00DBG0I84/ref=sr_1_3?dchild=1&keywords=Small+business+commercial+lending&qid=1625416713&s=books&sr=1-3)

*Small Business Commercial Lending* by **Malcolm Hodge** is highly recommended to all those who seek employment in banks and plans to have **banking** as their career. It is a useful book for all the employees of banks, especially for those who may be assigned or are already assigned responsibility for commercial lending. The focus of the book is on small business commercial lending. Small businesses are an essential business sector even in the so-called developed nations with impressive economy and living standards. It is more so in countries like India, where business activity is small business is oriented. Schemes to support self-enterprises for women are becoming

very popular in India. Frequent visits to banks for suitable loan by businesspersons are common, and in almost every branch there is a business activity oriented section.

*Small Business Commercial Lending* by **Malcolm Hodge** has, among other things, focus on the acronyms and commercial lending slang, commonly used by the bank staff. Beginners will have great difficulty in understanding and using the words and phrases that form part of the acronyms and commercial lending slang. Customers will always have difficulty in understanding these terms and their implications as applied to their loan applications, etc. We all will find this book very useful. The author correctly points out that these acronyms and commercial lending slang are “just a different world, and often more confusing world”.

*Small Business Commercial Lending* by **Malcolm Hodge** has several chapters/sections.

**1. Commercial Lenders – A Brief Description** presents Commercial Lenders as “a risk-averse community”. Correct decisions over 99% are demanded. Character of the people who request for credit is an important part of the decision process. Do the customers who seek loan have a history of making sound business decisions? This section shows us an effective path to understand commercial lending.

**2. So You’re a Freshly Minted Commercial Loan Officer (or want to be one) ,,, Now What?** How to attract and bring in low risk customers and make money both for the customers and the bank (the lender) is the main focus here. The author presents the Five Cs of Credit: Character, Capacity, Capital, Collateral, and Conditions.

**3. How to Build a Client Base.** This section presents an “outline to develop business clients for your bank.” Identifying the Target Market is an important element here. You need to understand the strengths and weaknesses of your bank as well.

**4. Formulating & Executing Your Plan.** Start with an ordinary (“mediocre”) that may be well executed rather than beginning with a “great” plan. More often than not, enthusiasm among the beginners is to organize a great or grand plan, which could easily end in failure and loss to the bank. This section/chapter gives interesting examples and very useful suggestions and steps for success. Please read this section/chapter several times to absorb the suggestions and to practice them.

**5. The Underwriting Process in Greater Detail.**

**6. Spreading Financial Statements.**

**7. Napkin Analysis.** This helps the bankers “to quickly determine the risk profile of the prospective client.” You could write it even on the back of a restaurant napkin! An interesting, encouraging, and enlightening chapter.

**8. Financial Statement Analysis.**

**9. Loan Covenants.** What are Loan Covenants? Why do banks have loan covenants? Which Covenants should be used? Like other chapters, this chapter also presents essential elements of the

topic and train the bankers how to use the loan covenants, etc. Every piece of information given in this chapter is important.

**10. Guarantor/Individual Analysis.**

**11. Overall Account Management.**

**12. Workout Loans**

**13. Some Examples of Commercial Lending Horror.** There are many horror stories reported every month or every year in Indian newspapers. Some of these are sad stories, some are stories of financial and industrial villains!

**14. A Tiger Doesn't Change Its Strips.**

**15. Concentrations.**

**16. Contractors.**

**17. If You Don't Understand It.**

**18. Interim Financial Results.**

**19. Loans Outside of Your Market Area.**

**19. Trust Your Instincts.**

**20. Pillars of the Community.** “Character and integrity are wonderful traits in a borrower but they do not trump other basic lending fundamentals.”

