

# PACE

A Journal of Research of  
Prestige Institute of Management  
Dewas

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### **The Emerging Concept of E-Governance in India**

*Dimple Sukhija and Palak Sukhija*

### **The Power of Artificial Intelligence Marketing (AI Marketing)**

*Tomar A. Singh*

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### **ABC Fabricators Pvt Ltd: A Case of Strength Efficacy**

*Abhishek Tripathi, Sangeeta Patel, Rubina Pathan ,  
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### **Desired Human Resource Practices: A Success Story of XYZ Organization-**

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### **Indian Containers Pvt Ltd: Inspiring Growth**

*Sanjay Ghadge*

### **Investing in People is Delivering Values**

*Ashima Joshi, Shweta Pandit, Ashish Yadav,  
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### **Peoples' Power**

*Sameera Nayeem.*

### **Psychological Ownership @Safeflex**

*Rajendra Kumar Maratha*

### **Recruitment at XYZ Mega Food Park**

*Amitabh Joshi, Ajay Jain, Yogendra Singh Rajavat,  
Anjali Madhwani and Megha Joshi*

**PACE**  
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**PACE in English Language carries a rich repository of meanings: (Noun):** *A Single step taken when Walking or Running; (Verb): Walk at a steady and consistent speed, esp. back and forth and as an expression of one's anxiety or annoyance. (Preposition): With due respect to (someone or their opinion), used to express polite disagreement or contradiction. PACE seeks to reflect all these in Management Research, Managerial Problem Solving and Decision Making. PACE- A Journal of Research of Prestige Institute of Management Dewas is a Bi-Annual publication of Prestige Institute of Management Dewas. Its objective is to contribute in the area of Management Research which are relevant to practicing managers and meet the standard of academic rigour.*

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On behalf of editorial team, with immense pleasure, I present Volume 9, Number 01 of PACE: A Journal of Prestige Institute of Management Dewas. Globalisation, mounting technology and its development sway education in the society, thus escalating the need for managing education and learning. A range of studies revealed that, the quality of management and organisation is the most important variable in determining the success and effectiveness of education systems. By introducing new forms of research based education in the fields of economy, law, information technology and management, practical issues faced by the industries can be addressed. PACE is a professional academic review biannual journal, covering all fields of Management and Information Technology which addresses the issues arising from these developments. The journal aims to present the latest thinking in the form of articles that meet high academic quality standards and has been well received by the international research and academic community. This issue comprises of contemporary articles which are very pertinent in the changing business environment.

I congratulate the authors for their effort and hope this issue provides an enriching reading and learning experience.

Dimple Sukhija and Palak Sukhija conducted researched on, The emerging concept of E-Governance in India and concluded that the government is taking immense interest in implementing e-governance so as to provide services to the citizens in a click and the increasing digital literacy and technical advancements will lead to e-development in India. Tomar A. Singh's study suggests that now it is the time for marketers to start testing how Artificial Intelligence Marketing (AIM) can help make exceedingly personalized encounters for their customer. Abhishek Tripathi and coauthors developed a case titled ABC Fabricators Pvt Ltd: A Case of Strength Efficacy. Vikas Sharma and coauthors developed a case Desired Human Resource Practices: A Success Story of XYZ Organization. Sanjay Ghadge developed a case study titled Indian Containers Pvt Ltd: Inspiring Growth. Ashima Joshi and coauthors has brought forward a case study titled Investing in People is Delivering Values. G.D. Soni developed a case study a Journey of Emergence- Angel Food Pvt. Ltd. Sanjay Dubey and coauthors presented a case titled Leading the LED With Vave. A case titled Peoples' Power was developed by Sameera Nayeem. Rajendra Kumar Maratha developed a case Psychological Ownership @Safeflex. Amitabh Joshi and coauthors developed a case titled Recruitment at XYZ Mega Food Park.

Dr. Amitabh Joshi  
Editor-in-Chief  
&  
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# THE EMERGING CONCEPT OF E-GOVERNANCE IN INDIA

*Dimple Sukhija\* and Palak Sukhija\*\**

## ABSTRACT

A broad concept “e-Governance” can be defined as the way of delivering the information and services of government to the citizens by the sole use of Information and Communication Technology (ICT). The paper projects the status of e-governance existing in the country, India. This paper highlights the initiatives taken by the Indian Government towards digitization of the public administration. Various models working under e-governance are: Government to Citizens (G to C), Government to Government (G to G) and Government to Business (G to B). Services like National Rural Employment Guarantee Schemes (NREGS), Dial Gov. are an example of G to C; Services like Corporate Affairs is an example of G to B and services like Smart Government, E-services are an example of G to G. The paper also explains the challenges posed to implementation of e-governance like that of cyber crime and unique identity of citizen and future projects of government towards establishment of e-governance. Various research studies and case studies reviewed in the paper conclude that E-Governance is beneficial towards enabling citizens to have a reliable, accountable, transparent, efficient and effective public administration services.

**Keywords:** *e-governance, ICT, citizens, online services*

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## **INTRODUCTION**

Information and Communication technology (ICT) in simple terms can be defined as the hardware and software used by people so as to send and receive information. Presently, GOI (Government of India) can be regarded as governing authority of 9 union territories and 28 states. Major functions of government involve easy delivery of both information and services to its citizens. For example, all major government services involves; creating files, amending files, taking decisions at various levels and finally delivering these decisions to citizens through releasing letters or notifications. Tracking movements at all these levels is tough (due to time consumed, manual processing, corruption and huge resource utilization) but at the same time is equally important. Thus, so as to ease this process, the need to automate these movements and tracking was realised and to bring the efficiency and transparency to the process. This led to the introduction of “E-Governance”. US passed an e-government act in the year 2002, which defined E-governance as, “It is how the government uses ICT and web-based internet applications with the view to improve the access to and delivery to the government information and services to the various stakeholders like the public, various institutions etc” or it can simply be defined as, “an attempt to enhance improvements in the Government operation processes” (Public Law Report, 2002). European Union defined it as, “e-governance is using ICT in public administration so as to improve delivery of public services”. Thus, e-Governance can be associated as utilizing internet by government to deliver services and/or information and by citizens to acquire these services and/or information. It provides information and services at the door step to citizens, businesses and other stake holders. E-governance has immensely helped government to reach even the unreachable population of the country. In the year 1975, GOI started use of computers in various government services and computerized DSS (Decision Support Systems) in the government departments so as to facilitate planning. National Information Centre (NIC) was started in the year 1976, which through its ICT network National Informatics Centre Network (known as NICNET) has easily established link between various departments of central government, state government and almost all major district administrations of India. Andhra Pradesh was first to systematically establish e-government in the whole

country. They started with the projects like: CARD (Computer aided Administration of Registration Department: a project to enable computerized land registration system), APSWAN, APDMS and many more.

In e-governance, government uses technology in order to communicate and provide information through online platforms like, India.gov.in, MyGov.gov.in and many more. These websites intends to provide all necessary information to the citizens like, citizens charters, organizational details, aims and also contain online grievance resolution facilities. Services like online bill payment of electricity, phone, water etc is an application of e-governance which has led to increase in speed of public services, reduces duplication and enhances citizens participation in the government services. This “digitization” is converting physical bulky files to digital files and automating the government offices by implementing electronic office solutions. These digitized offices make searching and managing of documents easy and allows restricting the access rights to documents thus resolving the security concerns.

In India, e-governance has been facing multiple challenges like insufficient infrastructure, Cyber Crimes, lack of awareness, poverty, low literacy rate and technological issues (Singh & Karaulia, 2011). A major initiative under the umbrella of e-governance on national scale is National e-Governance Plan (NeGP) is the leading nodal agency responsible for implementing e-governance in India (source: <http://negp.gov.in>). Its main objective is to achieve transformation of manual delivery of government citizen services to digital delivery. The NeGP deals with projects relating to Income Tax, Passports, Pensions, Customs and Excise Duty etc both at central and district level.

