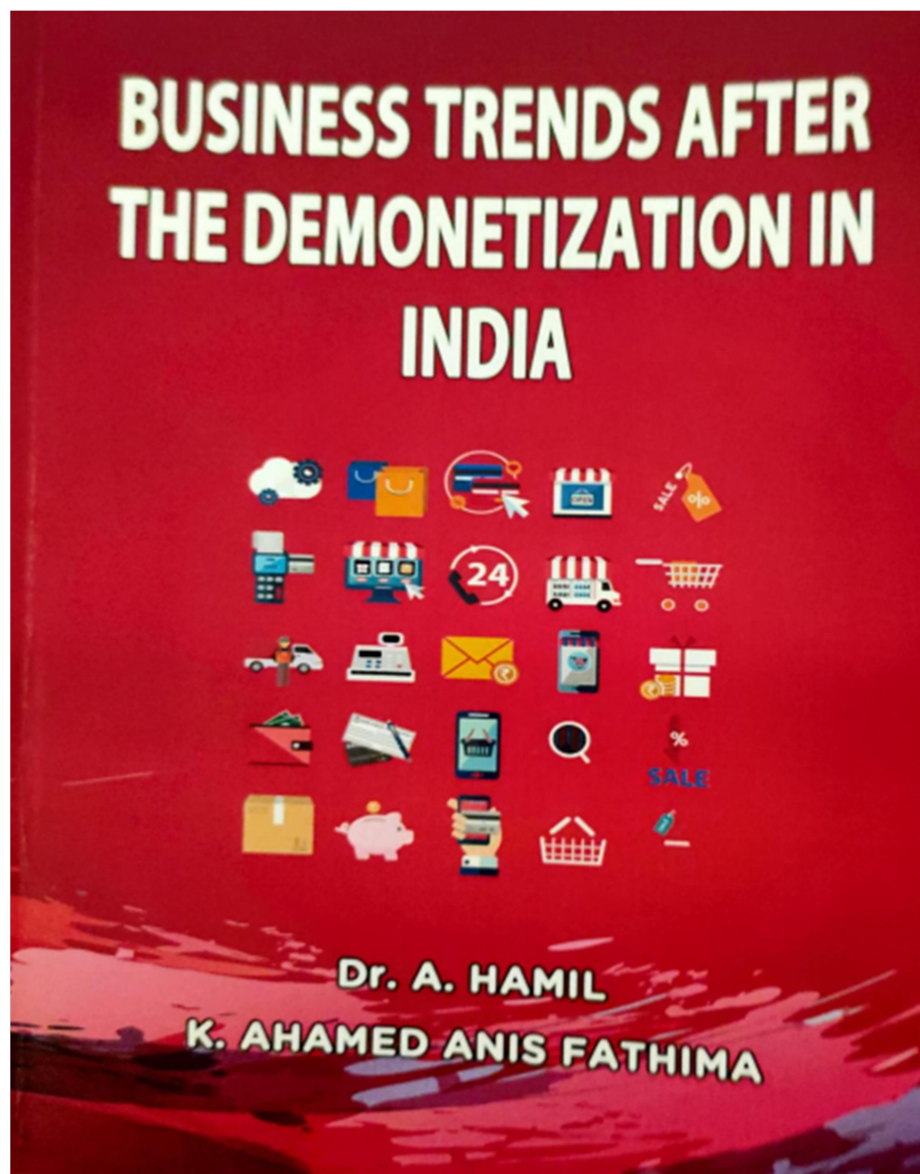


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Dr. S.M.A. Syed Mohamed Khaja

Head and Assistant Professor, Department of Commerce (CA), Sadakathullah Appa  
College.

A. Benazir

Assistant Professor, Department of Commerce (Finance), Sadakathullah Appa  
College.**Introduction**

Demonetization is a memorable experience and is going to be one of the important economic events of our time. Its impact is felt by every Indian citizen. Demonetization affects the economy through the liquidity side. Nearly 86% of currency value in circulation was withdrawn without replacing bulk of it. The government has implemented a major change in the economic environment by demonetizing the high value currency notes – of ₹ 500 and ₹ 1,000 denomination. These ceased to be legal tender from the midnight of 8th of November 2016. People have been given up to December 30, 2016 to exchange the notes held by them. The proposal by the government involves the elimination of these existing notes from circulation and a gradual replacement with a new set of notes.