**21. Specialized Collateral.**

**22. Money Masks Mistakes.**

**23. Owner vs. Manager.**

**24. Words To Live By.**

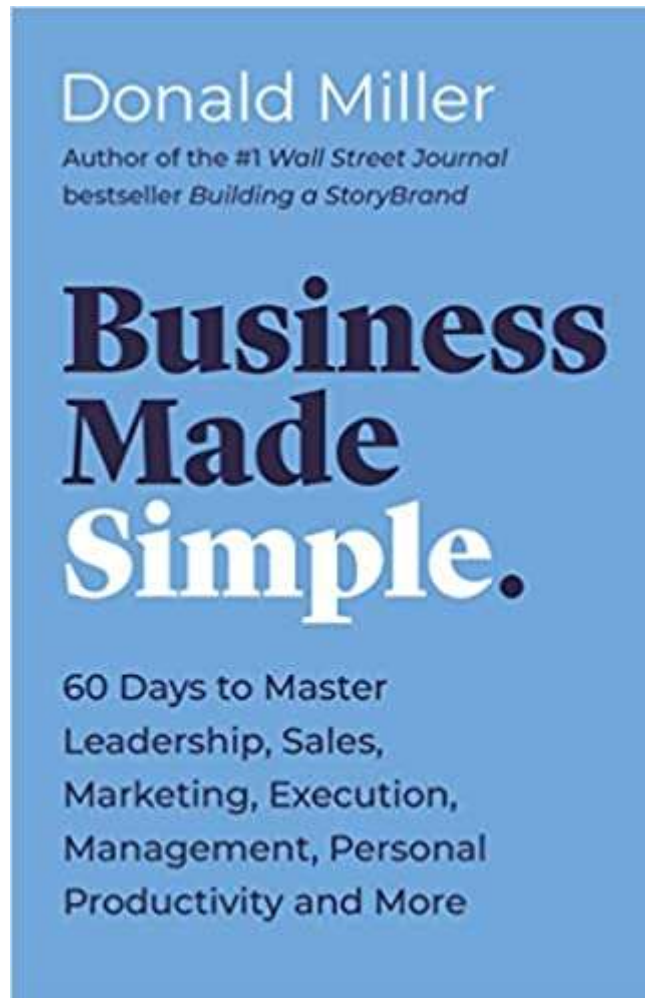
Most of the chapters offer real life examples, narrate the story, identify the result and lessons we can learn from them – all relating to Small Business Commercial Lending.

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**Introducing a Book:**  
*Business Made Simple*  
**Author: Donald Miller**  
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Courtesy: [https://www.amazon.com/Miller-Untitled-2-Donald/dp/1400203813/ref=sr\\_1\\_1\\_sspa?crid=WVFN3WC1OAPG&dchild=1&keywords=business+made+simple+donald+miller&qid=1623731185&sprefix=Business+Made+%2Caps%2C222&sr=8-1-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUEzRjl4RkZaNkdGU0kzJmVuY3J5cHRlZElkPUEwMzk4MjA3MzlRQ1ZYMUNEM0lEUlZlbnNyeXB0ZWZlbnRlPUEwOTM4NTYxUDRlUUFQZSBSR1pGJndpZGldE5hbWU9c3BfYXRmJmFjdGlvdj1jbGlja1JlZGlyZWNOJmRvTm90TG9nQ2xpY2s9dHJ1ZQ==](https://www.amazon.com/Miller-Untitled-2-Donald/dp/1400203813/ref=sr_1_1_sspa?crid=WVFN3WC1OAPG&dchild=1&keywords=business+made+simple+donald+miller&qid=1623731185&sprefix=Business+Made+%2Caps%2C222&sr=8-1-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUEzRjl4RkZaNkdGU0kzJmVuY3J5cHRlZElkPUEwMzk4MjA3MzlRQ1ZYMUNEM0lEUlZlbnNyeXB0ZWZlbnRlPUEwOTM4NTYxUDRlUUFQZSBSR1pGJndpZGldE5hbWU9c3BfYXRmJmFjdGlvdj1jbGlja1JlZGlyZWNOJmRvTm90TG9nQ2xpY2s9dHJ1ZQ==)

The book *Business Made Simple* by Donald Miller begins with interesting and useful observations from several Business executives, business consultants, business management teachers, etc. Among them is a student of Indian origin, **Samidha Singh**, who observes, “*Business Made Simple* helps me go into any company and make it successful.” Samidha’s comment is truly valid for this book. A highly useful book that every student of business/management administration must read. Students, faculty and business executives of all the levels will gain effective skills through this book. The publisher offers also a daily video to go with each day’s lesson in the link [BusinessMadeSimple.com/Daily](http://BusinessMadeSimple.com/Daily).

*Business Made Simple* by Donald Miller contains 11 Chapters apart from the Introduction. This introduction identifies 10 core competencies: Understanding how a business work, Leadership, Productivity, how to clarify a message, how to build a marketing campaign, how to sell, appropriate communication skills, negotiation skills, how to be a good manager, and how to run an execution system.