## **REVIEW OF LITERATURE**

The following literatures related to e-governance: its services, technologies, infrastructure and current working projects are reviewed:

Bertot et al.(2008) studied strategies relating to citizen focused e-government services like Comprehensive Plans, conducting user Information Needs Assessments etc. Kumar & Jayarao (2013) in their research study suggested few

technological standards and proposed Service-oriented Architecture (SOA) which can be used in e-governance. Das & Patra (2013) proposed a design based approach which can be used in building e-government services like service collaboration, service environment and service composition.

Geetika & Pandey focused their study on NeGP running projects like Central; State and Intergrated Mission Mode Projects (MMPs). Singh & Karaulia (2011) studied the security aspects of e-governance highlighting the importance of information security to achieve safer, secure and proper functioning of e-governance services. Waziri et al.(2014) in their research study focussed on Nigeria suggested G to C and C to G services for Government like Online Integrated census Information System. Supporting this, they suggested a three tier structure architecture with Presentation tier, Application tier and Database tier. They used “My Eclipse” for design front end while “Microsoft SQL Server 2005” was used for creating DBMS (database management system).

Palvia & Sharma (2007) in their research study discussed three aspects IIT (information, interaction and transformation) for government to help supporting the circulation of information and/or services to the citizens, businesses and other government departments. Anane et al.(2007) focused their study on e-voting system which could help eliminating direct and physical involvement and replace it with a model which could support virtual participation of voters. The new model for voting consisted of five interfaces named design user, verification, monitoring, auditing and system configuration. A report on Nations e-government Survey Report (by United Nations Department of Economic and Social Affairs, 2014) surveyed the status if e-governance development around the world. They performed a comparative study between the countries on e-governance based on some key factors like online presence, telecommunication infrastructure availability, human capital and e-participation by the citizens.

## OBJECTIVES

- To study various e-governance models along with examples
- To study e-government initiatives in India.
- To identify various challenges towards establishment of E-Governance in India

## RESEARCH METHODOLOGY

This research paper is based on review of data procured from various published sources including books, periodicals and previously researched papers on the related field which are available online.

### E-Government Models existing in India

- a) **G to C Model:** G to C involves communication between government and citizens. It involves delivering information and/or services to the citizens through web. Government have been actively taking a number of initiatives in this regard for example, some of these G to C initiatives includes
  - Right to Information: government has provided an online portal wherein people can get timely responses to their queries.
  - online payment systems: government has setup online payment gateways so as to facilitate easy payments
  - Dial Gov.: an online portal to provide information regarding government benefit schemes to common citizens (National e-governance Plan Report, 2015).
- b) **G to B Model:** it involves the interaction between government and business sector to facilitate exchange of business service/information online. A famous G to B initiative includes Corporate Affairs Department, who have implemented Mission Mode Project offering easy accessibility of Corporate Affairs services online. These services includes: registration/filing of new companies, issues of certified copies, easy redressal of grievances etc.
- c) **G to G model:** this is the interaction between government with various other level of government i.e. the central, state, and district level. These initiatives

enhance the efficiency of government processes. Example of G to G services includes Crime and Criminal Tracking Network and Systems, e-courts, e-offices etc.

### **E-Governance Initiatives in India**

Today, e-governance in India has grown to a very large extent. Government is trying to bring digitization to almost every sector of rural and urban area. Below are some initiatives taken by government in India:

- **E-Governance Initiatives in the Transportation Sector:** project launched

S.No.	Project Name	Details
1	CFST	Citizen Services of Transport Department is a project set up by Andhra Pradesh Government with the aim to provide services like issue and renewal of licenses just on a click
2	OSRTC	Orissa State road transport Corporation is an initiative started in Orissa so as to provide all transport related services online
3	Vahan and Sarathi	Tamil Nadu government launched this backend application with the aim of speeding up the overall workflow of transport department.

- **E-Governance in Bills and Taxes payments:** government has started and established various projects to provide easy way of payments of various bills online.

S.No.	Project Name	Details
1	FRIENDS	a project started by Kerala Government to enable citizens easy payments of water bills, electricity bills, various taxes etc
2	E-SEVA	started by Andhra Pradesh Government for allowing easy payments of bills
3	DOMESTIC	Project started in Daman & Diu for paying electricity bill by domestic consumers
4	E-Mitra	Running in Rajasthan

- **E-Governance Information and Public Relation key services:** the following projects aims to provide information to citizens on a click

S.No.	Project Name	Details
1	LokMitra	Started by Himachal Pradesh Government to provide information about vacancies, tenders etc
2	Mahiti Shakti	Started by Gujarat Government to provide information regarding government's working to the citizens

- **E-Governance in Municipal Services:** government has launched portals to provide services like housing and tax assessment, issuing of death certificate, maintaining records of property etc.

These projects include

S.No.	Project Name	Details
1	E-Panjeeyan	Started by Assam government with the view to automate Sub-Registrar Office
2	Palike	A property tax software which captures details of owner and property thereby generating the payments receipt
3	Nemmadi	For online issue of certificates, old age pensions, widow pensions etc.

- **E-Governance in Agricultural Sector:** government has launched many projects in rural areas with the aim to help farmers; bringing awareness and making them technologically strong.

The projects includes:

S.No.	Project Name	Details
1	Gyandoot	It is an online G2C services delivery initiative launched in the state of Madhya Pradesh
2	AGMARKNET	It is an online application for market profile data entry approved by Department of Marketing & Inspection, GOI and Ministry of Agriculture



- **E-Governance in Health Sector:** Government is actively working to provide easy access to health services to the citizens of India.

Projects launched under this sector are:

S.No.	Project Name	Details
1	NLEP	National Leprosy Eradication Program, is an online application for treating leprosy patients
2	HEALING	Launched in Kerala “Health Information System” to take care of medical health and family welfare.

#### **Challenges associated with E-Governance:**

- Difference in language:** India is a country with varied culture. People residing here belong to different religions and thus they have their own customs plus languages and every person is not fully versed in all languages. E governance applications are English based and English is not known to everyone. Thus language barrier arises.
- Poor literacy rate:** India being the world's largest population but is not the world's literate population. Due to the low literacy rate prevailing in India many of the e governance projects couldn't be successful and thus government push themselves back in launching such projects.
- Poor IT literacy:** E governance would mean doing things with the help of internet, but most of the people might not be well versed with this internet and IT. Thus this poor knowledge in IT can lead to a setback.
- Acknowledgement of applications:** People resist change and so thus e governance project had to suffer. Accepting these e governance applications can prove to be a task for many of the people and they might resist using them.
- Ease of using Government Websites:** All the websites that exist today help

us in one or the other way. But this help will prove to be fruitful if the websites offering this help is user-friendly. Merely designing a website is not important it should be beneficial in some way.

- f) Poor Accessibility:** Another challenge for e governance applications could be its accessibility. All of the people might have a mobile device but if these devices doesn't get the Internet facility then implementing of e governance project can be a waste.
- g) Separation:** Separation here means that there exists a line between the rich and the poor. Rich can have all the facilities in the world, while the poor cannot. It is not possible for the poor to afford a computer or mobiles via which they can access these applications.
- h) Resistance to change:** Another challenge is that people might not change their traditional ways of doing things. They will push themselves back in switching to a web based society from a paper based one.
- i) Increasing Population:** Increasing population is another challenge for e governance. It is not easily possible for the government to keep the minute details of all the individuals and then update them with time.
- j) Poor interlinked services:** There exists no links between the database of the different department of the same government. One department might offer some information which might not be useful for the other department. This mismatch is another big challenge for the government.
- k) No Awareness:** Unawareness is another huge challenge. There exists e governance projects developed for the help of the individual but these projects become useless because half of the population is not aware about them. Making people aware should be taken seriously for the success of these projects.



- l) Cost:** The cost which can be incurred for implementation of these projects is very high. And also money will be needed for its maintenance and operations also which in turn will increase the overall cost. In a developing country like India cost of such projects can be a threat to e governance projects.
- m) Transferability of applications:** The applications must be free from its usage of platform i.e. it should be capable of being used on all platforms and must be friendly with all sorts of hardware and software.
- n) Lack of financial resources:** Before launching e governance projects the financial sources must be tapped and also the financial stability must also be measured. This can be done through studying and analysing India's Gross Domestic Product (GDP).
- o) Maintenance of Privacy and security:** Maintaining the privacy of data today is another task currently. For a country like India with humongous population can prove to be difficult and can be an obstacle in the path of launching of e governance projects.