In the short term, it is intended that the cash in circulation would be substantially squeezed since there are limits placed on the amount that individuals can withdraw. In the months to come, this squeeze may be relaxed somewhat. The reasons offered for demonetization are two-fold: one, to control counterfeit notes that could be contributing to terrorism, in other words a national security concern and second, to undermine or eliminate the "black money supply". There are potentially two ways in which the pre-demonetization money supply will stand altered in the new regime: one, there would be agents in the economy who are holding cash which they cannot explain and hence they cannot deposit in the banking system. This part of the currency will be extinguished since it would not be replaced in any manner. Second, the government might choose to replace only a part of the currency which was in circulation as cash. In the other words, the rest would be available only as electronic money. This could be a mechanism used to force a transition to cashless medium of exchange. The empirical extent of these two components will be unraveled only over the next six months. These two would have different effects on the economy in the short term and in the medium term.

**Objectives of the study**

- To analyze the transition issues in demonetization.
- To understand effect of demonetization
- To discuss about the impact of demonetization across various sector in Indian economy.



K. Chitra

Assistant Professor of Commerce (CA), Sadakathullah Appa College.

**Introduction:**

India's is one of the world's fastest emergent economics, the electronic transactions have also become more secure more convenient, authentication and made e-commerce safer. The forthcoming next five years will be a very existing period in the payments space in India. It is expected more development, innovation, and infrastructure building coupled with adoption of more dynamic technological innovations. The country's robust demand growth will necessitate the need for quicker, simpler, frictionless payments and we will see not only a shift from cash to electronic payments but newer modes of electronic payments growing and replacing existing technologies. The growth of plastic cards can be divided into two main perspectives, infrastructure and consumer perspective. Making a strong pitch for promotion of electronic payments in the country and making India a cashless economy.

**Bank plastic cards:** Bank issued plastic card with a magnetic stripe that holds machine readable identification code. Bank cards are used for electronic commerce (with magnetic stripe reader or via internet) and for banking transactions through automatic teller machines (ATMs). Two main types of bank cards are credit cards (which allow drawing of funds up to an approved credit limit) and debit cards (which allow drawing of funds up to the available balance in cardholder's account).

**ATM cards:** A plastic card used to withdraw money from a banking institutions automatic teller machine (ATM). Some times this card may also be used as a debit card, but not all ATM cards have this capability. ATM is order to perform transactions such as deposits, cash withdrawals, obtaining account information, etc.,

**Debit cards:** Debit cards offer the convenience of a credit but work in a different way. Debit cards draw money directly from your checking account when you make the purchase. They do this by placing a hold on the amount of the purchase. Then the merchant sends in the transaction to their bank and it is transferred to the merchants account.

**Credit cards:** A credit card is a card that allows you to borrow money in small amounts at local merchants. Use the card to make your basic transactions. The credit card company they charges you interest on your purchases, though there is generally a grace period of approximately thirty days before interest is charged if you do not carry your balance over from month to month.

**Smart cards:** Smart card, typically a type of chip card, is a plastic card that contains an embedded computer chip-either a memory or micro processor type that stores and transacts data. This data is usually associated with either value, information, or both and is stored and processed within the card's chip. The card

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## 8. CUSTOMER PERCEPTION TOWARDS EFFECTIVENESS OF E-BANKING SERVICES PROVIDED BY COMMERCIAL BANKS IN INDIA

M. Abdul Rahuman <sup>1</sup> & Dr. A. Abdul Rahim <sup>2</sup>

### E- Banking

Now a day's E- Banking service has become the most advance technique used all over the world and also it brings the customer to do their various needs of transaction in their palmtop itself. In order to that, the study focuses on E-banking services and customer satisfaction level. The term electronic banking can be described in many ways. In a very simple form, it can mean the provision of information or services by a bank to its customers, via a computer, television, telephone, or mobile phone. Electronic banking has different types of delivery channels: telephone, PC, mobile and the Internet. Moreover, Personal Computer allow customer to use all e-banking facility at home without go to the bank. It gives consumers a variety of services so they can move money between accounts, pay bills, check balances, and buy and sell mutual funds, securities and also submit electronic loan applications through PC Banking. The services available for Internet banking vary from bank to bank.