**Chapter 1: Two-Week-Quick-Start.**

**Chapter 2: Leadership Made Simple.**

**Chapter 3: Productivity Made Simple.**

**Chapter 4: Business Strategy Made Simple.**

**Chapter 5: Messaging Made Simple.**

**Chapter 6: Marketing Made Simple.**

**Chapter 7: Communication Made Simple.**

**Chapter 8: Sales Made Simple.**

**Chapter 9: Negotiation Made Simple.**

**Chapter 10: Management Made Simple.**

**Chapter 11: Execution Made Simple.**

After the chapters, the author offers *Congratulations*.

The book offers ways to overcome the mentality of being victims, how to see ourselves as an economic product in the market, how to achieve profit for the company we work for and so on. Especially for the first generation learners, rural students and students from poor families, the author’s personal description of his own status early in his life will be a source of encouragement to make their success in business administration and management:

“Personally, I grew up poor. I spent my early childhood in government housing. Our family stood in line for government cheese. There were definitely economic factors that made it hard for our family. My father left us and never spoke to us ... my mother had to work long hours ...”

This is a very important book that students and faculty of management/business administration courses should read. It will help us all to learn essential aspects that we must understand to be successful in our career.

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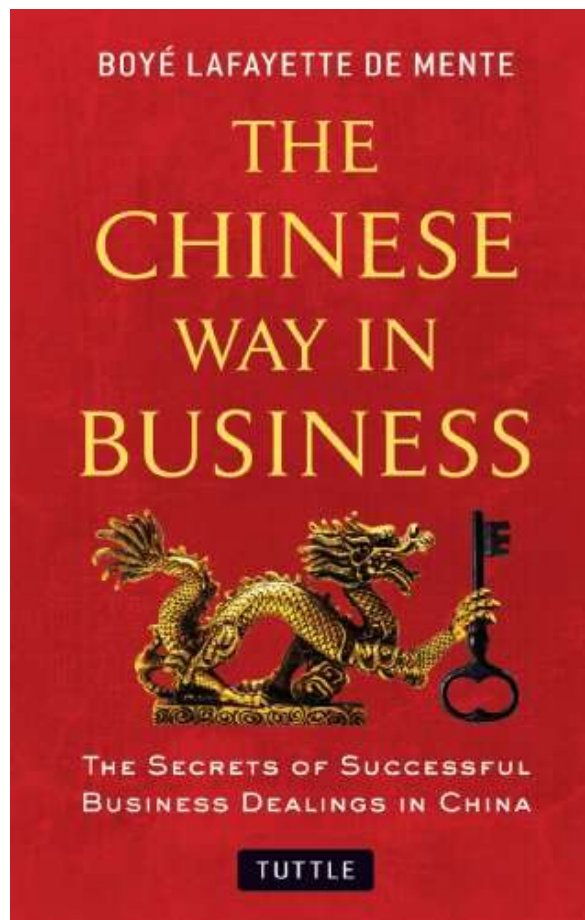
**Introducing a Book:**

*The Chinese Way in Business:*

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**Author: Boyé Lafayette De Mente**

**Kindle Edition**



Courtesy:

[https://www.amazon.com/gp/product/B00B77ALL8?pf\\_rd\\_r=Y5PK1QVXVZM8GC4KQAGQ&pf\\_rd\\_p=5ae2c7f8-e0c6-4f35-9071-dc3240e894a8&pd\\_rd\\_r=6c7817af-bde5-4e7c-96c5-c1189d44a9b2&pd\\_rd\\_w=yr3VT&pd\\_rd\\_wg=EAB3A&ref=pf\\_rd\\_gw\\_unk](https://www.amazon.com/gp/product/B00B77ALL8?pf_rd_r=Y5PK1QVXVZM8GC4KQAGQ&pf_rd_p=5ae2c7f8-e0c6-4f35-9071-dc3240e894a8&pd_rd_r=6c7817af-bde5-4e7c-96c5-c1189d44a9b2&pd_rd_w=yr3VT&pd_rd_wg=EAB3A&ref=pf_rd_gw_unk)

This insightful book declares, “neither traditional nor modern China can be understood and dealt with effectively without taking into account its huge size and the ethnic, racial, religious, and cultural regions of the country.”

The book contains nine parts, with a detailed and descriptive report on the land and the people of China. This Introduction presents who the Han people are (the major or majority ethnic group of the Chinese people), and many other interesting facts about China, including major minorities that number around 55. The various borders of the ethnic groups are identified, along with information relating to the languages of China, useful expressions in Mandarin, Chinese names, etc.

