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Editor-in-chief Message

Dear Reader,

I am pleased to present another issue of Eighth volume of bi-annual journal 'JSSGIW Journal of Management'. I express thanks to the authors who have contributed research papers for this volume along with the review panel for their patronage.

A diversity of topics related to management has been explored in this issue. The current issue highlights various areas of management like Information Technology audit, urban youth shopping behaviour, social media, entrepreneurship. Soft copy of journal is available on our website www.shim.co.in

I look forward to receive the same support from academicians and researchers for upcoming volume. Research papers, case studies and book reviews are invited. Guidelines for Authors are mentioned at the last page of the journal. All papers pass through blind review process by the expert panel.

We would always appreciate feedback for improving the quality of our journal.

Regards,

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Impact of Social Media Women Influencers to Empower Society

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Abstract

Women empowerment has been one of the hottest topics of discussion in the 21st century so far. Studies have been performed to understand the contribution of women in various sectors. This paper aims at highlighting a different career opportunity that women are passionately opting that as social media influencers. With the growing adoption rate of social media in India the career opportunities that it provides have grown tremendously. Marketers created this unique profile for their brand promotions, which gave a push to the women to try a completely different job profile. This study focuses on the growth of women influencers in the last decade in India and how it has led to empower women in the current scenario. A descriptive literature review has been provided in the paper and on that basis, this study concluded about women social media influencers empower and build their career of their choice and also influence other women to build and promote their career life.

Keywords : Women, Empowerment, Social media, Women influencers, Career.

Introduction

With the growth in the industries and advanced management, an increasing number of women are successfully handling their jobs. In the twenty-first century, women are taught to be strong and independent. Women are seen as more successful in all the sectors as compared to men. From labour to manual work, a woman also deals with their household chores. Other than the job place, women have developed their careers in virtual platforms like social media. Women worldwide are making their virtual presence count on social media platforms. They are very well known as influencers. Influencers are the normal people who promote and give feedback on a product of a specific brand to their social media followers. It has been observed that women are growing in digital platforms in content creation. This paper aims to give insights that how women are building their carrier by using social media sites and are encouraging society in career development.

Over the last 30 years, significant research has been dedicated to women and employment in the light of changing global labour divisions (Ehrenreich &Hochschild, 2004). Some of this western feminism stems from the countries, the report promoted by the UN and other law-making organizations (Chen et al, 2005), whereas other research takes a more measured perspective (Beneria, 2003; Pyle & Ward, 2007). The researchers in the preceding quotation correctly define studies on women and practice on a global scale. The designers demonstrate that a woman's labour has been studied from several perspectives.

Indian social media women influencers are now also creating content on their social media accounts about personal financial management. Banking, financial services, and insurance (BFSI) sector is growing on social media platforms, credit goes to the women influencers who are making a short video, about literally 15 seconds, and deliver the contents for personal management of finance. A report given by Economic times, (2021) named 3 influencers in their article of Mumbai city who make online content on Instagram by uploading videos about BFSI sector. Those influencers claimed that the content shared by them is a beneficial act for the brands and the consumers. They prepare e-content for their women consumers to increase financial literacy rate and manage their money. A survey conducted by Groww (2021), an online investment homegrown platform, investigated the issue of women not making their investments. They analysed in their survey that 49% of women lack to make an

investment deal due to lack of financial literacy. 25% of women influencers took a step ahead towards investment by creating online content on their social media account (Groww, 2021; Economic Times, 2021).

There is a growing curiosity in studying not just the obstacles to women achieving top positions in their career, but also their talents, expertise, and tactics which enabled several women to effectively break down the fence (Bilimoria and Piderit 2007, Punnett 2006; Punnett et al., 2007). It has been observed that women are growing in digital platforms in content creation. This paper aims to give insights and provide literature about how women build their carrier by using social media sites and make their careers strong. It particularly focuses on the women bloggers/influencers on social networking sites like Instagram, Facebook, Twitter, Snapchat use and recommend the products of brands and make their career strong and also by entertaining the audiences.

Women succeeding career in 90s phase

Traditionally, an individual's upward institutional progress was used to assess job progress (Arthur et al., 2005). The definition of job performance was expanded to provide both quantitative key results relative to success and qualitative performance targets focused on “the individual's personal concern and appraisal with his or her profession, in all parameters which are essential to a certain person” (Van Maanen, 1977). Person, systemic, as well as behavioural determinants of career performance was established by Nabi (1999). The person prediction was developed using intellectual resources and behavioral frameworks, and it has been predicted to get the greatest effect on job performance. Women in senior executive positions were rare in the 1970s and 1980s in the United States. In 79.5 overall of the 112 American global companies, there were almost no female director’s companies, and the overall chance of a company appointing at least one female director was just a quarter (Harrigan, 1981). According to Krishnan and Park (2005), during the previous despite the fact that several research on the effect of upper executives have been completed during the previous two decades. There had been a failure of structure on operational procedures, methods, and results. Gender disparity in the highest reaches of organisations has been studied. Mainiero and colleagues (1994) hypothesised that such a shortage of analysis may be the outcome since there were very few people on

committees; females weren't really touching their peaks due to the glass ceiling, which means barrier in advancement towards professional life.

Influencers on social networking sites

Social networking networks have evolved into the most powerful ways for people to interact and engage with one another over the decades (Riga, 2016). Till now, social media became one of the most relevant organisational platforms in advertising messages (Gashi, 2017).

Companies are now having a difficult time communicating with a vast number of customers at a time; hence, social media influencers are being used as a proposed solution to manipulate customer shopping behavior. Social media influencers launch their careers in the advertising sector and assist in the growth of social media advertising in the internet world (Lim et al., 2017).

An influencer is described as someone who has the strength, knowledge, or connection with their consumer to manipulate consumers' buying decisions. Becoming an “influencer” means a certain way of living, social role, and, more recently, an occupation. Some influencers make a living off their social media life skills, while others see it as a source of extra income and resources. Current conceptions with these networks' position in financially women's empowerment can indeed be attributed to expectations more about benefits of highly personalized, versatile employment arrangements, particularly for female employees attempting to balance work and family commitments. Despite observations regarding the existence of gender disparity in the new media sectors have been efficiently discussed questioned the assumption of digitally empowered freedom (Gill, 2008; Gregg, 2008), and independent jobs (Gill, 2008) needs to continue to still be respected by model adjectives such as Mom-preneur, etsy-preneur, and blogger-preneur are all examples of entrepreneurs (Duffy & Hund, 2015).