Consumers all over the world have relatively easy access to their accounts 24 hours per day, seven days a week. It makes available to customers a full range of services including some services not offered at branches. Internet banking has the advantage that the customer avoids travelling to and from a bank branch. In this way, Internet banking saves time and money provides convenience and accessibility. In internet banking system the bank has a centralized database that is web-enabled. All the services that the bank has permitted on the internet are displayed in menu, Any services can be selected and further transaction is dictated by the nature of services. In simple word, e- banking implies provision of banking products and services through electronic delivery channels.

### Types of E - Banking

The various types of internet banking are Informational, Communicative and Transactional. Currently, the three basic kinds of Internet banking are as follows;

- ❖ The first type of E-banking is informational, basic level of Internet banking. Typically, the bank has marketing information about the

<sup>1</sup> Assistant Professor of Commerce, Sadakathullah Appa College.

<sup>2</sup> Alagappa Government Arts College, Allagappapuram, Karaikudi.



## 20. ATTITUDE OF CUSTOMERS TOWARDS ONLINE SHOPPING SERVICES IN TIRUNELVELI CITY

M. Abdul Rahuman <sup>1</sup>

### Online shopping

Online shopping is buying through electronic medium where one can make purchases over the internet at any point of time. The ever-increasing use of the internet in India provide the developing outlook for E- marketers. Electronic Marketing is emerging dimension of India. Lifestyles of peoples are changing day by day. Earlier their were markets in the street for meeting consumer needs then updating with the western modernization trend concept of mall and multiplex came into existence with facilitate the customer by providing wider choice of goods and services. Nowadays everybody wants to shop online due to its benefits, such as convenience, usefulness, ease-of-use, quick services, 24/7 availability and so on. People are keen to stay at home or office and prefer ordering the required products online may be to save time and to avoid standing in long queues.

The consumers indulging in online shopping consider many factors. If companies analyse the factors affecting consumer behavior towards online shopping and the relationships between these factors and the type of online buyers, then they can devise effective marketing strategies to convert potential customers into active ones, while retaining existing online customers. The large amount of product information on the web provide great challenges to both customers and online businesses. In the year 2011 to 2012, consumer interest in online shopping in India grew 128 percent to only 40 percent, the previous year.

### Customer Satisfaction

Customer satisfaction is eminent topic in several fields like marketing, consumer research and psychology. Numerous authors have analyzed satisfaction is a feeling which is a consequence of the assessing process which notifies what has been received against what was expected, including the purchase decision and needs associated with the purchase. With the increasing internet literacy, the prospect of online marketing is increasing in India. The consumers indulging in online shopping consider many factors. Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce.

<sup>1</sup> Assistant Professor of Commerce, Sadakathullah Appa College, (Autonomous), Tirunelveli -11



### 39. E-PAYMENT SYSTEMS

A.I. Shakul Hameed<sup>1</sup>

#### Introduction

Electronic Payment systems are becoming central to on-line business process innovation as companies look for ways to serve customers faster and at lower cost. Emerging innovations in the payment for goods and services in electronic commerce promise to offer a wide range of new business opportunities. Electronic Payment is financial exchange that taken place online between buyers and sellers. The content of this exchange is usually some form of digital financial instruments (such as encrypted credit card numbers, electronic cheque or digital cash) that is backed by a bank or an intermediary, or by a tender.

#### Objectives of an efficient payment system

- **Time Lines:** Not all payments are time-critical, but users of the system should at least have options available that provide timely payment. Timeliness has at least two elements. In some cases, such as emergency government payments, the timing of the availability of funds to the receipt is critical. In other cases, such as point-of-sale or online retail transactions, it is important that the merchant has immediate confirmation can the payment is on its way so that the transaction can be completed, even if the funds will not be available until sometime later.
- **Accessibility:** It is desirable that everyone who needs to make and receive payment should have ready access to the payment system. Once again this may have different elements. One is ability to access the payments systems when and where required cash and more recently credit and debit cards, have provided ready access for face transaction, but 'remote' transactions have historically been more difficult, typically requiring the use of cheques or a visit to a bank branch. Innovations over recent years have of course dramatically improve access, with first telephone, then internet banking and more recently mobile banking and more recently mobile banking and payments.
- **Ease of Use:** It goes without saying that systems are easier to use are preferable to those that are more cumbersome. But this is not just an issue of convenience. Systems that require manual entry of account and transaction details are prone to errors that can be costly to correct and can discourage use. That is one reason why payment cards