## CONCLUSION

The paper reviews the services, infrastructure and initiatives related to e-governance in India. Rajagopalan & vellaipandiyan (2013) concludes that E-services enhances transparency, convenience and reliability and at the same time also helps in decreasing the corruption. So it can be concluded that government is taking immense interest in implementing e-governance so as to provide services to the citizens in a click and the increasing digital literacy and technical advancements will lead to e-development in India.

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#### **WEBLINKS:**

- <https://www.govinfo.gov/content/pkg/PLAW-107publ347/pdf/PLAW-107publ347.pdf>
- <https://ec.europa.eu/digital-single-market/en/public-services-egovernment>
- <http://negp.gov.in>
- <https://agmarknet.gov.in/>
- <https://www.govinfo.gov/content/pkg/PLAW-107publ347/pdf/PLAW-107publ347.pdf>

# THE POWER OF ARTIFICIAL INTELLIGENCE MARKETING (AI MARKETING)

*Tomar A. Singh\**

## ABSTRACT

AI, mechanical independence, and machine learning are influencing the field of Marketing in a marvelous way. We are well aware that retail stores like Amazon are pulverizing the physically present stores. Marketing specialists in physically present stores are standing up to an awful future. At the same time, AI, mechanical independence, and machine learning are supplanting bargains and exhibiting specialists in online stores. In reality, marketers are expected to be among the essential to be supplanted by robots. In a face-to-face environment, human may still slant toward to associate with another human. In a virtual environment or a non-face-to-face context, human would care less nearly who or what is on the other conclusion of the line or responding to the questions. This examine will learn and understand the impact of Artificial Intelligence in the field of Marketing.

### ORIGINALITY VALUE

The paper is unique of its kind. The study and research done to reach on the conclusion that it is the time for advertiser to adapt AI innovations in their marketing strategies to serve their clients in a viable and effective way.

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*\* Academic Coordinator/Module Leader/ Lecturer in Business, UK College of Business and Computing, (UKCBC).*

## **METHODOLOGY**

The paper is based on author's supposition, which is upheld by various other studies and researches in the same area. For carrying out this work, auxiliary sources of data (books, articles, and data from distinctive Marketing Companies websites) utilized. To learn and understand the impact of Artificial Intelligence (AI) on Marketing meaning of both Artificial Intelligence and Marketing caught on by considering few definitions.

Open and strong research about and topic consider were taken into the account to create the understanding and building up the back for author's conviction approximately the power of Artificial Intelligence in the field of marketing.

## **RESEARCH AND DISCUSSION**

To realize the strength of 'Artificial Intelligence Marketing' (AI Marketing) efficiently, it is essential for us to understand the meaning of Marketing and Artificial Intelligence.

According to etymologists, the term 'Marketing' first appeared in dictionaries in the sixteenth century where it referred to the process of buying and selling at a market (Etymology Dictionary Online).

Marketing is the activity of promoting and advertising goods and commodities that offer value to the customers. Marketing creates demand for a potential product that has never existed in the market before (Abdullah Saif, 2015).

The thought of Marketing has gotten to be exceptionally wide within the modern world. Presently, Marketing isn't limited to just advertising and promoting the product. It should do so much more than that. Now a days all the exercises

included from getting the consideration of the clients to carrying the items to the customers' doorstep are inside the domain of Marketing.

Michael Brenner (2019) says that, "Marketing is what you say and how you say it when you want to explain how awesome your product is and why people should buy it". He further claims that, Marketing is an ad. Marketing is a brochure. Marketing is

a press release. And more recently, Marketing is a Facebook page or a Twitter account.

Now coming towards our next terminology i.e. 'Artificial Intelligence' (AI), the field of AI research was born at a workshop at Dartmouth College in 1956. (Russell 2003). Artificial Intelligence - or AI for brief - is technology that permits a computer to assume or act in a greater 'human' way. It does this via taking in records from its surroundings, and determining its response based on what it learns or senses.

During the 40 years a long time after Dartmouth, the central AI considers were for all intents and purposes centered on look strategies (e.g. recreating human thinking) and information representation strategies. Amid this period of time it was illustrated that insights not as it were needs the capacity to reason but moreover data around the outside world.

Artificial Intelligence (AI) could be a generally modern field considered and impacted by different spaces. The truth that diverse researchers think of AI in an unexpected way influences not as it were the way the zone has advanced but too it has made certain perplexity around the tremendous wording utilized.

Back in the 1950s, the fathers of the field Minsky and McCarthy, described artificial intelligence as any task performed by a program or a machine that, if a human carried out the same activity, we would say the human had to apply intelligence to accomplish the task (Nick Heath 2018).

Artificial Intelligence (AI) is 'the study of how to make computers to do things which, at the moment, people do better' (Rich and Knight 1991).

Although the definition has some limitations, it gives a broad view of AI and it avoids the philosophical issues that try to explain and define the actual meanings of artificial or intelligence.

In the 1960s, scientists have been teaching computers how to mimic - or copy - human decision-making. This developed into research round 'machine learning', in which robots had been taught to learn for themselves and take into account their

mistakes, rather of definitely copying. Algorithms play a big section in desktop learning as they help computers and robots to understand what to do. An algorithm is essentially a set of rules or directions which a computer can use to help solve a trouble or come to a choice about what to do next.

From here, the research has continued to develop, with scientists now exploring 'machine perception'. This involves giving machines and robots extraordinary sensors to assist them to see, hear, sense and style things like human do - and regulate how they behave as an end result of what they sense.

The thinking is that the extra this technological know-how develops, the extra robots will be in a position to 'understand' and study situations, and determine their response as a result of the facts that they pick up.

AI is turning into a higher section of our lives, as the technology at the back of it becomes more and more advanced. Machines are enhancing their ability to 'learn' from errors and trade how they strategy an assignment the next time they strive it. Some researchers are even making an attempt to train robots about feelings and emotions. Some of us assume that the technological know-how is a truly proper idea, whilst others are not so sure.

AI can be used for many distinctive duties and activities.

Personal digital gazettes (like our phone) use AI to analyze extra about us and the matters that we like. One instance of this is entertainment services like Netflix which use the technology to apprehend what we like to watch and advise different shows based on what they learn. It can provide more challenging video games by analyzing player's moves, while domestic assistants like Alexa and Siri also react on it.

Many people have concerns about AI technology and teaching robots too much. Famous scientist Sir Stephen Hawking spoke out about it in the past. He said that although the AI we've made so far has been very useful and helpful, he worried that if we teach robots too much, they could become smarter than humans and potentially

cause problems. (BBC 2019)

People have expressed worries about privacy too. For example, critics assume that it may want to emerge as a hassle if AI learns too much about what we like to seem to be at online and encourages us to spend too a great deal time on digital devices.

Another problem about AI is that if robots and computers turn out to be very intelligent, they should analyze to do jobs which people would normally have to do, which should go away some people unemployed.

Others disagree, pronouncing that the science will by no means be as advanced as human ideas and actions, so there is now not a threat of robots 'taking over' in the way that some critics have described. In recent years the development of AI has encompassed the stage of the intelligent agents. AI attempts to spread its research subfields through joining several methods applied in the intelligent systems design. These systems are generally characterized to model the information one agent knows from another agent. Consequently, they need to function depending on the common knowledge about the environment (Wooldridge, 2002).

Now we have reached to that platform from where we can discuss about Artificial Intelligence Marketing (AI Marketing).

As we are living within the hi-tech time where all the required data are accessible on the finger tips, so Marketers should hone the worldview move in showcasing from the conventional way of promoting to present day showcasing procedures.

(Lindsay Tjepkema 2019) says, 'Artificial Intelligence Marketing (AI Marketing) is a method of leveraging customer data and AI concepts like machine learning to anticipate your customer's next move and improve the customer journey'.

The advancement of huge information and progressed expository arrangements have made it conceivable for marketers to construct a clearer picture of their target audience than ever some time recently; and in this hotbed of progression lies Artificial Intelligence (AI) Marketing.