Since the first weblogs, or blogs, emerged more than a dozen years ago, social media has had a profound influence on the field of community affairs This has persisted and grown as social networking has evolved into a variety of ways such as email, pictures, audio, and video with the creation of blogs, web forums, file sharing, newsletters,

RSS (really easy syndication), Google search ads, streaming video, Websites, social media, business connections, and micro-blogging sites (Wright & Hinson, 2009).

Women blogs to promote brands

Brand's viral vocabulary was being tied women to discourses and, more precisely, the modern ideology of feminist, which promotes free preference, freedom, and means of self-entrenched in the enterprise world (Banet-Weiser, 2012; Gill, 2007; McRobbie, 2004; Duffy & Hund, 2015). The immersive design of digital technology expectations are met by this engagement paradigm by encouraging people of being not just consumers, but also marketers, or promoters (Burgess & Green, 2009a; Jenkins, 2006, Martinez & Olsson, 2019). If a social media influencer searching for encouragement or aiming to gain feedback and motivation to build an influencer marketing strategy for any specific brand, these inspirational and incredibly influential female influencers have developed a career and a fanbase by expressing their inspiration on social networking sites.

Such influencers are present in all the sectors. They choose their own area of interest. For instance, a fashion influencer makes tutorial videos, and sharing at their social media account by teaching the social media followers. They also suggest the followers about the brands they use. There are similarly, more influencers present at social media platforms. This encouraged women by doing their choice of work and to get paid and gain fame too.

Influencers influencing audiences to develop their career

Nowadays, everybody has the ability to affect others.

Isn't it true that what you need is an Instagram account, a few hundred followers, and the ideal setting? still not. Presume this or not, there is indeed a significant distinction here between job endorser which recommendations you can take and a joyful. A report given by Influencer marketing hub, 2020 Instagram is the largest and successful social networking sites. There are number of women who inspires the ordinary audience to become like that by developing content on social network. Social media influencer marketing is being used by brands and companies respectively to build profit promotions, raise brand recognition, attract more users in

their customer target pool, and perhaps more. Some users are already making money off the blog. It seems strange at first, when you consider the popularity of Social media, particularly most of the female influencers (Hansen, 2020).

So how does all of this relate to female Instagram influencers? Since the gender difference on Instagram is roughly the same as with users (56.4 percent women and 43.6 percent males in the United States), we usually photograph women (Hansen, 2020).

A report given by Feedspot (2020) top 5 career women blogs are as follows:

1. Career Girl Daily
2. Classy Career Girl
3. Ms. Career Girl
4. Kathy Caprino Blog
5. Career Contessa

These women empower and inspire other women in reference to their professional life by their inspirational blogs and coaching. There are many such women influencers on social media networking sites that empower other people including men and women regarding their professional career.

Conclusion

Social media influencer marketing is tremendously growing in this decade. This paper has shown the women achieving career opportunities since the time phase from 1990s to 2020s. In the earlier phase, women had achieved their seats in the top management physically. But in the 2020 women opted to choose their career line in virtual platforms i.e. social media. By the social media influencer marketing women are making their career strong. They are influencing the women to invest their money in the right way and motivating the people to develop their career by giving them virtual coaching and uploading content on their social media account.

Beside this, women are promoting brands on their social media account and they get paid to do so. As, brands collaborate with such influencers by offering them their products. Influencers then promote such products on social media. Influencers also share their personal opinion about the products by suggesting their followers and

social media users. These opinions may be in favour of brands or criticising them. It can be concluded that women are actively superior in all the sectors. From lower to top management, by being a house-wife/daughter. Women can focus on their career by not going to particular office or work place and by using the social media platforms.

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A study on Impact of Economic factors on Shopping Behavior of Urban Youth

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Abstract:

Retail in India has witnessed a revolution with phenomenal increase growth of the industry generating direct and indirect employment to more 8 per cent of the population. Economic factors have vital impact on retail shopping behavior. This paper highlights the impact of price as economic factor on buying pattern of urban youth in Indore and Bhopal cities of Madhya Pradesh. Primary data was collected and analyzed by using chi and significant results were obtained.

Keywords: Economic, price, shopping, price, urban, youth.

Introduction:

Retail industry brings the experience of shopping be it our daily groceries or fashion accessories and everything in between. Malls are transforming the landscape of Indian retailing and consumers' attitudes towards shopping (Khare and Sapna, 2010). The movement has been witnessed at various levels and Indians are learning to play different roles as businessmen and consumers. The journey of retailing in India has been mesmerizing and the future promises very good growth.

The growth of retail industry can be seen in terms of rapid growth in sales in supermarkets, departmental stores and hypermarkets. Indian retail industry is expected to rise from US\$511 billion in 2008 to US\$ 1.3 trillion by 2019 at a Compound Annual Growth Rate of 10 per cent. Organized retail, accounting for almost 5 per cent of the market, is expected to rise at a CAGR of 40 per cent from

\$20 billion in 2007 to \$180 billion by 2018. Sales from these stores have expanded at laudable growth rates during the period of 2010–2017, ranging from 24 per cent to 49 per cent per year. According to a study by the Confederation of Indian Industries (CII) and McKinsey, the present value of the *Indian retail market* is about US\$ 180 billion per annum. Organized retailing generates employment as in spite of the capital intensity of modern retail business, it continues to be labour intensive as well (Pradhan, 2009).

There has been great rise in Indian youth spending over the last ten years. The rising purchasing power along with an increasing propensity to consume has given birth to new class of consumers. A key aspect driving the sector's growth is favourable population demographics. For the Indian youth, value addition is the major factor behind purchase decisions (Nargundkar, 2006).

The size of Indian Retail market is currently estimated at Rs. 704 crores which accounts for a very small percentage of the total retail market. The Indian retail industry will gain greater worth as the market becomes more and more organized. Due to easy availability of land and demand among the consumers, the retail sector in small towns and cities will increase by 50 to 60%. Consumers use store image as criteria in decision-making process of selecting retail outlet (Varley, 2005).