<sup>1</sup> Assistant Professor of Commerce, Sadakathullah Appa College, (Autonomous), Tirunelveli -11

## 45. CURRENT ISSUES IN ONLINE BILL PAYMENT

P. Amra Mariyam<sup>1</sup>

### Introduction

In the recent times we see more cashless transactions through internet, ATM, Mobile services etc than paper based ones as consumers favour virtual payment. With the younger generation taking a liking to online or hi-tech methods of fund transfer, rather than filling up reams of paper, soon the bank cheque may also soon go out of fashion.

### Impact of online bill payment on consumers, businesses and banks

From the consumer's point of view, electronic payment of bills is a cheaper bill payment option compared to the writing, posting and clearance of cheques; and more convenient, reducing in many situations the time of writing, posting and reconciling cheques etc. In addition, though limitations exist, a wider range of bank accounts or credit cards can be used for the electronic payment of bills. Using electronic bill presentment and payment enables businesses to fast-track customer payments and get access to funds faster, which in turn results in cash flow improvement. For banks the advantages of electronic bill payments are a reduction in processing costs minimizing paperwork and an increase in customer loyalty. The banks say that "customers who pay online show more loyalty and are more receptive to other offers"

### Future of e-payments in India

While the government is looking to reduce the usage of cash and push cards or online transactions for payments points, e-bill payments is expected to grow at a fast pace. While the total bill payment market in India is likely to grow by 50% to Rs 9,300 billion by 2019, the e-bill penetration, which currently stands at Rs 33 billion is expected to grow at compounded annual growth rate of 50% over the next five years and amount to Rs 250 billion. Over the next five years the share of e-bill payments in total bill payment is expected to rise from 0.5% in 2014 to 2.7% in 2019.

### Objectives of the study

1. To know the current issues in online bill payment.
2. To know about the nature of online bill usage.
3. To determine the reasons for using online bill payment.

### Profile of the study area

Palayamkottai is a town in the Tirunelveli district of Tamil Nadu. It is part of the Tirunelveli city corporation. Palayamkottai is located on the

<sup>1</sup> Assistant Professor of Commerce, Sadakathullah Appa College



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- 3. PRODUCTION**
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### Right to Education – A Way Forward

Ed. Priyadharshini<sup>1</sup>

**Abstract:** Education is like a lamp to the society. The society is the full of social animals like human beings. Each and every person has the right to get education not only a normal education. It denotes a quality education. The educational system is teaching secularism. But the economic status, financial position are segmenting the education from poor and rich. The paper deals with the right to get education by the common people.

**Keywords:** Education, Studies, Rights

#### Introduction

In the words of Mrs. Indira Gandhi, Former Prime Minister of India, "Education is a liberating force and in our age it is also a democratizing force, cutting across the barriers of caste and class, smoothing out inequalities imposed by birth and other circumstances."

Etymologically, the word 'Education' has been derived from following different Latin words;

- 'educare' which means 'to bring out' or 'to nourish'.
- 'educere' which means 'to lead out' or 'to draw out'.
- 'educatum' which means 'act of teaching' or 'training'.
- 'educatus' which means 'to bring up, rear, educate'.
- 'ēducātiō' which means "a breeding, a bringing up, a rearing."

#### Meaning of Education

Education is a systematic process through which a child or an adult acquires knowledge, experience, skill and sound attitude. It makes an individual civilized, refined, cultured and educated. For a civilized and socialized society, education is the only means. Its goal is to make an individual perfect. Every society gives importance to education because it is a panacea for all evils. It is the key to solve the various problems of life.

True education is the harmonious development of the physical, mental, moral (spiritual), and social faculties, the four dimensions of life, for a life of dedicated service.