**Part One** is given the title **Return of the “Central Kingdom”**. This one relates to student uprisings, emergence of Mao as the Emperor, The Cultural Revolution, The Remaking of China, and other useful information including the exodus of the Rich from China when the Long March was in progress and was expected to wing. This part also discusses China’s New Hybrid Ethics.

**Part Two** presents **The Historical Perspective** of China. This part, among other items, includes discussion of the ideas of leading philosophers of China. The apology syndrome noticed in all walks of Chinese life, the Understanding Tactic adopted by the Chinese, and so on. The Ying and Yang of Things gives us a great understanding of the Chinese day-to-day way of life. The Chinese peoples are influenced by not only Confucius but also other philosophers and sages including Buddhist philosophy/philosophers.

**Part Three** presents **Ding Business in China**. Among other issues, this part deals with Culture Shock, Racial discrimination Factor, Dealing with Government Hurdles, Using Interpreters, The Chinese Way of Negotiating, The Western Way vs The Chinese Way, Role of Dining and Drinking, Dealing with Chinese Laws, etc. Each section of this part gives very practical examples and suggestions. The Part has many useful sections such as Chinese Labor Laws, Dealing with Unwritten Laws, etc.

**Part Four** presents Key Concepts in Chinese Business Practice. Etiquette as Morality and Ethics, Rules of Behavior, The Power of Personal Connections, hierarchy as the Great Stabilizer, The Power of Personal Loyalty, Flattery as a Strategy, Collectivism, Company Titles, etc. Every section must be read with attention. Easy to read, but it may be useful to take notes while we read this book.

**Part Five** presents Additional Business Vocabulary used in Chinese businesses.

**Part Six** presents the Glossary of Useful Terms.

**Part Seven** presents **Internet Gateways to China**. This part presents useful business-rated sites.

**Part Eight** presents Miscellaneous Information - English Language Publications and Weather Patterns in China.

**Part Nine** is on **Learning New Skills** such as Acupuncture, Deep Breathing, and Great Ultimate Fist. Perhaps we may consider this like learning Yoga exercises while in India.

The book is a great introduction to the Chinese Way of Doing Business. While reading this book, please keep in mind your own observation and understanding of doing business in India – in rural parts, in small towns, in big and large cities, ports, etc. We should compare the ways of doing business in Chinese ways and the ways of doing business in India. Remember India has also distinct regions, ethnic groups, castes, religious groups and so on with various ways of business doing business. Delhi pavement businesses offer clear contrast between rural and city businesses. The castes once considered to be the backbone of Indian businesses and industries have lost their hold and new business castes have come into effect in many states. Chettiar Community once considered to be the major business community is now replaced by other communities in Tamilnadu. Similar situations may develop in other states as well.

China continues to expand its influence in every field of international affairs and Chinese business impact is felt in India and elsewhere. It is useful for our college and university students of commerce, economics, and management to be adequately informed about the Chinese ways of doing business.

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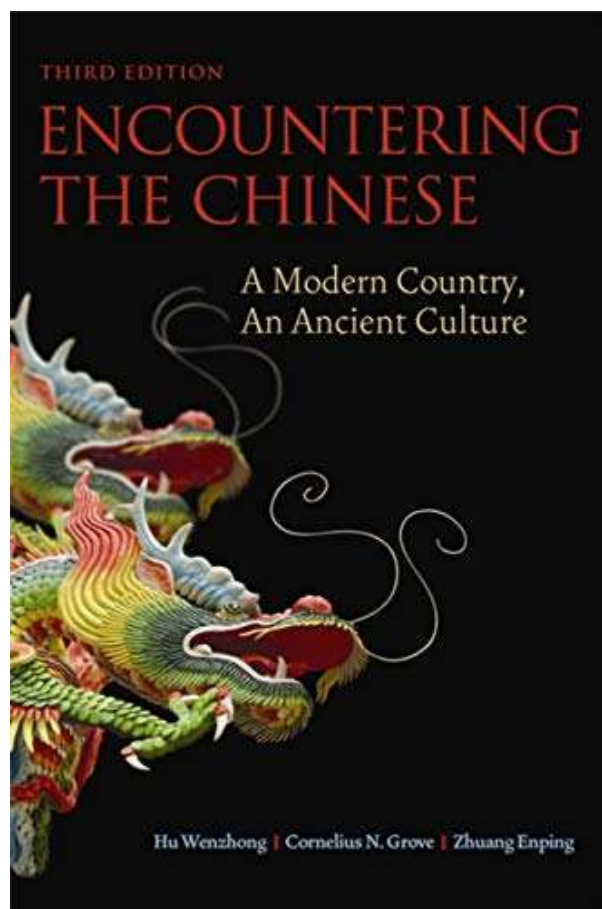
**Introducing a Book:**