Artificial Intelligence (AI) has come a long way since its origin. The rise in AI-powered marketing is taking the stack off numerous marketers, and appointing to machines, permitting marketers to refocus their endeavors onto marketing that things and giving marketers more time to address any challenges that come their way.

As we have started instructing machines how to learn about people, AI is learning and advancing, and with that, so are marketers' capacities to create exceedingly shrewd campaigns.

By now, smart marketers may have listened of Artificial Intelligence Marketing (AIM), the most current wave of data-driven marketing procedure that's taking the advanced world by storm. Artificial Intelligence enables marketers to form profoundly personalized buyer encounters that fetched essentially less than conventional high-dollar campaigns. Each interaction a prospect or customer has with an item or arrangement is utilized for future optimization.

Lisa Manthei (2019) comes up with five innovative ways in which marketers can use Artificial Intelligence Marketing (AIM) in their upcoming campaigns they are;-

1. Take Sales Forecasting to the Next Level
2. Gain a Deeper Understanding of Your Consumers
3. Optimize Digital Advertising Campaigns
4. Create Detailed Consumer Profiles
5. Join Real-Time Conversations with Consumers

The utilization of Artificial Intelligence (AI) was once thought of as a promoting innovation that as it were bigger businesses may utilize, but nowadays, presently indeed small businesses can apply freely accessible algorithms or off the rack machine learning administrations to produce valuable bits of knowledge and make forecast models based on their customer's practices.

Dave Chaffey (2019) mentioned that, according to “Gartners Hypecycle for 2017, Artificial Intelligence is still in the Innovation Trigger phase with 10 years or more before it reaches its plateau. However, we are noticing more and more businesses

(larger and SMEs) adopting some form of artificial intelligence to help with marketing initiatives across the customer lifecycle.

AI for marketing comprises frameworks that alter behaviors without being expressly modified based on information collected, utilization investigation and other perceptions for marketing utilize cases. Uncommon knowledge, instinct and scale fueled by AI will help marketers convey pertinent encounters to prospects and clients with expanding adequacy and effectiveness.

Sean Donnelly (2018), discussed and mentioned following misconceptions of AI:-

1. The machines will rise and take over the world
2. AI is all hype
3. AI will take all our jobs
4. Digital advertising can be automated
5. AI adoption is all about technology
6. It's called AI so it must be AI

The entry of AI ought to be seen as an advantage, not a danger for Marketing and employments. Keep in mind that these advances will increment our capacities and abilities to help us become a better version of ourselves.

In today's advanced digital market, consumers have created tall desires for a more personalized encounter. Marketers got to up their amusement, move forward intelligent and provide on unused needs and desires, or risk losing leads to the competition. Marketers got to convey the proper message, to the proper client, at the proper time – and they can finish this with client segmentation.

AI innovation empowers marketers to classify their clients into particular personas and get it precisely what spurs them. With this data in intellect, marketers are able to center on the particular needs of their gathering of people and making a long-lasting relationship with the brand.

The application and benefits of Artificial Intelligence Marketing will proceed to

grow. With the expansion of voice assistants and development of IoT (Internet of Things), brands that carefully assess and grasp the control of AI in an endeavor to form an coordinates, consistent, and customized client involvement are more likely to procure the rewards of higher ROI, client engagement, maintenance, and top-line development.

The IoT (Krotov, 2017), which describes the idea that devices around us are equipped with sensors and software to collect and exchange data, can be seen as one specific way of obtaining the external data required as an input for AI. The IoT is one input toward big data (Lee, 2017), which describes data sets characterized by huge amounts (volume) of frequently updated data (velocity) in various formats, such as numeric, textual, or images/videos (variety). Big data is, however, broader than the IoT since it also includes data collected through other means, such as (mobile) social media applications (Kaplan, 2012, Kalplan and Haenlein, 2010) or a firm's internal database.

AI won't just computerize or increase certain content marketing exercises. It'll moreover change how marketing channels work—and which skillsets are required to flourish within the close future.

AI permits marketers to effectively insert high-sentiment watchwords in these messages that have brought about in a transformation occasion based on key measurements such as open and press rates important to each client, chronicled over a period of time.

When AI marketing frameworks are able to naturally optimize look and paid campaigns, the abilities esteemed in marketers will alter. As AI marketing is progressively able to create shrewd reports, the sort of examination required of and valued by marketers will be diverse than within the past. In the event that AI marketing is able to compose essential content, content marketers will need to adjust.

Marketers also need to think about the central issue in this setting is the subject of privacy and information assurance. Within the close future, we'll confront a wide run of problems that require adjusting social progresses within the title of AI and essential security rights. The European Union as of late made a noteworthy step in enacting this address by introducing the General Data Protection Regulation (GDPR). Whereas such rules clearly secure customers, they too cruel that the EU will impossible be able to challenge the U.S. or China in AI dominance any time before long. This puts States within the complex position to choose how much protection can and ought to be yielded on the holy place of financial development. Diverse nations are as of now making distinctive choices in this regard and those choices will likely shape AI patterns in a long time and indeed decades to come.

The technology considered here likely speaks to one of the primary of a surge of devices which do comparative things: these will give consistent get to all shapes of information and will computerize “reasonably complex” expository assignments. Like many other mechanical wonders, typically likely to happen, whether we like it or not; and we way better make the leading of it. It is evident that this device has the capacity to extend the market penetration of analytics, which could be a good thing. In any case, it is additionally clear that AI devices have the capability to uproot individuals and occupations. For the present, there is a very strong demand for analytics talent in the market. There's truly a lovely expansive deficiency and a few open positions are not being filled. Clearly, instruments like Sherlock can help bridge these gaps; but, let's not be tricked, occupations are likely to be misplaced.

## **CONCLUSION**

The study suggests that now it is the time for marketers to start testing how Artificial Intelligence Marketing (AIM) can help make exceedingly personalized encounters for their customer. With AI balanced to proceed developing over all businesses and portions, marketers ought to devote time and assets to testing with methodologies and guarantee their showcasing organization is set up for proceeded success, both presently and within the future.

So, we ought to be great scouts and “always be prepared”. This implies teaching ourselves on AI and machine learning and attempting to oversee the parts that it plays so that it really may be a value-added capability and not a fair a cost-saver for decreasing head tallies. The center ought to be on “systemizing the unsurprising whereas humanizing the exceptional”. Over all, the finest counsel is, indeed when it comes to your possess work and calling, never take anything for granted.

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## **ABC FABRICATORS PVT LTD: A CASE OF STRENGTH EFFICACY**

In 1977, ABC Group started with an Animal Feed Milling Plant and in 1980-81 ventured into Soybean Processing Solvent Extraction Plant followed by Edible Oil Refining Industries. Since that humble beginning they have now expanded in to diversified areas to become an agribusiness conglomerate in the last four decades with an aggregate processing capacity of about a million tons per annum. With the belief and vision of their founder chairman, they identified the potential of agriculture processing and started the first solvent extraction plant in 1980. Since then they have come a long way and diversified into fields like Oil Seeds, Soybean and Edible Oil Processing, Wheat Milling, food products, agri processing, feed products, fabrication and engineering, commodity trading and education. In the last four decades they have established them as India's leading export house with presence in more than 40 countries. ABC Group is known worldwide for fair dealings, ethics, quality products and services.

The organization's vision and name captures the essence of what they are. With their experienced Human Resource, they want to be known for reliability, responsiveness, innovation and exemplary citizenship. Their mission is to contribute to the qualitative progress and welfare through the provision of value-added products, services and technology. They strive to provide income generating opportunities and inclusive growth of the farming community, agricultural enterprises as well as fabrication and engineering. The founder chairman of ABC Group is renowned technocrat and first generation entrepreneur who have played a key role in the integrated expansion and growth of fabrication and engineering.

### **Chairman's Vision for the new millennium**

- Competitive technology in an increasingly borderless world.
- International quality level and meticulous quality control.
- Customer satisfaction and delight.
- Highest standard of hygiene and housekeeping.

- Corporate governance with professionalism and human touch.
- Optimum motivation and empowerment to workforce.
- Breaking new grounds in products, services, markets, information technology, *fabrication and engineering* and management education.
- Fair business practices.