Literature Review:

Williams (2002) studied social class, income, age and gender effects on importance of utilitarian and subjective evaluative decision criteria over a variety of products considered more and less socially significant. Variations in attitude, motivation and value orientations associated with differences in occupational opportunities and demands, childhood socialization patterns and educational influences may lead consumers to vary in many of their purchase behaviors across social classes. It was found here that social class is a significant predictor of evaluative criterion importance for a number of products.

Rajagopalan and Heitmeyer (2005) studied the level of involvement of Asian-Indian consumers residing in the US when purchasing Indian ethnic apparel and contemporary American clothing at different levels of acculturation. Data were gathered by a questionnaire administered to 254 Asian-Indian consumers from the

southeastern United States. The results show that low levels of acculturation among Asian-Indians did result in a higher level of involvement in Indian ethnic apparel. Consumers who were moderately acculturated to western culture were less involved in Indian ethnic apparel but became increasingly involved as they became more acculturated to the US culture.

Srinivasan and Srivastava (2010) examined and analyzed the aspects of experimental marketing, both from the marketer's as well as the consumer's point of view. They delved into the issue of how to create and implement experiences in retail segment. After collecting response from 200 youth, it was found that retailers should work on environmental elements to increase satisfaction and encourage the return of shoppers. Overall, it is suggested that shopping malls should try to create a niche experiential approach.

Mathur (2010) conducted a study on emerging new middle class of India and its shopping patterns. Contemporary society in India is marked by the growing importance of consumer culture, fuelled by the rise of disposable incomes in the hands of a huge middle class and increasing availability of large variety of commodities in the open market including a growing number of shopping malls. The author found India's 'new middle class' as an agency of consumption, engaged in a process which seems to endanger long held ideals of self-sufficiency, self-reliance and anti-materialism.

Chikweche et al., (2012) delved into retail decision making process of youth with reference to Zimbabwe. Qualitative data collection methods were used to conduct the research. Key findings include the identification of changing and multiple family buying models, which are influenced by the constraints consumers face at the bottom of pyramid, as well as the distinct roles of children, which differ from those common in developed western countries.

Khare (2014) examined the impact of consumer susceptibility to interpersonal influence and demographics on ecologically conscious consumer behaviour. Data were collected through mall intercept technique in six cities across India. Normative, informative influence of consumers' susceptibility to interpersonal influence and income were predictors to ecologically conscious purchase behaviour.

Pare and Pourazad (2017) tried to examine the extent to which Indian consumers of different demographic groups vary in terms of shopping mall visits (frequency of visit, hours spent in the mall, and number of shops visited) and purchase behaviour (total money spent, number of shops purchased from and number of items purchased). With 400 mall shoppers, data was collected and analyzed. The study showed that shoppers of different age and household sizes behave differently in a significant manner. The study also provides insight into where the differences occur and between which specific groups.

Research Methodology:

Objective: The objective of study was to assess the effect of price on buying pattern in Indore and Bhopal cities. The share of youth in total purchase has been increasing. The awareness of youth has witnessed transformation from hedonistic oriented approach to rationalistic approach.

Hypothesis: Price has no impact on buying pattern of urban youth.

Sampling: The universe included shoppers in Indore and Bhopal, who are regular visitors of retail shops. Sampling method used was non-probability judgement sampling. There were 150 respondents from Bhopal and 150 from Indore making it a total of 300 respondents.

Tools for data collection and analysis: Secondary data was collected from journals, books, Internet, newspapers etc. For primary data collection, a self-administered questionnaire having most of the closed-ended questions was included. The questionnaire was tested by using pilot study on 14 respondents. In terms of demographic background, age was the variables selected in this study. Further, the age range was 25-30 years and 30-35 years. The response on preference frequency of purchase was measured in the range starting from always, often, sometime, rare to not sure. The corresponding chi value was recorded.

After the tabulation process of data in MS Excel sheet, the analysis of data was performed by applying statistical tools. Reliability test was also performed, where Cronbach's alpha results was .805 showing high level of internal consistency for the

scale. Descriptive statistics used in the study included mean, frequencies and standard deviations.

Analysis and Interpretations:

Price of the commodity is the first criterion in the psyche of the customer before purchasing. The cost as a factor was first measured against demographic variables namely- age, gender, residents' locale, occupation and marital status, and social variables namely education, family type, adult family members, children and lifestyle. Finally, it is measured against economic factors so as to fulfill objectives of the research comprehensively.

Table 1: Comprehensive pattern of purchase preferences according to Price among youth from different economic background:

Variable	Options	Count	Preference to Cost					Chi Value
			Always	Often	Some-Times	Rare/ Never	Not Sure	
Monthly Income (Rs.)	Upto 50,000/-	132	59.8%	15.2%	20.5%	1.5%	3.0%	10.79*
	50,000/- To 1 Lac	63	65.1%	22.2%	12.7%			
	1 Lac To 1.50 Lac	53	47.2%	26.4%	22.6%	3.8%		
	1.50 lac +	52	46.2%	26.9%	17.3%	7.7%	1.9%	
Earning Member	Husband	164	57.3%	15.9%	21.3%	2.4%	3.0%	9.09*
	Wife	21	76.2%	19.0%	4.8%			
	Both	77	55.8%	28.6%	13.0%	2.6%		
	Other	38	42.1%	26.3%	26.3%	5.3%		
Earning To Dependent Ratio	More Earning	169	54.4%	22.5%	19.5%	1.8%	1.8%	3.26
	Equal	53	56.6%	22.6%	17.0%	1.9%	1.9%	
	More Dependent	78	60.3%	15.4%	17.9%	5.1%	1.3%	

*P<.05, **P<.01

The above table indicates that distribution of youth of different monthly income and earning members is found significant among different purchase preferences to cost as per the obtained chi value. Therefore, the hypothesis H is not accepted for them. However, the hypothesis is accepted for earning to dependent ratio. When it comes to total monthly income of family as economic variable, data analysis shows that among those with upto Rs. 50,000 income, 60 percent of them always preferred to consider cost/price factor before purchasing (as seen in table 5.2). There were 15 percent of them who prefer it sometimes; one-fifth of them considered it sometimes; 1.5 percent of them never prefer it and 3 percent of them were not sure. Among those having monthly income upto 1 lac Rs., there were 65 percent who always considered cost factor; 22 percent of them considered it often and 13 percent considered it sometimes. Similarly, among those having income more than Rs. 1 lac, but less than 1.5 lac, there were 47 percent respondents who always gave preference to cost; 26 percent often preferred it; 23 percent preferred it sometimes and 4 percent never preferred. Finally, among those having more than 1.5 lac income, there were 46 percent who always considered cost factor; 27 percent of them considered it often; 17 percent considered it sometimes, 8 percent never thought for it and remaining were not sure. It can be said that with increased income, cost gets lesser importance, though it is yet important aspect.