#### Meaning of Human Rights

Human rights means, "The fundamental rights that humans have by the fact of being human, and that is neither created nor can be abrogated by any government."

#### Definition of Education and Women Education

Women and girls in the developing world are often denied opportunities for education. Lack of education limits prospects, decreases family income, reduces health, puts women and girls at risk of trafficking and exploitation, and limits the economic advancement of entire countries.

#### Objectives of the study

- To know about the rights of human regarding education.
- To observe the rights of human in education system.

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### Implementing Quality in Higher Education

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**Abstract:** Progress of a nation is possible only when its citizens are dynamic, enterprising and responsible. Without such citizens, a nation cannot achieve progress in any field. Education is the most important tool to create such types of citizens. Higher education plays a vital role in the overall development and growth of a nation. Higher education is no longer a luxury, it is essential for survival. The core mission of higher education is to educate, to train, to undertake research and to provide service to the community. In the context of globalization, the scope and demand for higher education is increasing day by day and this demand can only be fulfilled by the quality higher education. The quality in higher education is the biggest need of the hour as our country is progressing towards becoming the educational hub of the world. But, Indian higher education system does not stand anywhere among the world higher education systems in terms of quality. Poor quality of higher education depends on various factors such as favorable environment for teaching and learning, infrastructure, teachers, curriculum, effective feedback and monitoring system etc. Present paper focuses its attention on the ways to improve the quality of higher education in India.

**Keywords:** Implement, improve quality, Higher Education.

#### Introduction

Higher education is a powerful tool to build modern, value-based, knowledge-based, culture-based, and peaceful society which can lead the country towards becoming super power in the world. It is also considered one of the important and strong tools for the development of any country. Primary education is necessary for creating base, while, higher education is extremely important for providing cutting edge. Higher education contributes to the growth of nation by providing specialized knowledge and manpower.

#### India's Higher Education

India has 42 central universities, 275 state universities, 130 deemed universities, 90 private universities, 5 institutions established and functioning under the State Act, and 33 Institutes of National Importance. Other institutions include 33,000 colleges as Government Degree Colleges and Private Degree Colleges, including 1800 exclusive women's colleges, functioning under these universities and institutions as reported by the UGC in 2012. The emphasis in the tertiary level of education lies on science and technology.

But in spite of all these developments and growth, quality of higher education remained the main concern for all the stakeholders in the education system i.e. students, parents, institution management, faculty members, policy makers and society as a whole because poor quality of higher education effects the overall progress of any nation. Indian higher education is far away from the global

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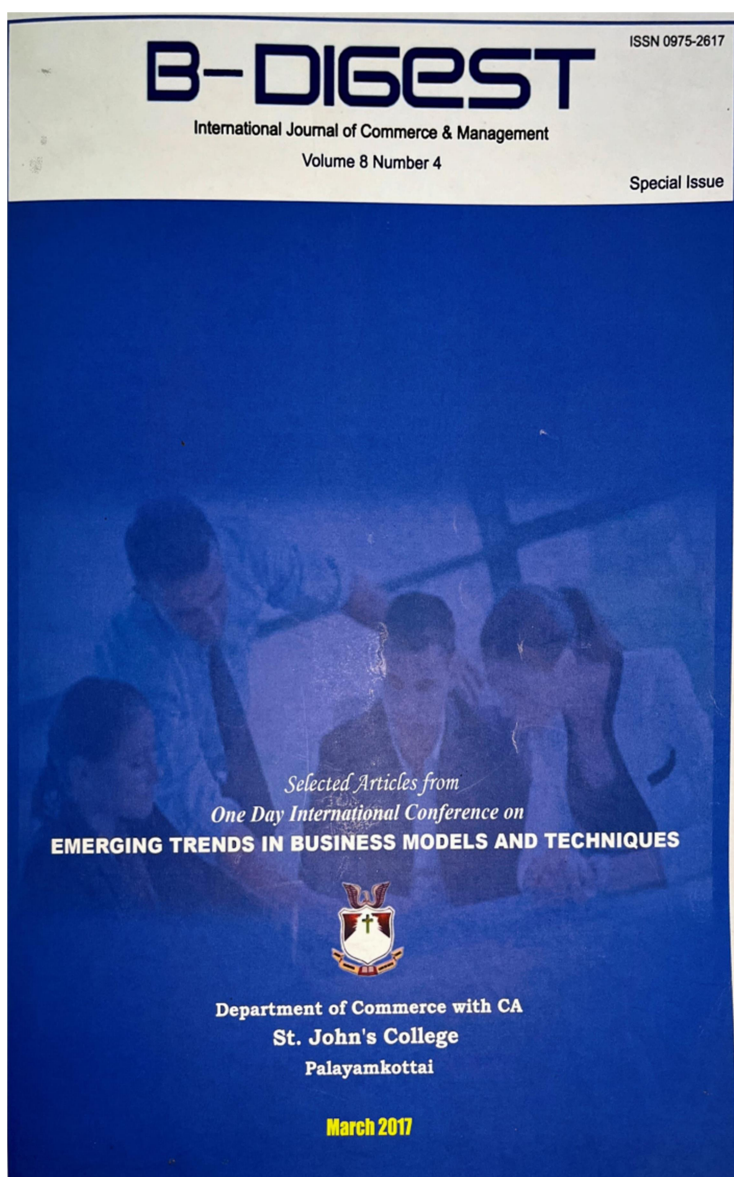