In its objective to diversify in 2014 ABC Fabricators Pvt. Ltd. Came into existence and the organization has gained immense expertise in supplying & trading of LPG cylinder etc. The supplier company is located in Dewas, Madhya Pradesh and is one of the leading sellers of listed products. They are leading manufacturer and exporter of LPG Cylinder having capacity of 5, 00,000 cylinders per annum confirmed to ISI and BIS Standard. Its customer includes all petroleum giant in India like Indian Oil Corporation, Hindustan Petroleum Corporation Limited, and Bharat Petroleum Corporation Limited. The production plant is equipped with most modern technology contemporary enough to meet stringent quality requirements.

Their product is gas cylinders manufactured in two categories i.e. household consumption category of 14.2 kg and commercial consumption category of 19 kg. At present, they are in production of household category gas cylinders. The company is supplying its finished product to govt. specified oil marketing companies. The process of getting order is through open tenders. These tenders are floated by government. The participating organizations are divided on geographical basis and they have been divided in two zones. There are more than 150 companies participating in the tender process. ABC Fabricators pvt ltd is working under zone 2 and eligible organization to participate in tender process. The tender frame work is of two bid process i.e. technical bid and financial bid. The company who qualifies in technical bid process is only eligible for financial bid process. The successful bidders will get purchase order from govt. institutions for manufacturing of gas cylinders on prespecified technical norms. If an organization is a successful bidder but in future not able to process the order then their ordered quantity will be transferred to other successful bidders.

The raw materials are again pre specified HR coil has to be procured according to govt. norms and only from three organizations namely GSW, ESSAR steels and Tata steels Ltd. These raw materials supplier organization also have pre designed order supplier process on 100% advance payment basis.

The main problem faced by the company is the leakage of cylinders. If they get one leakage in a year, then it will go under rectification process (under Govt. observation). If the same problem of leakage is repeated for the second time in a year, the production process of the organization will be suspended for next 1 year. They manufacture 50-60k cylinders per month and work for one shift of 8 hrs per day, but there are other companies in the same sector operating on 3 shifts of eight hours and are manufacturing approximate 2 lakh cylinders per month. At present, the organization is not able to operate on its full capacity. As far as the demand of the product is concerned, there are other avenues available in the international market for the same product category wherein huge demand is available and secondly they can go for manufacturing of another category of product designed for commercial cylinders of 19 kg. The quantity of order for manufacturing the cylinders is decided by government on yearly basis and is distributed among successful bidders, so the product is dependent on government orders and due to growth in non conventional energy resources like solar energy, wind energy, underground direct gas pipeline supply to households, CNG and electrical cooking equipments the future demand of LPG and cylinders may get affected



## QUESTIONS

Q 1. Perform the SWOT ANALYSIS of the case.

Q 2. Find out the issues associated with the case? As CEO of the organization, suggest the measures to resolve the issues.

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*The case was developed by Abhishek Tripathi, (Faculty, Prestige Institute of Management Dewas,) Sangeeta Patel (Assistant Professor, Vidhya Sagar college Khategaon), Rubina Pathan (Faculty, Prestige Institute of Management Dewas, Archana Rajpoot (Faculty, Prestige Institute of Management Dewas,) and Priyanshi Sethi (Assistant Professor, Vidhya Sagar college Khategaon) in twelfth Case Writing Workshop at Prestige Institute of Management Dewas 02-03 May, 2019.*

# **DESIRED HUMAN RESOURCE PRACTICES: A SUCCESS STORY OF XYZ ORGANIZATION**

## **BACKGROUND (HISTORY)**

The company is one of the pioneers in the Aluminum extrusion industry in India; its plant in central India was one of the first to be commissioned in the year 1989. In the year 2009, the company was rebranded as Maan Aluminum Ltd.; the new entity now includes trading and manufacturing operations, having industry experience and knowledge of over 32 years.

The company had a humble beginning in manufacturing Aluminum extrusions, in a record time of eleven months commenced commercial operations, and today has the distinction of being one of the nation's largest manufacturers and exporters of Aluminum extruded products from central India.

Today, Maan Aluminum Ltd. is a preferred choice by many companies worldwide. The company is exporting its products globally, and is accredited with One Star export house status.

## **MISSION & VISION**

Mission is to provide our customers with a quality product, deliver satisfaction and build strong partnerships.

To ensure we deliver goods and services as safely, effectively and as efficiently as possible, keeping our social responsibilities in mind while additionally building on our green initiatives.

To provide opportunities for our internal and external customers, and help them build a better future for themselves. Achieving these deliverables profitably and timely and in turn providing value to our stakeholders.

To become the leading Aluminum extrusion brand, by consistently delivering the best-in-class products and services and making our customers, partners and stakeholders proud to be associated with us.

## **BUSINESS**

Extrusion is a process of shaping material of various different aluminum alloys into specific shapes as per the dies, these extruded sections have a definitive cross-sectional profile for a wide range of uses. The extrusion process makes the most of aluminum's unique combination of physical characteristics, its malleability allows it to be easily machined and cast.

Applications of Aluminum .Ladders .Transport applications .Pylons .Platforms .Tubes and hollow sections .Pipelines .Architectural applications including door and window frames .Electrical components and conduits .Tube for irrigation systems .Curtain Walls .Lighting, furniture and picture frames .Carpet edging .Railings and fences

## **CHALLENGES**

Challenge included environment factors which directly influence the system. It can define as Rapid changes in technology it is continue process where organization has to make competition with the business competitors

Storage and Raising Cost of raw Material is again a factor where organization has to decide how to control the cost of raw material.

Costly skilled manpower is the common problem because to perform consistent and accurate results manpower is required .to retains the manpower is tedious job.

Training of Employee is part of Human resource department if manpower is not skilled then it should be trained by organization so that they can be compete the current scenario.

Rapid changes in input cost it is going to high and raising input costs should be controlled.

Highly inadequate credit flow is one of the generalized problems and Lack of

marketing, Distribution and Branding should be managed.

### **PROBLEM STATEMENT**

XYZ Organization is one of the fast growing company which works on ethics and human values. it is professionally managed company and put a lots of efforts in the human resources practices they feel that among all the theoretical resources viz man, machine, material, money they give preferences to the man power and having interested in human health services. It was incorporate with a very broad level and with this vision they are try to provide good health to their people.

Hygiene water food environment everything they don't compromise with it. Their product sales turn over would be increases around 65 corers in last financial year but they want to launch new product and also company expansion required but problem is quality of product is the challenge because input cost is high and if they increases the price their profit margin is decreases.also they don't want to compromise the employees benefits.

### **QUESTIONS**

Q1. Analyze the case by using SWOT Analysis?

Q2. Explain how to manage product quality and cost effectiveness.

Q3. How make better customer feedback system.

Q4 Discuss the entrepreneurial Qualities.

## **TEACHING NOTES**

This case was developed by a team of faculty members & Students of management who visited XYZ Aluminum Ltd. Pithampur Dist-Dhar

The issues involved in the case are dynamics of business environment arising due to high growth and competitive industry.

With the help of this case student will be able to analyze the situation and their views with respect to growth of the company can be observed

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*This case was developed by Vikas Sharma , Devendra Pawar (Faculty, Prestige Institute of Management Dewas) during twelfth Case Writing Workshop at Prestige Institute of Management Dewas on 02-03 May, 2019 .*

## **INDIAN CONTAINERS PVT LTD: INSPIRING GROWTH**

Indian containers Pvt ltd was started with an Agricultural products in 1980-81 followed by Edible Oil Refining Industries. They have now diversified into fabrication and engineering, commodity trading and education. The organization's vision and name captures the essence of what they are. With their experienced Human Resource, they want to be known for reliability, responsiveness, innovation and exemplary citizenship. Their mission is to contribute to the qualitative progress and welfare through the provision of value-added products, services and technology. They strive to provide income generating opportunities and inclusive growth of the farming community, agricultural enterprises as well as fabrication and engineering. The strength of organization lies in developing Competitive technology in an increasingly borderless world, International quality level and meticulous quality control, Customer satisfaction and delight, Highest standard of hygiene and housekeeping, Corporate governance with professionalism and human touch, Optimum motivation and empowerment to workforce and Breaking new grounds in products, services, markets, information technology, fabrication and engineering and management education. The basic motive is all about Fair business practices.