Conclusion:

Since price of the product is directly related with income and earning capacity, it becomes imperative to study the impact of economic factors on purchase preferences. Typically, the monthly income is divided into two parts: disposable income and savings part. The tendency to save is more in Indian families; as they are highly concerned for future. The comprehensive economic factors' response in terms of price preference is shown in table and specific response is shown in further tables, where decimals are rounded off while explaining the tables.

Nowadays, young customers are also becoming more price conscious. Value for money has been the first factor in their mind before making a purchase decision. This has been the trend observed specially in the late youth segment. This may be attributed to the fact that when they start earning, they realize the importance of value for money proposition. Further, due to the availability of more choices, the youth evaluates the products from various platforms. Online platform has made the access

to information easier and better. Along with the preference to hedonistic attitude, the youth now has value proposition in his/her mind. That's why prize of the product has got a high preference among customers in terms of age groups. This proposition leads to rational decision making when it comes to retailing. Previous studies by Williams (2002), Srinivasan and Srivastava (2010) and Pare and Pourazad (2017) are also in line with the findings of this study.

Limitation and Scope:

The number of respondents for the study was 300, which may seem to be small enough to represent the entire population of urban youth. There may be a chance of biasness in some cases while selecting the respondents. There may be some possibilities of showing extremity bias by the respondents. Further research studies can be done on a large sample size in more cities of the state and outside. Comparison of urban youth among various Tier I, Tier II and Tier III cities can be done. Other major demographic variables can also be studied in detail.

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The Relevance of Information Technology Audit in the Banking Sector to improve its Accounting Practices in the Current Scenario

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Abstract

The Banking sector has always occupied a central position for the economic development of our nation, and the role of an auditor is of vital importance for the internal system of the banking industry. Undoubtedly, the role of Indian Banking System is crucial for our economy but with the increase in fraudulent activities in the sector, there is a need to relook at the internal auditing system of our country. Over the years, there is an increase in technological advancement, and thus there is also a need to improvise the whole system for accuracy in accounting practices in the banking sector. In the generation of industrial and technological revolution, there is always a possibility of threat in data breach and fraudulent activities with other severe risks associated with it, which can hamper the accounting practices in the whole banking industry. Being accurate accounting practices are of crucial importance for every business entity including the banking sector, such possible risk and threat is not only harmful for a industry, but it also creates a negative perception to the stakeholders which may drastically reduce the confidence of the investors. Thus, the researcher tried to highlight the importance of Information Technology (IT) Audit in improving the quality of the accounting practices in the banking industry. Also, logical conclusion has been provided by the researcher based on the analysis of the study and suitable recommendations has been put forwarded by the researcher such that the accounting practices in the banking sector can be improved in near future.

Keywords: Accounting Practices, Banking Sector, Information Technology Audit, Risk, Technological Revolution.

JEL Classification: G21, M15, M41, M42

Introduction

To ensure financial stability in an economy, the banking sector needs to play a huge role and so does the banking sector of our country is considered as a pivotal component for the growth and development of our nation. The banks are the main sources of providing finance to the needy people in our country which ensures financial inclusion in the process. The bank of our country deals in channelizing funds between the needful individuals and firms, and it also ensures savings and investment in an economy. Like every other important sectors in an economy, the banking sector also needs auditing to review the accounting records and financial statements to ensure reliability and accuracy of such important financial reports. Appropriate accounting practices in every business entity is very much important since without accounting and recording the financial transactions in a business, one cannot actually display the financial health of the business to the outsiders and stakeholders. Accounting in a banking industry is pivotal for various aspects and it plays a definite role in preparing the compiled financial statements in the system. The auditors should be responsible to their work in every field, but there are many financial crises which occurred either due to negligence or because of the silence of the auditors. With the advancement in digital revolution, there is need to look after the technological part as well since it also contains lots of data and information with respect to the banking industry. Undoubtedly the banking sector in our country has gone through several reforms and the recent technological development has benefited the sector in its various aspects of activities and operations but there are also several drawbacks associated with the use of technology in the banking sector. Therefore, Information Technology (IT) Audit can be a suitable option on part of the banks in the current scenario to reduce errors in its accounting practices such that to improve the system. The information technology audit is the process through which the proofs and statements of an organization are collected and evaluated such that to preserve the assets of the firm along with safeguarding the accuracy of its data such that there is less risk and minimum error in the process. At the present context, where there is enhancement in digital banking, the need of such auditing in the sector is pretty much needful. The usage of information technology audit will also lead to realize effectively the objectives of the firm such that to increase the rationality level of its resources exploitation.

Review of Literature:

Several literatures are studied in the concerned area by the researcher for the identification of research gap in the study:

Nkwe, N. (2011) pointed out that the number of developing countries are adopting Information Technology audit and the rate of adoption is happening at a fast pace but the definite problems which are coupled with it are not fully addressed. It was found that the information technology is the best technology to have come but it has brought certain drawbacks with it but the information technology auditing is a major area to be considered and every country has to act quickly and adopt information technology and its auditing system as soon as possible.

Al-Laith, A. A. G. (2012) conducted a primary survey and found that there are no difficulties faced for the adaptation of internal control systems in different commercial banks with the use of information technology and its introduction will lead to reliability of accounting statements of such banks. The researcher also elaborated that there is a need to supervise and control the banks' compliance with banking sector regulations and registrations or rather to improve the reliability of financial statements issued by such banks.