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**Authors: Hu Wenzhong, Cornelius N. Grove, and Zhuang Enping**

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Courtesy: [https://www.amazon.com/Encountering-Chinese-Country-Ancient-Culture-ebook/dp/B004774S0U/ref=pd\\_sim\\_6/133-6378629-6500803?pd\\_rd\\_w=BJ1HQ&pf\\_rd\\_p=6caf1c3a-a843-4189-8efc-81b67e85dc96&pf\\_rd\\_r=SW2WRBPBQBF7WZYRARR3&pd\\_rd\\_r=45bd5ed3-dd58-4261-8c69-8f4b05f56741&pd\\_rd\\_wg=tUEyP&pd\\_rd\\_i=B004774S0U&psc=1](https://www.amazon.com/Encountering-Chinese-Country-Ancient-Culture-ebook/dp/B004774S0U/ref=pd_sim_6/133-6378629-6500803?pd_rd_w=BJ1HQ&pf_rd_p=6caf1c3a-a843-4189-8efc-81b67e85dc96&pf_rd_r=SW2WRBPBQBF7WZYRARR3&pd_rd_r=45bd5ed3-dd58-4261-8c69-8f4b05f56741&pd_rd_wg=tUEyP&pd_rd_i=B004774S0U&psc=1)

This is an important book which should be read by all students especially those who plan to go to People's Republic of China for higher studies in disciplines such as medicine. It is also

very useful to students specializing in business management. Especially students of business management in Indian colleges and universities will greatly benefit by reading this book.

We get a view of modern China and its ancient culture in a reasonably neutral perspective.

China and India have a long history of religious contacts and religious instruction. In modern times they have run into situations of conflict because of the Chinese occupation of Tibet and consequential and continuous border skirmishes since Indian independence. Over the decades China has become the second biggest economic power. They continue to adopt a foreign policy which is seen as hostile to India. We need to recognize that relations between nations are governed by many factors such as economic power, superiority of armed forces, religious goals, preserving and expanding their territories, and so on.

This book, *Encountering the Chinese: A Modern Country, An Ancient Culture*, begins with a background the Chinese way of life. All Indian students of management, commerce, economics, and political science majors must read this “brief” introduction. Often, most students are influenced by the reports published in Indian newspapers. Scholastic introduction such as the one we find in this interesting and useful book will help us develop a better understanding of Chinese culture, religions, and political institutions.

The book has 2 parts.

Part I Advise for Westerners Interacting with the Chinese

This part has 9 sections.

Section 1 Chinese Titles and Forms of Address

Section 2 Greetings, Conversations, and Farewells

Section 3 Chinese-Style Dining

Section 4 Appointments, Visiting, and Time Use

Section 5 Chinese Modesty and Humility

Section 6 Making Friends with the Chinese

Section 7 Education and Training among the Chinese

Section 8 Negotiating and Institutional Decision Making

Section 9 The Concept of “Face” in Chinese-Western Interaction

**Part II Advice for Westerners Living and Working in the PRC**

Although this part mentions Westerners as the target group, the contents of this Part is incredibly useful not only for Indian students but also for businesspersons visiting PRC. This part has many useful sections such as:

Changing Attitudes to Dress and Self-Decoration, Coping with Time-Use Differences, Suggestions about Queuing, Lending and Borrowing, Interacting with Administrators, Interacting with Domestic Employees, Social Aspects of Traveling, Making Use of the Internet, Keeping in Touch after Your Return, The Intercultural Context of Encountering the Chinese, etc.