In its objective to diversify in 2014 ABC Fabricators Pvt. Ltd. Came into existence and the organization has gained immense expertise in supplying & trading of LPG cylinder etc. The supplier company is located in central India and is one of the leading sellers of listed products. They are leading manufacturer and exporter of LPG Cylinder having capacity of 5, 00,000 cylinders per annum confirmed to ISI and BIS Standard. Its customer includes all petroleum giant in India like Indian Oil Corporation, Hindustan Petroleum Corporation Limited, and Bharat Petroleum Corporation Limited. The production plant is equipped with most modern technology contemporary enough to meet stringent quality requirements.

Their product is gas cylinders manufactured in two categories i.e. household consumption category of 14.2 kg and commercial consumption category of 19 kg. At present, they are in production of household category gas cylinders. The company is supplying its finished product to govt. specified oil marketing

companies. The process of getting order is through open tenders. These tenders are floated by government. The growth in non conventional energy resources like solar energy, wind energy, underground direct gas pipeline supply to households, CNG and electrical cooking equipments is a challenge for the future demand of LPG and cylinders.

## **QUESTION**

Q1. Perform the SWOT ANALYSIS of the case.

Q2. As per the case what are the essentials for the success of an organization in today's competitive era?

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*This case was developed by Sanjay Ghadge( Assistant Professor, SKP Govt. P.G. College Dewas, during twelfth Case Writing Workshop at Prestige Institute of Management Dewas on 02-03May,2019.*

# **INVESTING IN PEOPLE IS DELIVERING VALUES**

## **ABSTRACT**

This case has been developed on Supertuff Ventures International Limited. Supertuff is a multi-product, multi-market, multi-location enterprise. Having evolved from a leading global flexible intermediate bulk container major to a foremost Indian Geosynthetics solution provider, Supertuff – through its niche products – now serves the field needs of Retail, Agro and Infrastructure sectors. With four manufacturing plants across India, a wholly-owned distribution company in UK and a dedicated warehousing supply and Technical Services network in all continents, exports to over 45 countries, employing over 10000 global citizens, Supertuff is truly an Indian multi-national company that has come of age !

This case ends with the highlights of trust building activities that Supertuff adopted to attain mission

## **HISTORY**

**Inception :** Supertuff Ventures International Limited (“Supertuff” or the “Company”), formerly Supertuff International Limited, was originally constituted as a partnership firm in 1966.

**Incorporation & Evolution :** Incorporated in 1993 in the name of “ Super Wrapping Private Limited”, Supertuff is one of India's leading bulk Wrapping companies. It started with PP Woven SA/HDPE Sacks in Madhya Pradesh. – Seeing the big growth segment of the new businesses in the year 2018-19, the name of the Company stands changed to “Supertuff Ventures International Limited



### **It's Not Just a Company**

Supertuff symbolizes enthusiasm. More than signaling a range of products, it symbolizes an attitude, energy and dynamism. It goes beyond the mere delivering of products and services. Through 'more', Supertuff is keen to show that it is earnestly eager for ones business to do well and it is eager to do whatever possible to make it happen. Supertuff is 'more than just a company'. It is a friend, a caring and socially-responsible member of society. It is a builder of relationships; it is a leader, a thinker, an innovator.

### **THE QUALITY MANTRA**

Supertuff, believes that quality is more than just what clients demand. They believe, quality is what you live. And breathe. Quite simply, the cost of making a quality product is seldom more than that of a lesser product. But its value, far higher.

### **CORPORATE GOVERNANCE**

Accountability, dependability and transparency. Company in broad-spectrum has its internal rules and policies within the framework of a range of laws and regulations which govern the conduct of all employees of the Company. Company has set strategy in the form of Code of Conduct for members of the Board and Senior Management workers to develop ethical and crystal clear process in managing the affairs of the Company and to uphold the belief and confidence revealed in the Management by the shareholders of the Company. Company also make certain timely disclosures to a range of authorities, as and when required. Company also considers in Employee Satisfaction, which is reflected in the permanence of our Senior Management. Company has set down a variety of rules, factors, SOPs & Internal Audit plans to incorporate all components of good governance by curtaining appropriate compliances by the Company. The Board has established five Committees to emancipation its responsibilities in an efficient manner. Chairman of the Company also plays a important function in ensuring good Corporate Governance. Chairman directs in amplification of various systems. He upholds a

main responsibility in managing the Board, running, managing and justifying the risk, make certain usefulness of the Board Committees & endow with constructive feedback and suggestion on performance assessment to Directors. The Board significantly appraises the Internal Audit Reports & guarantee compliance of diverse laws pertinent on the Company throughout Compliance Reports from various departments

## **CHALLENGES**

As Stated by General Manager-HR. The challenges pertaining to labour were many when he joined the organisation and it took him one year to understand the main causes and challenges.

- Low education level
- Scarcity of Skills
- Frustrated Supervisor
- Cash Money
- Less Attendance

## **STRATEGIES**

Over the decades, the notion of belief building and employees satisfaction has sustained to nurture with time. It has been the focus of substantial debate, commentary, theory building and research. The thought that business enterprises have some responsibilities to society beyond that of making profits for the shareholders has been around for the centuries. Offering benefits to employees is important because it shows them that management are interested in not only their overall health, but their future too. A firm employee benefits package can help to attract and retain talent. Fit and Healthier employees means less healthcare expenses for organization. Working on the same principle Supertuff connected themselves to the employees and has strategically mapped the trust building activities..

Amongst those strategies few are:

- Motivation for good life through Inbound and Outbound activities
- Development of Skill Development Centre
- Competency Development Programms
- Imparting Not only Skills but Knowledge and attitude too.

- Hospital Facility.
- Assistance for improvement of Standard of living( ESI ,Loan, Marriages, Education , Holidays, Bonus, Sports, Air conditioned Work place Health and Hygiene.

### **TEACHING NOTE**

It is a case of People's management with emphasis on Affirmative Action. The case also covers the topics such as Trust Building, Motivation, Well being of employees, Employee Satisfaction. Case highlights the challenges that Supertuff had faced time to time and the strategies they adopted to cope up with them. This case ends with the highlights of trust building and competency building activities followed by Supertuff to attain best practices in current scenarios to enhance the lives of its people.

### **QUESTIONS TO BE ANSWERED...**

- Q.1 Critically describe the strategies adopted by Supertuff Ventures International Limited .
- Q.2 Describe the Role of GM HR in trust building of Employees.
- Q.3 Describe all challenges faced by Supertuff Ventures International Limited .

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*This case was developed by Ashima Joshi, Shweta Pandit, Ashish Yadav( Faculty, Prestige Institute of Management Dewas), Monika Kakde, Sagar Chauhan, and Ekta Gayakwad(Students, Prestige Institute of Management Dewas) during the twelfth National Case Writing Workshop held on 02-03 May, 2019 .*

## **JOURNEY OF EMERGENCE- ANGEL FOOD PVT. LTD.**

### **INTRODUCTION**

ANGEL Food Pvt. Ltd. is being set up in Malwa region of Madhya Pradesh on above 51 acres of land at Village Binjana, near Dewas. This would be one of the major breakthrough initiatives for food processing and agro-based industries in the Central India. The park is sanctioned under the Mega Food Park Scheme (MFPS), the flagship programme of the Ministry of Food Processing Industries Government of India. The project aims for creation of modern processing infrastructure with cutting edge technologies apart from developing the basic infrastructure like wide roads, water supply; Uninterrupted Power supply, Effluent Treatment Plant & Sewage Treatment Plant, etc. The park will boost the economy of the region, known for its abundant & diversified food grains, vegetable & fruits. The cluster is blessed with best quality of wheat, soybean & potato, Garlic, Guava in India. The ANGEL Food Pvt. Ltd. will be based on the demand driven hub and spoke model with vital components like the Central Processing Centre (CPC), Primary Processing Centers (PPC), Collection Centers (CCs) and the integrated cold chain network that connects the CPC with the PPCs.