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## **A STUDY ON BRAND ENDORSEMENT BY INDIAN SPORTS CELEBRITIES AND THEIR IMPACTS ON CONSUMER BEHAVIOR WITH SPECIAL REFERENCE TO LOW & HIGH INVOLVEMENT CONSUMER GOODS**

**S. Shahul Hameed** MBA., MSc(Psy). – Research scholar  
Dept. of Management Studies – M.S University

### **Introduction**

Famous people have always made excellent salesmen. Presenting a familiar face is one of the fastest and easiest ways for companies to create brand associations in the minds of consumers. When a widely loved actor or a heroic sports figure endorses a product, that product gains immediate credibility.

Celebrity marketing can be a viable advertising strategy for companies both large and small and across all industries. Up to 15% of all advertisements that run in America feature a celebrity endorser.

Companies hoping to work with a celebrity endorser must be willing to pay a premium price for their services. The greatest disadvantage of celebrity marketing is the high cost of securing celebrity partnerships. Advertising mediums such as TV commercials can be expensive; therefore smaller companies can focus on more affordable options like print ads or autograph-signing events. A company hoping to work with a celebrity must balance risk and reward, both of which can be significant.

There are several reasons that a company might choose to use a celebrity marketing strategy. A new product can easily be introduced to consumers if they feel familiar and comfortable with the famous face endorsing it.

A consumer product is a product bought by final consumers for personal consumption. But not every consumer product is the same. Four different types of consumer products can be identified. Marketers usually classify consumer products into these 4 types of consumer products: Convenience products, Shopping products, Specialty products and Unsought products.

### **Review of related literature**

**Attitude toward Advertisement as the Mediator:** Erdogan, Baker & Tagg (2001) proposed that effective advertisement through celebrity endorsements possess positive impact on actual purchases and sales. Thus, indirect relationship between celebrity endorsement and potential behaviours within the marketplace is present through favourable advertising effect. Demonstrated by Wu, Linn, Fu & Sukoco (2012), direct influential relationship is significant between perceived advertisement credibility and attitude toward advertisement, and attitude toward advertisement and intention for purchase. Further studies supports that purchase intention can be affected through effective advertising (Sallam & Wahid, 2012). Supportive results through the direct relationship between attitude toward advertisement and purchase intention is also demonstrated by Goldsmith et al. (2000), as well as Khairullah & Khairullah (1999), bypassing the intervention of brand effect.

### **Objectives of the study**

- ✓ To estimates the relationship among interest level on sports, awareness level on sports celebrities, attitude towards low involvement products advertisement (LIP Ad) and purchase intention on low involvement products (P.I on LIP).
- ✓ To estimates the relationship among interest level on sports, awareness level on sports celebrities, attitude towards High involvement products advertisement (HIP Ad) and purchase intention on High involvement products (P.I on HIP).