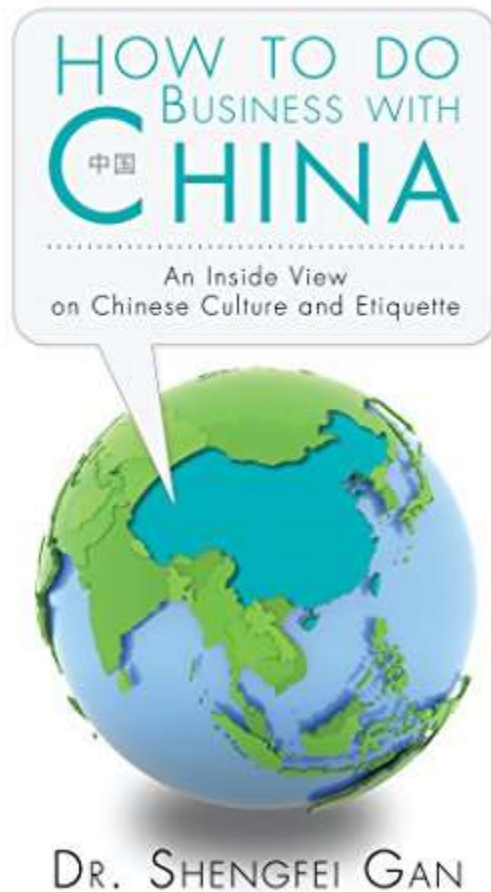
The authors **Hu Wenzhong, Cornelius N. Grove, and Zhuang Enping**, make a very insightful observation in their preface: “As contacts and exchanges increase, we hope that interactions will be positive, fruitful experiences for all parties.” The book will help not only the Westerners but also Indians “understand how to build better relationships with Chinese people by explaining the foundations of Chinese thinking and behavior”. The authors also help us understand “how to overcome the language barrier.”

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This book gives us a detailed introduction to do ways of doing business with China, the most influential non-European business in the world. Practicing Culture in Business is an important aspect dealt with in this book. The past ancient China, China of the Communist Movement and Modern Day China are all dealt with relevant examples, easy to follow and understand.

The book is divided into several chapters/parts.

1. **Introduction** presents an overview of the China Impact on the world. It also deals with “Made in China”. A wide variety of consumer products are manufactured in China and sold worldwide. Many departmental stores in India carry less expensive products. Often people go into a departmental store and look for a variety of consumer products manufactured in China because these are less expensive. Big chain stores in India, USA and Europe order consumer products from China for sale at reduced price compared with local products. Import and Export business is highlighted in this section among other things.

2. **The Future of China.** A question is raised in this section or chapter: Is the China Boom Over? The section also discusses the challenges China faces. The Wealth Gap found in China is discussed. The capitalistic Communist Government has many goals apart from Business success. Will this result in a bubble is the question raised and discussed. Corruption in a variety of forms is also pointed out.

3. **A Brief History of China.** This section/chapter focuses on the dynasties which ruled China. These dynasties had effective control over the Chinese people who are all from a variety of ethnic groups, with distinct dialects/languages and cultures. Communist takeover continued with the focus on centralized ruling power, almost similar to dynasty rule. Unification of Chinese occupied territories continues to be the focus of People’s Republic China. Feudalism continues in some form, and business enterprises are encouraged to be dynamic and profit making, while at the same time they are undoubted under the supervisory control of Communist machinery. The Original Communist China is different from Contemporary China. Westernization continues to expand in the daily lives of the Chinese people.

4. The section/chapter on **Chinese Language** is an extremely useful chapter. It gives us an interesting introduction to Chinese language. Word sequence in Chinese is presented. Terms of addresses, how to use key words, pronunciation, the written language, idioms, direct and indirect expressions are presented. Chinese language/dialects use tones, but the quality and distribution of tones are different from the Tibeto-Burman group languages in North-East Indian states. The chapter is a good introduction to the grammar, Chinese names, etc. Highly recommended also for the students of linguistics.

5. This section/chapter is on **Chinese Culture**. Confucianism, Taoism and other religious sects or theologies are presented. Indian business management students will learn a lot on ways of life and worship of the Chinese people. Fatalism is an integral part of the Chinese culture. It is indeed easy for Indians to understand the overall theological perspective of the Chinese people. For example, there is common belief that the duration and the degree of prosperity or misery of a person’s life depend chiefly upon two things: the preordained fate and the person’s behavior in life. The first



refers to the duration of life prescribed for the person when he or she was born; the second refers to whether the person has been a good or a bad person. We also need to understand Confucianism. The basic elements of Confucianism include its focus upon man's ability to improve himself through proper education, adherence to the worship of ancestors, indifference towards the spiritual beings even when they were propitiated, and social propriety. Confucianism indeed has great influence on the Chinese people, especially the emphasis on man's ability to improve himself through proper education. Confucius became a learned person all through his own effort. He did not have the benefit of a regular teacher. In his twenties he came to be known as a great learned man, and he attracted students early in that age.

Other sections/chapters in this useful book include: **6. Cultural Roots: Ying-Yang**, **7. Doing Business the Chinese Way**, **8. Your China Strategy**, and **9. Working in China**.

Every section/chapter in this book can be read independently. Yet going from the section/chapter Introduction to section/chapter 9 on Working in China is highly recommended.

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