### **VISION**

ANGEL food Pvt. Ltd. shall be a model infrastructure for the entrepreneurs in food processing industry that will provide single window support for tension-free start up, snag-free operational environment and trouble-free raw material linkage

### **MISSION**

Better and improved marketability of farm produce, creation of high quality food processing infrastructure, reduction in wastage, capacity building of the producers and processors and creation of an efficient supply chain along with significant direct and indirect employment generation.

### **FEATURES OF COMPANY**

- Wide range of Product & Services under 24 units.
- Organized department wise.
- Central Location

- Irradiation plant- first of its kind in Madhya Pradesh.

## **PRODUCT & SERVICES**

- Sorted Wheat-
- Wheat flour
- Maida
- Suji
- Poha
- Cold Storage
- Irradiation Plant

## **ISSUES & CHALLENGES**

There is opportunity of the demand in the market. In today's business environment, sustaining growth and profitability is never a guarantee. Technological and scientific advances shorten life cycles of products and services, business models change and new competitors appear from outside the industry. This constant instability makes it necessary to seek new business opportunities. ANGEL needed funds, system, and most importantly the technology. ANGEL needed to know about the competitors available in the market. ANGEL has lot of issues related with government approval.

## **QUESTIONS**

- Q.1 Perform SWOT analysis of ANGEL Company?
- Q.2 Name various government departments which are involved in giving permission to companies?
- Q.3 Being a marketing manager what opportunities you foresee in market?

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*This case was developed by G.D. Soni (Professor, MPRP Govt. Girls Degree College, Dewas) during twelfth Case Writing Workshop at Prestige Institute of Management Dewas on 02-03 May*

# **LEADING THE LED WITH VAVE**

## **INTRODUCT**

SafeFlex International was born in 2006. Company was established by pioneers of FIBC development in India. Starting with first plant in SEZ Pithampur, near Indore, MP, it today has 3 plants spread across the country with a total processing capacity of 2000 MT/month or 6 Million FIBCs and 50 Million sq.m. of Nets, Tarpaulins and Geotextiles. Company's three plants, housed in modern buildings totaling 4,00,000 sq ft, are vertically integrated units, 2 for FIBCs and one for knitted and poly woven products including GeoTextiles and Tarpaulins. Starting with a turnover of USD 1 million in 2007, it did more than USD 20 million worth of business in 2014 and is expected to reach USD 50 million in next 3 years.

The case study is descriptive as well as exploratory in nature. Safe flex International is best example of self motivated top level executives with clear vision and objectives and the same can be visualized there. Having various challenges in competitive environment management worked for improved the quality with best of the customer satisfaction. Case can highlight Financial, Marketing, HR and Operational excellence of the top level management. The scope of case may be exploratory i.e. many case studies can be developed.

## **CHALLENGES**

- Enhancement in Efficiency and Efficacy of production
- To improve financial status without compromising quality.
- To Deliver the Quality product as required by the clients
- To increase the sales in Latin American Countries
- To become responsible for the Society,2019.

## **STRATEGIC SOLUTIONS**

- For enhancing efficiency and efficacy of production safelex focused on minimization of LED (Loses, Errors , Defects). VAVE (Value Added Value Engineering) is main area where company focused.
- Company focused on high working capital intensity resulting from high level

inventory which impacts liquidity. Company also identified area where costing can be reduced for example lowering the top level staff and increasing lower level staff.

- Company concentrated on quality issues keenly and implemented various check points for evaluating quality of finished goods as per requirements of clients. Minimization of errors and defects lead to successful delivery of products in time.
- Safe flex exports in more than 140 countries of world but their presence was missing in Latin countries because of language barrier they appointed translators and got success in delivering idea to 13 companies.

### **CSRACTIVITIES**

Apart from successive production schedule safe flex focused on CSR activities like:

1. Installed Solar Power Plant on roof of factory and started generation of 1000 MW electricity.
2. Started supporting employees for education of their children. By doing so company won faith of employee.
3. Company also supported Go Green Campaign and did Plantation of more than 3000 trees.

The Case Study very well shows the success story of safe flex and positive approach of higher level management.

### **QUESTIONS TO BE ANSWERED**

- Q.1 Evaluate the safe flex strategies as a manager and highlight the strength of Company.
- Q.2 Discuss the opportunities for safe flex for expanding global market.
- Q.3 Suggest innovative ideas for improving quality of production.

### **TEACHING NOTES:**

This case can be used for Undergraduate and Post graduate students for learning the strategic moves of the higher management for deciding success of organization. Case can be very well utilized in Strategic Management, Operation Management as well as financial management

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*This case was developed by Sanjay Dubey(Faculty, Prestige Institute of Management Dewas), Mitesh Joshi( Assistant Professor, SRGP Gujarati Professional Institute, Indore), Shreya Joshi, Aarti Verma , Pooja Kachhawa and Pratibha Rawat (student, Prestige Institute of Management Dewas ) during twelfth Case Writing Workshop at Prestige Institute of Management Dewas on 02-03May,2019.*



## **PEOPLES' POWER**

Mr. Ray is a man of vision and believes in individual freedom. His decisions at the workplace are inspired by peoples' opinion and workers' comfort at workplace. He seems to be a very practical and straightforward person yet has very strong roots of values and ethics. He runs a small scale industry for embroidery and other fancy works in a customized manner. He started this business with his wife in a very early stage of his life. Setting up a whole industry-like thing was really tough in the early days but his excellent marketing skills and hard work helped him to achieve success and he gradually expanded it by associating new talents in their work group. His core belief is to respect skills of the individual and to admire the efforts of others. He also believed in commitment and dealt with all his failures with a positive attitude. He had all the qualities of a good leader and his abilities were passed on to his posterity. Due to some health issues and social commitments he took retirement from all his duties, and handed over its charge to his son.

He was able to run the business successfully as the culture followed in the company was inspired from human values based on the traditions of the company's founders, and the organization had paid close attention to the welfare of its workers and its sourcing practices. But in a very short period of time he decided to go through automation at work place. Although in this process, he had to invest a huge amount of capital. Arranging such a huge amount was not a piece of cake. Due to their mutual faith, he could arrange this capital by issuing shares amongst employees and by launching new and innovative cooperative policies. The point which is to consider here is that employees easily get ready to join their hands with the management and bring change with their involvement and fair consent.

### **TEACHING NOTE**

This case seek out to help management students and practitioner specially indulge in HR policy formulation. The analysis of case helps to understand the behavioral psychology and its application. It also explains the motivational theory, attitude and perceptual building phenomenon.

## **APPLICATION OF CASE**

This case can be taught at PG and UG level and is useful for executive programs.

### **Question to be answer**

Q.1 What else could the company do to ensure the prosperity and economic growth of ethically managed company?

Q.2 Which motivational theory is adopted by the management in the above case study?

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*This was case Developed by Sameera Nayeem (Professor, MPRP, Govt Girls Degree College, Dewas) during twelfth Case Writing Workshop at Prestige Institute of Management Dewas on 02-03 May, 2019 .*

# **PSYCHOLOGICAL OWNERSHIP @SAFEFLEX**

## **INTRODUCTION**

SafeFlex International was born in 2006. Company was established by pioneers of FIBC development in India. Starting with first plant in SEZ Pithampur, near Indore, MP, it today has 3 plants spread across the country with a total processing capacity of 2000 MT/month or 6 Million FIBCs and 50 Million sq.m. of Nets, Tarpaulins and Geotextiles. Company's three plants, housed in modern buildings totaling 4,00,000 sq ft, are vertically integrated units, 2 for FIBCs and one for knitted and poly woven products including GeoTextiles and Tarpaulins. Starting with a turnover of USD 1 million in 2007, it did more than USD 20 million worth of business in 2014 and is expected to reach USD 50 million in next 3 years.

The case study is descriptive as well as exploratory in nature. Safe flex International is best example of self motivated top level executives with clear vision and objectives and the same can be visualized there. Having various challenges in competitive environment management worked for improved the quality with best of the customer satisfaction. Case can highlight Financial, Marketing, HR and Operational excellence of the top level management. The scope of case may be exploratory i.e. many case studies can be developed.