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St. John's College is the oldest institution and has completed 138 years of Service in the cause of higher education having been established as a First Grade College in 1878 by the Church Missionary Society, London. As on date this institution caters to the needs of the poor people from the rural areas. Also, with the noble Christian vision of a unique wisdom, it progresses with a new understanding of human relationship in the present complex scenario. It is a First Grade Post Graduate and Research Institution. St. John's College aims at imparting sound learning, character building and spiritual truth in order that the University education may be of the greatest value to the students and the society. Under graduate and Post graduate courses are for both men and women. The college has excellent learning facilities including Laboratories and Library.



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The department of Commerce with CA emerged in the year 2010 with its newly designed curriculum integrated with ICT for the year excellent coverage of the subject, accumulation of knowledge, attainment of skills, understanding and applicability. Our course and curriculum effectively contribute for the national productivity and international competitiveness. Our department is well known for practical sessions. Our students acquire computer skills, entrepreneurial skills, Life skills, leadership qualities and learn investment tactics. Our students are becoming courageous, encouraging, energetic and creative. Our students also taking part in the entire academic competitions organised by various colleges of various universities across the state and they have been awarded with overall shields. With our high earned potentials, we are organising International Conference on "Emerging Trends in Business Models and Techniques".



## ABOUT THE SPECIAL ISSUE

The volume covers a broad spectrum of areas in the field of Emerging Trends in Business Models and Techniques including Inventions and Innovations in various fields, Business and corporate level strategies, HRM, Financial restructuring, working capital management and Banking sector.

From the papers received, about 90 papers have been selected for the proceedings. The papers selected for presentation are the outcomes of the quality research and development carried out in various institutions and research organisation.

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# BUSINESS TRENDS AFTER THE DEMONETIZATION IN INDIA



**Dr. A. HAMIL**

**K. AHAMED ANIS FATHIMA**



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## IMPACT OF DEMONETIZATION ON VARIOUS SECTORS IN INDIA

**J.A.S. Mohamed Ehya and J.A.M. Omeray Farook**

*Assistant Professors of Commerce, Sadakathullah Appa College.*

### Introduction

Demonetization is the act of declaring a currency unit of its status as valueless. It occurs whenever there is a change of national currency: The current form or forms of money is pulled from circulation and retired, often to be replaced with new notes or coins. In 2016, the Indian government decided to demonetize the 500 and 1,000 rupee notes, the two biggest denominations in its currency system; these notes accounted for 86% of the country's circulating cash. With little warning, India's Prime Minister Narendra Modi declared to the citizenry on Nov. 8 that those notes were worthless, effective immediately – and they had until the end of the year to deposit or exchange them for newly introduced 2,000 rupee and 500 rupee bills.

### History of demonetization

In 1946, the currency note of ₹ 1,000 and ₹ 10,000 were removed from circulation. The ban really did not have much impact, as the currency of such higher denomination was not accessible to the common people. However, both the notes were reintroduced in 1954 with an additional introduction of ₹ 5,000 currency. ₹ 500 and ₹ 1,000 notes were introduced in 1934 and after four years in 1938, ₹ 10,000 notes were introduced. That came in 1978; the then Prime Minister of India Morarji Desai announced the currency ban taking ₹ 1,000, ₹ 5,000 and ₹ 10,000 out of circulation. The sole aim of the ban was to curb black money generation in the country.

### Favourable Effects of demonetization

Since the decision to ban high value currency notes was taken in early November, the government has tried to portray the brighter side of the note ban and its benefits on the economy in the long run. The decision to ban high value notes was taken to weed out black money and counterfeit notes from the system which has been deep-rooted in the economy for the past many decades. With 86 percent of the total money circulation wiped out from the system, the government plans to keep a tight leash on the corruption front. According to Ambit Capital report, the share of the informal economy in India could shrink from 40 percent to 20 percent and the formal organised sector will gain market share.

The sustained crackdown on black money will also prevent people from parking their savings in physical assets such as gold and real estate, and instead boost the flow of savings into the financial system. With the quantum increase in financial savings, the cost of debt capital in India should fall. Further, as saving rate increases, lending rates are likely to fall in the line. Through the demonetisation exercise, the government has been pressing hard to become a cashless economy and is encouraging more and more people to adopt the digital