Taghavi, M., Valahzaghari, M., & Pourmoradi, Y. (2013) has found out that there is a relationship between a good perception in effectiveness and usefulness of information technology implementation and accepting recent advances of information technology and auditors with good perception on information technology that are able to take advantage of recent advances of information technology in their auditing skills. The researchers concluded that the ease of information technology implementation can create motivation among the information technology auditors to automate their traditional and existing skills.

Bhasin, M. L. (2015) conducted a primary study to understand the perception towards bank frauds that evaluates the factors to influence the degree of its compliance level and found that there are overburdened staff with lack of effective training, poor employment practices, low compliance levels and weak internal control systems on the part of the bank officers and clerks. Thottoli, M. M., & Thomas, K. V. (2020) in their study revealed that there is a positive relationship between Information and

Communication Technology competency, Information and Communication Technology adoption and Information and Communication Technology training on audit practices whereas Information and Communication Technology confidence has a negative relationship with audit practices.

Alsabahi, M. A., Ku Bahador, K. M., & Saat, R. M. (2021) examined the motivation to learn and self efficacy on the information technology competency of external auditors and it was found that that the self efficacy, workplace learning, motivation to learn, and organizational culture are significant and positively influences the information technology competency of the external auditors. It was also found that the organizational culture significantly moderates the relationship between workplace learning and the information technology competency.

Research Gap

As per the detailed above extensive review of literature conducted by the researcher, it was found that no such research work related to information technology audit has been undertaken yet to gain an in depth knowledge about how the information technology auditors can improve the accounting practices in the banking sector of our country in the current scenario such that it will reduce fraudulent activities and technical errors which will improve the banking industry of our country that will influence the economic growth of our nation in a positive way. Considering this as a major research gap and the current study having a huge social significance, the researcher opted to conduct the study to fill up the research gap though it's below well narrated research objectives and research questions of the study.

Objectives of the study

The research work has been concentrated on the following research objectives by the researcher based on the need of the study:

- To study the importance of Information Technology Audit in the banking sector of our economy.
- To study the relevance of Information Technology Audit to improve the Accounting System in the banking sector.

Research Questions

Based on the importance and objectives of the study, the following research questions has been identified by the researcher:

- Does the Information Technology Audit is important for the banking sector of our economy in the current scenario?
- Does there is a relevance of Information Technology Audit to improve the Accounting System in the banking sector of our country?

Research Methodology

The current study is descriptive, explorative and analytical in nature which is purely based on secondary sources of information. The secondary sources of the available information related to the study were collected from various news reports, research papers, case studies, published information and journals related to the research work. Relevant and desired information from various websites along with different working research papers in progress have also been studied by the researcher to conduct the study based on its importance to fulfill the above mentioned research objectives and research questions of the study. The relevant information related to the study at the first instance was collected to clearly and conceptually understand them based on the objectives and importance of the study such that how the accounting practices in the banking sector of our country can be improved with the help of information technology audit in our economy. Then the importance of the research work was conceptually analyzed and elaborated to come to a logical conclusion such that to understand the relevance of information technology audit in the banking sector for the improvement of accounting practices in general in the recent scenario. Finally, based on the problems associated in the banking industry and its accounting practices, the researcher has put forwarded several key recommendations for the welfare and sustainability of the banking industry and the information technology auditors such that our economy can be evolved and developed in the coming future with the help of the auditors and the banking sector for the overall benefit of the common individuals and its society.

Analysis of the Study

The banking sector is the backbone of our economy as it ensures the financial stability of our country. The sector ensures financial inclusion by providing adequate

finance in need and thereby providing a definite contribution to the GDP of our nation. But the recent major problem with the banks of our country is the high Non Performing Assets (NPAs) along with bad loans and liquidity crunch in the market, and for that somewhere the auditors of the banks are responsible for such financial crisis. The role of auditors is to verify and review the accuracy of financial records, and also to detect any discrepancies and fraudulent purposes that is taking place in the accounting system. But sometimes the careless nature of the auditors or rather the silence of them led to serious crisis in the sector. With the evolvement in technological advancements in the phase of digital revolution, the banks are providing solutions digitally with the help of technological tools and they are actively engaged in digital banking where the need of Information Technology (IT) Audit is a must. Information technology audit provides a wide range of services which will be immensely helpful for the banking sector as a whole in the current scenario. The importance of access to digital transactions is increasing day by day in the banking sector and thereby there is a need to adopt information technology audit in the sector such that there is minimal error in the accounting practices of nationwide banks.

Advantages of Information Technology Audit in the Banking Sector

The main advantages of Information Technology (IT) Audit are related to mitigating risk about the confidentiality and integrity of the banking system and its infrastructure. The effectiveness and reliability of the system is improved with the advancement in technological development and thus large number of threats can also be identified and assessed with the help of information technology audit in the organization. The banking sector of our economy also deals in large number of data and there is a risk in it that can be mitigated by information technology auditing which can instill the confidence and integrity of data such that to ensure security and safety from any kinds of threat.

Information technology audit in a banking sector will not only access risks in the system but will also identify inadequate and ineffective laid out controls that can be restructured or reinforced in the sector. There is no way that the duty and the role of the auditors will be changed in any environment but with the help of information technology audit, the relative time will be saved which will also provide an accurate and appropriate information at a moderate cost in the organization. Banking in today's generation means lot more than only accepting deposits and sending money,

but it now involves a whole new world of technological and digital system to run their operations and transactions and thus with the help of information technology audit there can be protection of data and information from various risks that is there in a banking environment. Information technology audit in the banking sector can also be helpful for the customers as well where there is always a security issue for them while transacting online with the help of digital mode of banking.

Importance of Information Technology Audit to improve the Accounting System

For a banking sector, the accounting system and its information is very much important since the accounting system in the sector interacts and works mutually with all the other systems in order to provide historical data, current as well as future financial and non financial information in a hope and attempt to serve the desired objectives of the organization. The Information Technology (IT) Audit can decrease the cost of the banks considerably with a minimum error of computation since they can provide speed and accuracy for providing implementations, calculations and documents of various accounting procedures which may ultimately save much of the effort and time of both the employees and customers of the bank.