## **CHALLENGES**

When Safe flex started operations very few clients were there and mainly they have started with packaging materials and bags. This time main challenge was to increase the efficiency of the operations without increasing the cost. In terms of quality safe flex never comprised therefore improving financial status without decreasing Quality was another challenge. Enhancement of market reach was another concern for them.

## **STRATEGIES**

For enhancing efficiency and efficacy of production safelex focused on minimization of LED (Loses, Errors , Defects). VAVE (Value Added Value Engineering) is main area where company focused. Minimization of errors and defects can only been done when workers are happy in the environment. Company

focused on high working capital intensity resulting from high level inventory which impacts liquidity. Company also identified area where costing can be reduced for example lowering the top level staff and increasing lower level staff. Company concentrated on quality issues keenly and implemented various check points for evaluating quality of finished goods as per requirements of clients. Safe flex also started supporting the employee in terms of arranging fund for education to workers' children. Minimization of errors and defects lead to successful delivery of products in time. Safe flex exports in more than 140 countries of world but their presence was missing in Latin countries because of language barrier they appointed translators and got success in delivering idea to 13 companies. All strategies were moving around the employees of safe flex those who were motivated and ready to accept the challenges for improving quality and increasing production.

The Case Study very well shows how psychology plays an important role in success of any organization. When employee works for organization with positive approach and considering themselves as owner then only companies like safe flex succeeded in achieving goals.

### **QUESTIONS TO BE ANSWERED**

Q.1 Evaluate the safe flex strategies as a manager and highlight the strength of Company.

Q.2 Discuss the role of psychological ownership in successful organization.

### **TEACHING NOTES:**

This case can be used for Undergraduate and Post graduate students for learning the strategic moves of the higher management for deciding success of organization. Case can be very well utilized in Strategic Management and Human Resource Management subjects.

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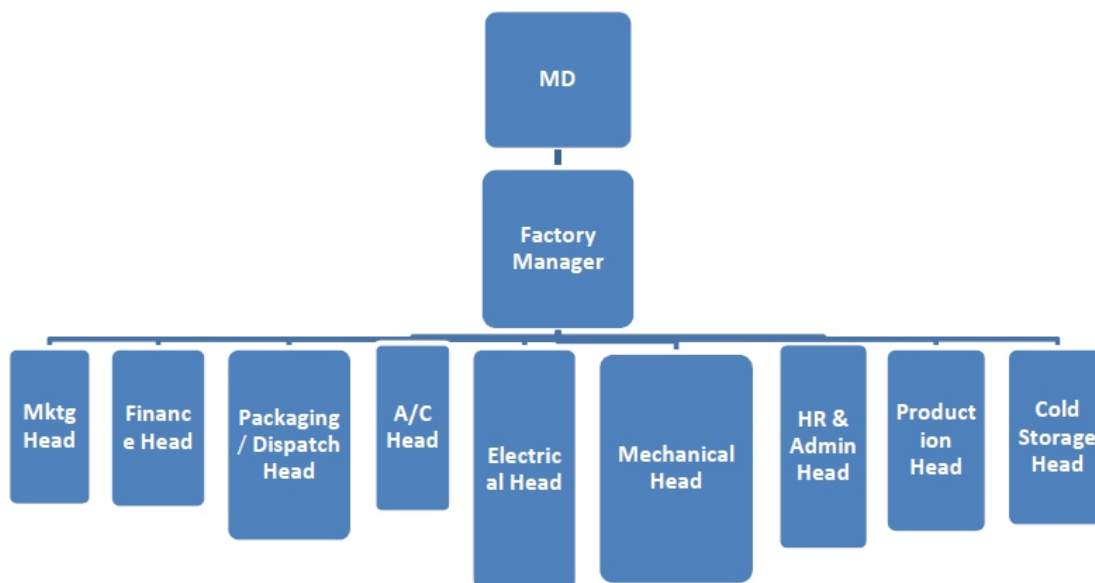
*This case was developed by Rajendra Kumar Maratha( Associate Professor, SKP Govt. P.G. College, Dewas, during twelfth Case Writing Workshop at Prestige Institute of Management Dewas on 02-03May,2019*

## RECRUITMENT AT XYZ MEGA FOOD PARK

**XYZ Mega Food Park** is being set up in Malwa region of Madhya Pradesh on above 51 acres of land at Village Binjana, near Dewas, This would be one of the major breakthrough initiatives for food processing and agro-based industries in the central India. The park is sanctioned under the Mega Food Park Scheme (MFPS), the flagship programme of the Ministry of Food Processing Industries Government of India. The Vision of the company shall be a model infrastructure for the entrepreneurs in food processing industry that will provide single window support for tension-free start up, snag-free operational environment and trouble-free raw material linkages and the **Mission will** better and improved marketability of farm produce, creation of high quality food processing infrastructure, reduction in wastage, capacity building of the producers and processors and creation of an efficient supply chain along with significant direct and indirect employment generation.

XYZ Mega Food Park will be a complete solution to the infrastructure needed for the food processing sector in the region ushering in a wealth of opportunities for various stakeholder groups so that it can become the game changer for all stake partners. The project aims for creation of modern processing infrastructure with cutting edge technologies apart from developing the basic infrastructure like wide roads, water supply; Uninterrupted Power supply, Effluent Treatment Plant & Sewage Treatment Plant, etc. The park will boost the economy of the region, known for its abundant & diversified food grains, vegetable & fruits. The cluster is blessed with best quality of wheat, soybean & potato, Garlic, Guava in India. The XYZ Mega Food Park will be based on the demand driven hub and spoke model with vital components like the Central Processing Centre (CPC), Primary Processing Centres (PPC), Collection Centres (CCs) and the integrated cold chain network that connects the CPC with the PPCs. It will meet growing demand of quality food for consumers and provide infrastructure facilities for food processing units along the food value chain and would have visible impact on the socio economic structure, leveraging the incentives offered by state for agro and food processing sectors making it the most preferred destination for entrepreneurs in related industries.

The company provides wide range of Product & Services under 24 units. The company has taken No Objection Certificate from BHABHA Atomic Research, Mumbai, Pollution Control Board, Industrial Health & Safety and 16 other certifications from various departments for quality and control. The core facility includes Cold Storage for fruits and vegetables, Silos, Irradiation Plant, MSME Shade, Warehouse, Packaging, Grain Processing and Grain Sorting. The unique feature of company lies in its Irradiation plant- first of its kind in Madhya Pradesh, which increases the life of product to be stored. The Board of directors of the Company will comprise of 5 members. The members of board are suitable selected to make the board competent enough in project execution & operation. They are having vast experience in the field of Engineering, Food Processing, Project Execution, Agriculture & Organic farming, Finance, and Accounting & Audit. The company has 750 employees including blue and white collar workers. The company has clear hierarchical structure shown below.



Most of the workers hired in the organization are on contract basis. The company has policy not to hire workers within 5-7 kms belt or city. Majority of workers are recruited from city like Dhar, Jhabua, Anoopur etc. The company is providing wages which are in consistent with Govt. rules and regulations and are revised every six months of interval. The company has provided accommodation to 50 families

who have shifted from their native place. The accommodation includes basic amenities like water, electricity, parking, concrete roads and gardens. The wages and salaries are paid on 30<sup>th</sup> of every month. The company has a policy to sign 3 years bond with experienced personnel.

## **QUESTIONS**

- Q.1 Discuss the strength and weakness of recruitment strategy of company.
- Q.2 What are challenges faced by the company for hiring workers from different cities?
- Q.3 Discuss the HR practices of the organization.

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*This case was developed by Amitabh Joshi(Director, Prestige Institute of Management Dewas), Ajay Jain( Assistant Professor, Shri Cloth Market Kanya Vanijya Mahavidyalaya, Indore), Yogendra Singh Rajavat, Anjali Madhwani and Megha Joshi(Faculty, Prestige Institute of Management Dewas.)during twelfth Case Writing Workshop at Prestige Institute of Management Dewas on 02-03 May, 2019 .*

# Prestige Institute of Management Dewas

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