

Mandatory Corporate Social Responsibility Obligation in India: Issues, Challenges and Opportunities

For the first time in the world, a state, India, has introduced a mandatory obligation on the corporate sector to discharge social responsibility through the Companies Act, 2013. The mandate has become effective on April 1, 2014. Thus the financial year 2014-15 was the first year of operation of mandatory CSR norms. This paper attempts to 1) disseminate the provisions of the Indian regulatory CSR norms in a simpler, devoid of legal jargon, and clarificatory manner with suitable examples, 2) carry out a critique on the implications of the regulatory norms and to raise the concerns posed by them and discuss and analyse the challenges and opportunities thrown by these norms in the sphere of corporate social responsibility. It is hoped that the researchers, not having a legal background in particular and others in general, wishing to pursue research in this area of contemporary significance will benefit from this paper.

Key words: Average profit, Companies Act, 2013, Corporate Social Responsibility (CSR), Philanthropy, Endowed foundations.

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New Allies for Brics – Egypt or Indonesia

The structure of global economy changed after World War-II with the formation of regional trade blocs. This leads to reduction of barriers to trade, opening up of the economies and increase in global competition. A large number of regional, bilateral and economic integrations came into existence. BRICS (Brazil, Russia, India, China and South Africa) is one of the economic integration whose all member nations are the fastest growing and newly industrialised economies. BRICS has become talk of the town now as these countries have significant influence on regional and global affairs. This group is expected to extend further and many emerging countries aspire to be its part. This paper deals with the question: Which country should be the next member nation of BRICS – Egypt or Indonesia? The economies of both the countries are well analyzed considering their macroeconomic variables. Analysis of various parameters and a study of the mutual gains from trade to BRICS suggest that inclusion of Indonesia into group, at present, looks more viable. As the strongest member of the bloc i.e. China, at present, is facing an economic downturn. If at this time an inclusion happens, then Indonesia will certainly provide strength to the bloc. But at the end, it is BRICS bloc only which will take decision regarding the inclusion of next member nation

because any new inclusion will play a role in either increasing or decreasing the strategic importance of BRICS at global level.

Key words: BRICS, Emerging economies, Developing countries, International trade, Regional blocs.

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Use of Smartphone-Based Messaging Applications: An Extended Theory of Planned Behaviour Approach

With the increasing penetration of internet into masses and high sales of smartphones, smartphone-based messaging applications such as Whatsapp, Viber are gaining popularity among the netizens in India. This study is an endeavour to understand the critical factors that influence the use of Whatsapp. For this purpose, an extended version of theory of planned behaviour was used. Two additional factors, viz., flow and network externalities were added to the standard TPB. A survey of students enrolled in an Indian University was conducted. PLS-SEM was used to test the proposed model. The model was found effective in explaining the intention to use Whatsapp. Findings of the study along with implications and future avenues of research are discussed.

Key words: Whatsapp, Smartphone, Theory of planned behaviour, Flow, Network externalities.

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Empirical Analysis of Unethical Practice of Cookies in E-Marketing

As we have entered the twenty first century, the Internet has become the hottest marketing medium. In the Internet environment distinct electronic marketplaces have risen. Companies are now misusing cookies as an information collection tool. Companies are now able to target users and segment them on the basis of their browsing habits. In today's universe, if Marketers are interested to promote Electronic marketing they need to convince Internet visitors that cookies can be believed. This paper found that Consumer Awareness, Unethical Practice and E-Marketing Barrier are the three dominant factors which influence consumer perceptions towards ethical issue of cookies in E-marketing. In the present study SEM has been used to confirm the factors analysis results. Two factors "Collecting personal information" and "cookies negatively impact the E-marketing" play a more dominating role for the ethical issue of cookies.

Key words: Cookies, E-marketing, Privacy, Security, Perceptions.

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Public Awareness and Reforms Expected About Various Scams In India That Nurtures Business Environment

India has been amongst the fastest growing economies in the world in the last decade. It has remained relatively unaffected by the global economic crisis, due to strong fundamentals of the economic policy. However, despite this situation the confidence of international investors and domestic entrepreneurs has been low in the last two years, due to the various scams that have come to light during this period. Corruption in India has taken a high toll in the last few years. News Channels and paper media are both fl with various scams. India needs to deal with the malice of corruption and improve governance. This paper discusses the key media that people use to know about scams, impact of media in revealing scams and in knowing the overall opinion of scams in India. The paper also attempts to identify the major variables that play signifi roles in public awareness of scams. Transformation in terms of economic reforms, judicial

reforms, health reforms and agricultural reforms is also discussed with reference to what people look forward to. The study gives major leads to key issues and solutions that need to be addressed to present a healthy business environment in the country.

Key words: Corruption, Scams in India, Reforms, Public awareness, Media.

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Augmenting Supply Chain Linkage With the Abet of Cooperation

The fanatical curiosity of every business in contemporary world is to enhance and upgrade the business relationships in order to enjoy copious recompense. Cooperation is seen as vital substance for prop up of inter-firm and stout supply chain relationships. The paper divulges the significance of cooperation that augments supply chain linkages. The research platform was drawn from 44 small scale industries operating in district Udhampur, J&K State. These small firms were alienated into ten lines of operations. Primary data for the study were collected with the help of questionnaire consisting questions regarding cooperation. Cronbach-alpha, KMO value and BTS test were used to verify the validity and reliability of the scales in the construct. The results of regression model, correlation and ANOVA disclosed that cooperation among supply chain members' results in enhancing sales and profitability, paves way for promoting supply chain relationships, acts as basis for enhancing business competency, ensures both upstream and downstream benefits. Further results from correlation matrix enticed that cooperation positively augments supply chain linkages. Results of One Way ANOVA exposed that managers with different age doesn't significantly differ with regard to formulation of cooperative business relations. In order to promote cooperation, internal cooperation is required which paves way for external cooperation i.e. between supply chain intermediaries.

Key words: Cooperation, Small Scale Industries (SSIs), Supply Chain (SC), Linkage, Business.

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