Information technology audit can enhance and improve the process of verifying the accounting books and documents better than the traditional mode of auditing. It can also facilitate the storage, collection and data retrieval in the form of information which is beneficial for the current accounting system in digital banking environment. Errors along with fraudulent activities in the banking sector in recent terms can be reduced since the information technology audit can tighten the internal control system on the implementation of its operations which will achieve precision in achieving the desired results. The management system in the banking sector can be improved by enhancing the accounting system through increasing the effectiveness and efficiency of the control system by providing relevant reports and information by the information technology auditors. Information technology auditor can also enhance flexibility in the design of accounting system in a modern technological environment through the retrieval and storage of information in a timely manner which contains a sophisticated database in the system. There are numerous advantages of information technology audit in the field of banking sector and its relevant accounting system, but one needs to adopt it judiciously which can help to make an integrated system of managing the accounting information.

Discussion and Conclusion

On the basis of the analysis of the study, it can be said that the importance of information technology audit is very much inherited in a banking sector which automatically helps in achieving the quality of the accounting system through its necessary experiments and skills to detect fraudulent activities and errors along with evaluating risks in the system. It can be concluded that the importance of the banking sector in our economy is evident and thus the decision making process of the entire banking industry can be improved with the contribution of the information technology auditors in the modern digital revolutionary technological environment. Currently the banking sector of our country is not in a very good shape and therefore the accounting practices in the banking sector can be improved considerably if the auditors does its duty with accuracy and reliability rather than being inefficient and silent as they do in some cases. The objective of the information technology auditors are not freely expressed as studied and therefore they should express an opinion for the effectiveness of the banking sectors internal control over its accounting practices and financial reporting. It is also observed that the decision making process on the part of the banking sector can be improved with the help of the information technology auditors since they help in mitigating risk by detecting frauds and errors beforehand. Most importantly the independence of the auditors along with the quality of audit work done by the auditors is very much essential in any field or organization such that any other financial crises does not happen in our economy which will ultimately help in bringing financial stability in our country which will help to achieve needed sustainable growth and development in the process.

Recommendations

The banking sector of our country has got immense importance in a developing country like India, which ensures economic development in our economy. The sector provides financial products and services to the needful customers in the most desirable manner which ensures financial stability in our country. The auditor also plays a crucial role in verifying the books of accounts of the banking industry of our nation. But with an inherent problem in every other sector, the problem in the banking sector is also increasing day by day from increasing fraudulent activities to rising risk and errors, whether it is desirable or undesirable. In the age of age of digital revolution, there are also several other problems associated with the books of

accounts in a banking sector and also the drawbacks encountered with the auditors in the process. Therefore, the researcher has put forwarded several recommendations that can improve the sector and drive our economy towards inclusive growth and development.

- The banking sector of our country should use latest software programs so that there are minimal errors in the system such that it will improve the accounting practices for the overall benefit of the sector.
- The credit management system in a banking sector should be improved and for that all the employees of the system should come hand in hand, and act jointly and accordingly such that the sector can be improved.
- The information technology auditors should be independent while checking the books of accounts irrespective of any biasness. Efficiency will reduce the number of errors and frauds that are happening frequently in a banking sector.
- With the rapid rise in technological innovation and advancement in the current era, the banks should make themselves accustomed with the latest software and technology such that they can provide adequate services with the help of the software when necessary.
- There should be an effective mechanism of internal control system on the part of the information technology auditors such that its financial reporting provides reasonable assurance regarding the reliability of accounting practices and the preparation of financial statements.

Limitations of the study and future research scope

The study could have been empirical in nature; rather it is descriptive, analytical and explorative in nature which is completely based on secondary sources of information. Future researchers can conduct research studies in the same area by taking primary means of study such that accurate results can be ascertained while conducting surveys related to the research work. Secondary data based study by taking large amount of data analyzed with sophisticated statistical tools can also be conducted to get more appropriate and accurate result by the future researchers. The current study conducted is a general overview of the relevance of the information technology auditors in the banking sector of our country and therefore the research work can also be extended by conducting state wise and region wise study to get the better and in-depth picture about the accounting practices that are followed in the banking sector of our economy

and how it can be improved with the help of Information Technology Audit in our Nation. Future researchers can also go for a study based on cross country analysis such that to compare the accounting practices in different countries such that how different auditors can be beneficial in a different way for the banking sector in general.

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Attitude towards Entrepreneurship among the students of Delhi NCR

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Abstract

The biggest issue in our economy is the high rate of unemployment in India as compared to other nations; most graduates are now unemployed or working in a company that is unrelated to their key competencies. It is due to a lack of experience and a low level of education for pupils. The study's goal is to examine how an individual's entrepreneurial attitude differs from that of others, as well as to investigate the relationship between entrepreneurial attitudes and the entrepreneurial environment. As a result, the current study was conducted to compare attitudes toward entrepreneurship among male and female students of management colleges in India. The study also tries to fill a gap in the literature by assessing management students' attitudes regarding entrepreneurship. The study relied on primary data, and respondents were drawn from a pool of undergraduate students seeking management education. The results demonstrate that male and female students had significantly different levels of entrepreneurial mentality. The current study's findings can be used to challenge the conclusions of prior studies on entrepreneurship attitudes.

Keywords: Management, students, attitudes, entrepreneurship, environment

Introduction

Attitude toward entrepreneurship refers to an individual's preference for a given thing and environment, such as emotions and actions, in which he or she holds something that would influence the establishment of a positive attitude (Carter et al., 1996). According to Allport (1935) attitude is a neural perspective, attained through experience, putting a straight or dynamic influence on the person's response to all the objects and circumstances which it is associated with. Gibb (1987) explained attitude towards entrepreneurship as a set of attitudes, principles and beliefs that operate within individual that lead to entrepreneurial intention and aspiration both towards self-employment. Researchers have argued for a distinction between two types of attitude: affective/experiential attitude, which refers to feelings or emotions (e.g., joy, satisfaction), and drives generated by the prospect of performing a behaviour, and instrumental/cognitive attitude, which refers to beliefs, thoughts, or rational arguments (Yan, 2014; Fernandes and Proença, 2013; Goethner et al., 2009; Lawton et al., 2007; Kraft et al., 2005; French et al., 2005; Trafimow et al., 2004; Rhodes and Courneya, 2003; Ajzen, 1991).

