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### 3.3.2 NUMBER OF BOOKS AND CHAPTERS IN EDITED VOLUMES/BOOKS PUBLISHED AND PAPERS PUBLISHED IN NATIONAL/ INTERNATIONAL CONFERENCE PROCEEDINGS PER TEACHER DURING LAST FIVE YEAR

SR.N.O.	NAME OF THE TEACHER	TITLE OF THE BOOK/CHAPTERS PUBLISHED	TITLE OF THE PAPER	TITLE OF THE PROCEEDINGS OF THE CONFERENCE	NAME OF THE CONFERENCE	NATIONAL / INTERNATIONAL	YEAR OF PUBLICATION	ISBN/ ISSN NUMBER OF THE PROCEEDING	AFFILIATING INSTITUTE AT THE TIME OF PUBLICATION	NAME OF THE PUBLISHER
<b>YEAR 2023</b>										
1	DR. SHEELA BHADANI	PRODUCTION MANAGEMENT	PRODUCTION MANAGEMENT	NA	NA	NA	2023	13-978-81-925272-6-0	GUJARAT COMMERCE COLLEGE	KUMAR PUBLICATION
2	DR. SHEELA BHADANI	FUNDAMENTALS OF FINANCIAL MANAGEMENT	FUNDAMENTALS OF FINANCIAL MANAGEMENT	NA	NA	NA	2023	13-978-93-823617-72-3	GUJARAT COMMERCE COLLEGE	KUMAR PUBLICATION
3	DR. SHEELA BHADANI	FUNDAMENTALS OF FINANCIAL MANAGEMENT(LATEST EDITION)	FUNDAMENTALS OF FINANCIAL MANAGEMENT	NA	NA	NA	2023	13-978-93-82617-71-6	GUJARAT COMMERCE COLLEGE	KUMAR PUBLICATION

4	DR. SHEELA BHADANI	NEW LATEST EDITION OF MARKETING MANAGEMENT	MARKETING MANAGEMENT	NA	NA	NA	2023	978-81-961582-7-9	GUJARAT COMMERCE COLLEGE	KUMAR PUBLICATION
5	DR. SHEELA BHADANI	PRODUCTION MANAGEMENT(ઉત્પાદન દળ સંચાલન )	PRODUCTION MANAGEMENT(ઉત્પાદન સંચાલન )	NA	NA	NA	2023	13-978-93-82617-14-3	GUJARAT COMMERCE COLLEGE	KUMAR PUBLICATION
6	DR. MAMTA PATEL	DESCRIPTIVE STATISTICS	DESCRIPTIVE STATISTICS	NA	NA	NA	2023	978-93-94444-90-7	AHMEDABAD ARTS AND COMMERCE COLLEGE	SUDHIR PRAKASHAN
<b>YEAR 2022</b>										
7	DR. URMILA RAVAT - LIBRARIAN	LIBRARIES OF NEW MILLENIUM	AN ANALYSIS OF DOCTORAL THESES AWARDED IN LIBRARY AND INFORMATION SCIENCE SUBJECT DURING 2015-2020 (GUJARAT STATE)	LIBRARIES OF NEW MILLENIUM	7TH NATIONAL LIBRARY CONFERENCE AND 37TH LIBRARY CONFERENCE OF GUJARAT GRANTHALAY SEVA SANGH	NATIONAL	2022	978-81-927390-7-7	GUJARAT UNIVERSITY	GUJARAT GRANTHALAY SEVA SANGH
8	DR.AVANI BHATT	NEW EDUCATION POLICY AND NAAC ACCREDITATION PROCESS	TEACHING LEARNING AND VALUATION SHIFTING PROTOCOL PEDAGOGICAL DYNAMIC	NEW EDUCATION POLICY AND NAAC ACCREDITATION PROCESS	NEW EDUCATION POLICY AND NAAC ACCREDITATION PROCESS	NATIONAL	2022	978-93-95299-07-7	KADI KELAVANI MANDAL KADI SARV VIDHYALAY	SUNRISE PUBLISHER AND DISTRIBUTER
9	DR H R GOHIL	CONSTRUCTING A NATION THROUGH 'TEXT'	CONSTRUCTING A NATION THROUGH 'TEXT'	NA	NA	INTERNATIONAL	2022	978-81-8043-166-1	GUJARAT COMMERCE COLLEGE	CREATIVE BOOKS, NEW DELHI
10	PROF. VIDHI RAVRANI	MAPPING THE SHIFTING PARADIGMS OF POST-MODERN SOCIETY	RESURGENCE OF MYTHOLOGY IN INDIAN WRITING IN ENGLISH: ANALYSING LATEST TRENDS OF CONTEMPORARY POPULAR CULTURE	MAPPING THE SHIFTING PARADIGMS OF POST-MODERN SOCIETY	MAPPING THE SHIFTING PARADIGMS OF POST-MODERN SOCIETY	INTERNATIONAL	2022	E- ISBN: 978-100-53-445-66	SMASHWORDS, INC.LOS GATOS, CALIFORNIA USA	ALL INDIA FORUM FOR ENGLISH STUDENTS, SCHOLARS AND TRAINER S(AIFEST)

