

# SUSTAINABLE MANAGEMENT PRACTICES: TRENDS, ISSUES AND CHALLENGES

P.S. Buvaneshwari, R. Shanthi, Desti Kannaiah  
& N Ragavan





சீவகாமுர் அம்மன்மயம்

GLOWPLUS PUBLISHERS

AMBATUR, CHENNAI





Copyright © 2015, Editon

Published by  
Glow Plus Publishers

**Sustainable Management Practices: Trends Issues and Challenges**

All rights reserved. No Part of this publication may be reproduced or distributed in any form or by means, electronic, mechanical, photocopying, recording, or otherwise or stored in a database or retrieval system, without the prior written permission of the editors / Publisher, including, but not limited to, in any network or other electronic storage or transmission, or broadcast for distance learning.

This book has been published in good faith that the work of the authors is original. All efforts have been taken to make the material error-free. However, the editor, the institute and publisher disclaim responsibility for any inadvertent errors.

ISBN : 978-81-929581-2-6

Typeset by MAPS Publishing Solutions

## Preface

Sustainability is the ability to endure and survive in an environment for a long time. In business parlance, sustainable management is incorporation of social, economic and environmental factors for business decisions. Incorporating these factors in decision making process of a business helps in identifying and avoiding future costs associated with unsustainable business practices, planning for changes in consumer expectations to capitalize on emerging markets and industries and practicing corporate social responsibility and business ethics. Sustainable Management practices in business prove to be more profitable as they tend to adapt and grow with the changing market, providing a competitive advantage over other firms. This also helps in gaining significance as socially responsible business by reducing the negative impact on society and increasing their positive influence. The focus on sustainable management has gained a new momentum since the market pressure from regulators and consumers holds organizations accountable for their actions. Failure on the part of business to adopt such practices can have a catastrophic impact on the viability of a business. In a global environment, it is increasingly difficult to succeed in any business without understanding the repercussions of business realities and developments. This book, "Sustainable Management Practices" provides an insight into recent trends, issues and challenges in business practices by focusing on Corporate Governance, Corporate Social Responsibility, Information Technology, E- tailing, Entrepreneurship, Total Quality Management, Employee Engagement and Organizational Performance is intended to help the readers in understanding the sustainable management practices of business.

I record my gratitude to Prof. Dr. R. Thandavan, Vice Chancellor, University of Madras, for his blessings and Dr. P.David Jawahar, Registrar, University of Madras, for granting permission to publish this book. My sincere thanks are due to Dr.S.Gurusamy, Professor and Head, Department of Commerce, for his consistent encouragement, and to Professor Dr R Rangarajan, and Dr S Yuvaraj for their moral support. I thank the Editorial Board for their insightful comments and suggestions, and all the contributors for providing the necessary stimulus for the book. I thank my husband Dr. C.V. ChittiBabu, for being a source of strength in all my endeavours. I am thankful to Mr R Arumugam, Glow Plus Training Academy and Mr. Maria Arokiaraj and Jammie Grace of MAPS publishing solutions for their sustained efforts in publishing this book.

**Dr. P. S. Buvaneswari**

# Contents

<b>1. Consumers' online Shopping Adoption Behavioral Theories</b>	<b>1</b>
Vijayalakshmi. R and Dr. Venu Thyagarajan	
<b>2. The Bovonto Challenge</b>	<b>13</b>
Dr. Deepa Ittimani Tholath	
<b>3. Celebrity Endorsement and Knowledge of Food Standards</b>	<b>23</b>
Dr. Jeyanthi. M and Dr. Nandini. N	
<b>4. Consumer Behaviour and Attitude Towards Purchase of Inverters</b>	<b>29</b>
Dr. Martin David. A and Kalyan Kumar. R	
<b>5. Customer Satisfaction towards Online Shopping</b>	<b>37</b>
(A Study with Reference to Chennai City)	
Dr. Sulaiman. J and Leelavathi. D	
<b>6. Customer Satisfaction on Quality of Services at Air India</b>	<b>43</b>
Dr. Selvi. K	
<b>7. E-Tailing in India- Business and Legal Perspectives</b>	<b>49</b>
Sayeeswari. R and Bhuvaneshwari. R	
<b>8. Sustainable Development in Retailing</b>	<b>59</b>
Suganya. M.P and Dr. Shanthi. R	
<b>9. Customers' Perception on Debit Card Usage</b>	<b>71</b>
C. Senthilkumar	
<b>10. Banking Sector Reforms and Economic Development in India</b>	<b>79</b>
Dr. Malathi. K	
<b>11. Performance Highlights of DCCBs in Tamil Nadu</b>	<b>91</b>
Dr. Dharmendran. A	

---

<b>12. Technology Readiness and Innovativeness in Internet Banking Adoption</b>	<b>101</b>
Dr. Maragathavalli. V. K	
<b>13. Mathematical Modelling in Economics &amp; Social Sciences</b>	<b>113</b>
Dr. Ruchi Chaturvedi	
<b>14. TQM Practices &amp; It's Impact on Performance in Private Sector Banks</b>	<b>125</b>
Dr. Rangarajan. R and Ayeswarya. R. B	
<b>15. Total Quality Management Practices and Organizational Performance in Commercial Banks</b>	<b>133</b>
Dr. Usha Priya. T	
<b>16. Satisfaction on Payroll Software System – An ICT Analysis</b>	<b>145</b>
Dr. Kannan. M, Sujatha. J and Dr. Ananthanarayanan. N. R	
<b>17. Organisational Communication and Employee Engagement</b>	<b>155</b>
Gayathri S. and Dr. Saranya. A. S	
<b>18. Job Satisfaction and Performance of Women Teachers</b>	<b>167</b>
Maheswari. N	
<b>19. Revolution in Information Technology and Organizational Performance:</b>	<b>175</b>
Dr. B. Yasodha Jagadeeswari	
<b>20. The Role of Women Entrepreneurship in Economic Development of India</b>	<b>185</b>
Dr. I. Chitra and Dr. S. Kasi	
<b>21. Empowerment of Women in the Indian Banking Sector</b>	<b>191</b>
Dr. Gayathri Ramesh	
<b>22. Dominant Parameters Defining High-Performing Start-ups</b>	<b>199</b>
Dr. Sumathy. V	

---

<b>23. Corporate Governance in India: Issues and Challenges</b>	<b>207</b>
Dr. Kalyani, S	
<b>24. Corporate Governance and Corporate Social Responsibility in India-A Review</b>	<b>215</b>
Dr. Dilshad Shaik	
<b>25. Role of E-Commerce in Business World: An Analysis</b>	<b>221</b>
Dr. Rajavenkatesan. P. R. L	
<b>26. Information Technology and Business Development: An Overview</b>	<b>227</b>
Dr. Prema. E	