Every year, a large number of recently graduated students apply for jobs, but only a small number of them are hired. This may result in unemployment and have an impact on the national economy. Increased entrepreneurial activity may enable students to create jobs on their own, which may assist to reduce unemployment (Azhar et al., 2010). Education plays an important role to national progress. Many studies emphasise the importance of entrepreneurship education in producing successful businesses (Gelard and Saleh, 2011; Ooi et al., 2011; Lee et al., 2005). Several studies were conducted by various researchers in order to investigate teenage attitudes regarding entrepreneurship (Mohamed et al., 2012; Mothabeng, 2012; Keat, et al., 2011; Volkmann and Tokarski, 2009). As a result, this study investigates management students' attitudes about entrepreneurship.

Review of Literature

Entrepreneurship has emerged as a popular research topic in recent decades due to its positive implications on a country's economic success in terms of growth and poverty reduction (Lunati et al., 2010 and Kuratko, 2005). Jaleel,et al. (2017) stated the problem of poor attitudes towards entrepreneurship among graduates. They

discovered a positive relationship between entrepreneurial attitude and entrepreneurship atmosphere in college.

According to Komulainen et al. (2014), teachers in service are active in developing entrepreneurial intentions and education among students. The findings revealed that students are encouraged to engage in internal entrepreneurship while maintaining an innovative mindset of self-responsibility and tenacity. In Daim et al. (2016), they describe students' entrepreneurial perceptions. This study was based on a large amount of data collected from students from ten different nations. This research investigated the elements that influence entrepreneurial behaviour and discovered new educational opportunities for its growth, gender inequalities, and countries' perceptions of the feasibility and attractiveness of entrepreneurial behaviour. One limitation of this study is that sample sizes from different nations may differ.

Zaman (2013) conducted research on the psychological characteristics of entrepreneurs and discovered six entrepreneurial qualities. The t-test results revealed that entrepreneurially oriented students are innovative, risk-taking, highly motivated, self-confident, and have a high internal locus of control, but there is no significant difference between inclined and non-inclined students when it comes to ambiguity tolerance. The study's main goal is to expand entrepreneurial education at universities through entrepreneurial courses and to offer it as a major subject as well. This is a step towards the reconciliation of the contradictory findings concerning attitude towards entrepreneurship. There have been various empirical studies on attitude towards entrepreneurship and the outcomes are often inconsistent. Therefore, this analysis compares the attitude towards entrepreneurship between male and female students from management institutes.

Research Methodology

The Study

The study tried to access the Attitude towards entrepreneurship among students in Delhi NCR. The study is based on primary data obtained via questionnaire and intends to compare entrepreneurial attitude among male and female management students in Delhi NCR. For estimating the sample size Cochran (1963) will be used to identify representative sample for proportions. The requisite random and

representative sample size calculated is 385. So, total 400 respondents were interviewed. The numbers of students selected for study were 217 male student and 183 female students.

Tools for Data Collection

This study adopted six items from Linan (2008) with minor modifications. The questionnaire is made up of six close-ended questions on an interval scale. On a five-point Likert scale, respondents were asked to express their level of agreement with each of the questions. Secondary data was gathered from a variety of research periodicals, journals, and newspapers.

Tools for Data Analysis

Independent sample test and mean has been used to compare entrepreneurial attitude of students. The data were analyzed with a window-based social science statistical package (SPSS).

Item Total Correlation

The questionnaire applied in this research consisted of six questions, and item total correlation was used to test the sample's normality. Given the sample size of 400, any item having a correlation value less than 0.1948 should be eliminated. Because all of the questions in the study had correlation values greater than 0.1948, no item was removed from the questionnaire.

Reliability of the Measures

Reliability of the measures was assessed with the use of Cronbach's alpha on all the 6 items. Cronbach's alpha is designed as a measure of internal consistency, that is do all the items within the instrument measure the same thing. It enables us to assess the consistency of many factors. It consists of estimates of how much of the variation in the scores of various variables can be attributed to chance or random errors (Selltiz et al., 1976). A coefficient of greater than or equal to 0.7 is generally regarded as satisfactory and a good indicator of construct dependability (Nunnally, 1978). The

Cronbach's alpha for the questionnaire is (0.856) shown in table 1. Hence, it is reliable and can be used for analysis.

Research Objectives

The objectives of the present study are:-

1. To compare the attitude towards entrepreneurship between male and female students of management institute.
2. To open up new vistas of research and develop a base for application of the findings in terms of implications of the study.

Hypothesis

H₀₁: There is no significant difference between attitude towards entrepreneurship of male students of management institutes and female students of management institutes.

Results and Discussions

Independent Sample T-Test

The result of the test (table-2) compare attitude towards entrepreneurship between male and female students.

Result of Independent Sample t Test

Table 2 shows the results of independent sample test used to access the difference in the attitude towards entrepreneurship between male and female management students. The F value is 11.711 and sig value is 0.001 which is less than 0.01 (99 percent confidence Interval), which indicates that there is a significant difference in the attitude towards entrepreneurship with respect to gender in Institutes of Delhi NCR. Hence the null hypothesis is not rejected and we can conclude that there is no significant difference in the attitude towards entrepreneurship with respect to gender in students. Mean value for male students is 3.70 and Mean value for female students is 3.38 which show that male students and female students in Institutes of Delhi NCR, differ in terms of attitude towards entrepreneurship.

Men, predictably, had a more positive attitude toward beginning a business than women. Such differences are consistent with the findings of earlier research conducted in many nations, which have revealed that men have a greater desire to work for themselves than women (Zhao et al., 2010 and 2005; Wilson et al., 2004; Kourilsky and Walstad, 1998; Crant, 1996). Several studies have found that males have a higher attitude for entrepreneurship behavior than females (Delmar and Davidsson, 2000; Kolvereid, 1996). Studies found that males have a significantly higher preference for self-employment than females (Jain and Arora, 2020; Singh et al., 2014). This result contradicts the finding of Dabić et al., (2012); Dolton and Makepeace (1990); Mothabeng (2012); Tsegaye (2015) and Hussain et al. (2018) and Jain and Arora (2020) that there is no substantial difference in the attitudes of male and female students regarding entrepreneurship. As a result, the new study's findings corroborate with earlier research findings.