11	DR H R GOHIL	READING GANDHI-PERSPECTIVES IN THE 21ST CENTURY	TITLE OF CHAPTER:THE PURPOSE AND PERFECTION : TWO GUJARATI TRANSLATIONS OF BHAGWAD GITA BY MOHANDAS K. GANDHI	NA	NA	INTER NATION AL	2022	978-93-8217-836-4	GUJARAT COMMERC E COLLEGE	PENCRAF T INTERNA TIONAL, DELHI
12	DR. SHEELA BHADANI	INDIAN FINANCIAL SYSTEM	INDIAN FINANCIAL SYSTEM	NA	NA	NATIO NAL	2022	13-978-93-82617-50-1	GUJARAT COMMERC E COLLEGE	KUMAR PRAKAS HAN (EDUCAT IONAL PUBLISH ERS)
13	DR. SHEELA BHADANI	(વ્યવહાર માં માર્કેટિંગ સંચાલન) MARKETING MANAGEMENT IN PRACTICE	MARKETING MANAGEMENT IN PRACTICE	NA	NA	NA	2022	13-978-93-823617-56-3	GUJARAT COMMERC E COLLEGE	KUMAR PUBLICA TION
14	DR. SHEELA BHADANI	MARKETING MANAGEMENT IN PRACTICE	MARKETING MANAGEMENT IN PRACTICE	NA	NA	NA	2022	13-978-93-82617570	GUJARAT COMMERC E COLLEGE	KUMAR PUBLICA TION
<b>YEAR 2021</b>										
15	DR. VANDANA G. TRIVEDI	HISTORY OF SYMBOLS	HISTORY OF INDIAN CURRENCY SYMBOL	NA	NA	INTER NATION AL	2021	978-93-91314-08-8	GUJARAT COMMERC E COLLEGE, ELLISBRID GE, AHMEDAB AD-06.	GRAND ACADEM IC PORTAL, AUTHOR S PRESS, NEW DELHI-110 016
<b>YEAR 2020</b>										
16	DR. HARDEEPSI NH. R. GOHIL	EXISTENTIAL EXPLORATION IN THE NOVELS OF ARUN JOSHI	NA	NA	NA	INTER NATION AL	2020	978-81-8043-153-1	GUJARAT COMMERC E COLLEGE	CREATIV E BOOKS
17	DR. URMILA RAVAT - LIBRARIAN	SKILLS AND COMPETENCY FOR 21ST CENTURY LIBRARY PROFESSIONALS.	TO STUDY THE PROFESSIONALS SKILLS AND COMPETENCY AMONG THE ACADEMIC LIABRARIAN PP 102-107	GUJARAT UNIVERSITY	6 <sup>TH</sup> NATIONAL LIBRARY CONFERENCE AND 36 <sup>TH</sup> LIBRARY CONFERENCE OF GUJARAT GRANTHALAY	NATIO NAL	2020	978-81-927390-7	GUJARAT COMMERC E COLLEGE	GUJARAT GRANTH ALAY SEVA SANGH