Conclusion

Entrepreneurship is a sign of a company's strength and growth, and it necessitates knowledge, talent, and competency. The purpose of the study was to compare the attitudes of management education students toward entrepreneurship by gender. The findings of the t-test shows that student's attitudes regarding entrepreneurship varied significantly between male students of management institute and female students of management institute. Therefore, institutes should also develop programs that enable students to take their entrepreneurial careers into account. The results of this study also have implications for educationalists looking to gain a better understanding of students' psychosomatic characteristics. Such studies will offer insight into how initiatives can be built in order to promote unique qualities that can drive people to be more entrepreneurial.

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Annexure**Table 1: Reliability Statistics Cronbach's Alpha**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.856	.856	6

Table 2: Independent Samples Test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
				F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
										Lower
AT E	Equal variances assumed	11.711	.001	3.160	398	.002	.31348	.09919	.11848	.50848
	Equal variances not assumed			3.115	357.480	.002	.31348	.10062	.11559	.51137

BOOK REVIEW**The Goal: A Process of Ongoing Improvement [2004] Eliyahu M. Goldratt and Jeff Cox. Routledge (Taylor & Francis Group)**

‘The Goal: A Process of Ongoing Improvement’ is a wonderful book. The authors Eliyahu M. Goldratt and Jeff Cox have explained the challenges in the production plant, the correct approach to identify these challenges and adapting various on-going improvement techniques to overcome them. They have narrated the story in such a beautiful way that it will keep the reader’s attention until the very last page. The protagonist of this novel, Alex Rogo, is a plant manager whose manufacturing plant is not making profits and is on the verge of getting closed. He also has problems in his marriage. He wants to save both the plant and his marriage.

Alex with the guidance of his physics professor Jonah learns various techniques that help him identify the exact problem. He along with his few colleagues formulates and implements various procedures that help the plant make huge profits and also stabilize the plant’s operations.

Alex, a plant manager at UniCo is having various problems at his plant. The plant is suffering from huge loss due to delayed shipments, bad quality of finished goods, production backlogs and ever-increasing inventories. The Division Vice President Bill Peach is not happy with the performance of Alex’s plant as it is not generating profits. He has threatened Alex that he would close down the plant if he does not see significant improvement within three months. Alex’s wife Julie is alone at home and desires the company of Alex who is spending most of his time at the plant and giving very less attention to his wife and his children. This has created problems between Alex and Julie and his marriage is in jeopardy.

Shutting down the plant would leave many workers unemployed. Alex has to save the plant within three months. One day at the airport he accidentally bumps into his Physics Professor, Jonah who asks him a question “What is the goal of your plant?” This question challenges Alex’s Thinking Process. Later a series of events occur where Jonah keeps challenging Alex’s Thinking Process by giving him various hints and asking him questions. This allows Alex to identify, challenge and correct various unexamined processes within his plant. Alex along with his team members successfully drives the plant towards profitability and saves the plant from being closed. As the plant starts flourishing he starts spending more time with his wife and this saves his marriage.

This book has explained complex procedures using simple examples. The Socratic Method exercised by Jonah where he does not provide the exact solution to a problem but asks questions and gives clues is a very effective way of making an individual think, identify and create unique scientific solutions to the problems. This book teaches its audience to examine and re-evaluate the existing practices within their organisations in an innovative way. The Bottleneck Theory' and 'The Theory of Constraints' are very useful and they can be applied in any organisation irrespective of the nature of work they carry out. This book explains vital concepts in the form of a story. The author throws light on how the organizations fail by sticking to old obsolete traditional methods. They emphasize how important on-going improvements are for the success of any organisation. In this book, not just the plant manager but a few colleagues come along and form a team to save the plant. This is a classic example for finding solutions to problems by joining forces. It shows how working as a team is more effective than individual inputs.

This book also emphasizes of how it is important to improve the entire system. It shows how if there is a flaw in one sub system the entire system is affected. Applying scientific principles in management to achieve extraordinary results and to solve complex problems is one of the takeaways from this book.

The Bottleneck Concept and the Theory of Constraints are explained in a very logical way. The examples given to make the readers understand these concepts are easy and interesting. The reader can be management students who have never worked in a manufacturing plant or in an organisation. Even they can understand the concepts easily as the author has related it and explained using non-management illustrations. Even the concepts of Statistical Fluctuations and Dependent Events have been remarkably explained with related examples.

The 'If...Then' concept has been explained well. Not only in Organizations but we can apply this concept to every aspect of our lives. If we do a certain thing then what could be the result of the doing it? Analyzing this would help us make rational decisions.

The author has shown how Personal and Professional lives are correlated. Alex, the protagonist of this novel in spite of having many family issues because of work pressure still does justice to his job. He does not give up when his wife leaves him and his boss threatens him to close the plant. He continues to fight and saves his plant from being shut. Alex had all the traits of a frontrunner. He thought about the many workers who would be unemployed if the plant closes and though his family life was at risk he kept trying and finally succeeded in saving the plant. He also got back his

wife. This exemplifies that if you are really committed, devoted and true then nothing can stop you from succeeding.

I found this book very interesting, but a few readers might not like this book for its fiction. Alex's issues with his wife, he took his son out on a trek, the story of his mother, brother, grocery store, he goes for dinner with his wife, taking her out for a walk, buying her flowers, their fights might not be likable to every reader.

Though the happenings of this book are in a manufacturing plant and the protagonist of this novel is a plant manager, this book is not proposed for only managers or individuals working in manufacturing industries. The concepts explained in this book can be applied in every industry. This book can be beneficial to Management students, leaders across levels, anyone interested in optimising human systems of work and increasing profits of the organisation, researchers, and academicians. After reading this book one will start to think like a scientist. A few concepts like the 'If...Then' concept can be applied to every sphere of life.

I would recommend this book to every individual working in an organisation/industry. This book teaches how to not give up and resolve issues in a rational way. It makes it clear that perfection is impossible for both organizations and individuals and there will always be scope for improvement. Many views in this book educate the reader on the importance of Team Work. It also emphasizes on how different departments within an organisation have to coordinate and function in harmony. At an individual level, the reader of this book can think of their own areas of struggle and possible improvements. Achieving work life balance is one of the main concepts explained in this book. The author explains how an individual can be more efficient and perform better at work by having a good work life balance.

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