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<b>YEAR 2019</b>										
18	DR. URMILA RAVAT - LIBRARIAN	LIBRARIANSHIP DEVELOPMENT THROUGH INTERNET OF THINGS AND CUSTOMER SERVICES	COLLECTION SECURITY MANAGEMENT IN ACADEMIC LIBRARIES :ASSESSMENT OF ITS IMPLEMENTATION PP(328-334)	GUJARAT POWER ENGINEERING AND RESEARCH INSTITUTE ,MEHSANA	2ND INTERNATIONAL CONFERENCE ON LIBRARIANSHIP DEVELOPMENT THROUGH INTERNET OF THINGS AND CUSTOMER SERVICE	INTERNATIONAL (WITHIN COUNTRY)	2019	978-93-5346-325-0	GUJARAT COMMERCE COLLEGE, AHMEDABAD.	GUJARAT POWER ENGINEERING AND RESEARCH INSTITUTE ,MEHSANA
19	DR. HEMALI SHAH	SUSTAINABLE DEVELOPMENT IN BUSINESS ALONGWITH SCOEITAL CHANGES (EDITED)	CORPORATE GOVERNANCE DISCLOSURE PRACTICES AND ITS IMPACT ON FINANCIAL PERFORMANCE: A CASE STUDY ON IT SECTOR IN INDIA	NATIONAL CONFERENCE ON SUSTAINABLE DEVELOPMENT IN BUSINESS ALONGWITH SCOEITAL CHANGES (EDITED)	NATIONAL CONFERENCE ON SUSTAINABLE DEVELOPMENT IN BUSINESS ALONGWITH SCOEITAL CHANGES (EDITED)	NATIONAL	2019	978-93-5351-632-1	GUJARAT COMMERCE COLLEGE, AHMEDABAD.	R. J. TIBREWAL COMMERCE COLLEGE , AFFILIATED TO GUJARAT UNIVERSITY
20	DR. URMILA RAVAT - LIBRARIAN	RELEVANCE OF PHILOSOPHY OF DR. S R RANGNATHAN IN DIGITAL ERA	CUSTOMER DRIVEN MARKETING CONNECTING TO DR. RANGANATHAN'S SECOND LAW OF LIBRARY SCIENCE AND THE ACADEMIC LIBRARY PP(26-33)	35 TH LIBRARY CONFERENCE	GGSS RRLF	STATE	2019	978-81-927390-6-9	GUJARAT COMMERCE COLLEGE, AHMEDABAD.	TITHAL
21	DR. SONAL S. SOLANKI	SUSTAINABLE DEVELOPMENT IN BUSINESS ALONGWITH SCOEITAL CHANGES (EDITED)	CORPORATE GOVERNANCE DISCLOSURE PRACTICES AND ITS IMPACT ON FINANCIAL PERFORMANCE: A CASE STUDY ON IT SECTOR IN INDIA	NATIONAL CONFERENCE ON SUSTAINABLE DEVELOPMENT IN BUSINESS ALONGWITH SCOEITAL CHANGES (EDITED)	NATIONAL CONFERENCE ON SUSTAINABLE DEVELOPMENT IN BUSINESS ALONGWITH SCOEITAL CHANGES (EDITED)	NATIONAL	2019	978-93-5351-632-1	GUJARAT COMMERCE COLLEGE, AHMEDABAD.	R. J. TIBREWAL COMMERCE COLLEGE , AFFILIATED TO GUJARAT UNIVERSITY



22	DR. SHEELA BHADANI	INDIAN FINANCIAL SYSTEM	INDIAN FINANCIAL SYSTEM	NA	NA	NATIONAL	2019	978-93-82019-15-2	GUJARAT COMMERCE COLLEGE, AHMEDABAD.	CREATIVE PRAKASHAN
23	DR. SHEELA BHADANI	HUMAN RESOURCE MANAGEMENT	HUMAN RESOURCE MANAGEMENT	NA	NA	NATIONAL	2019	13-978-81-925272-3-9	GUJARAT COMMERCE COLLEGE, AHMEDABAD.	KUMAR PRAKASHAN (EDUCATIONAL PUBLISHERS)
24	DR. MAMTA PATEL	STATISTICS-II	STATISTICS-II	NA	NA	NATIONAL	2019	9789384418038	AROMA COLLEGE OF COMMERCE	SUDHIR PRAKASHAN



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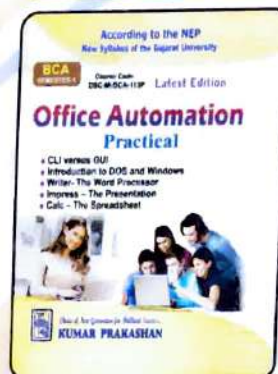
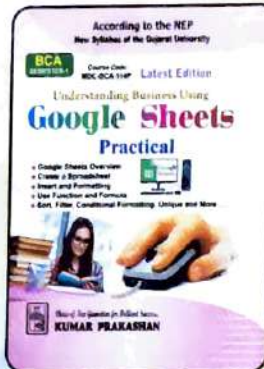
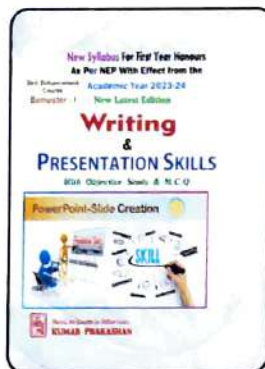
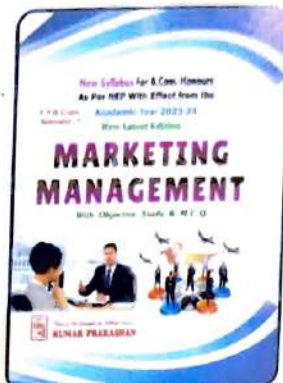
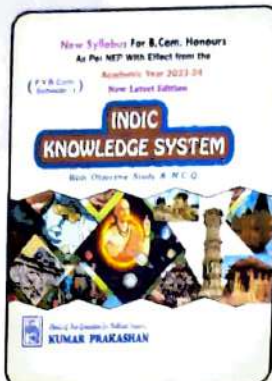
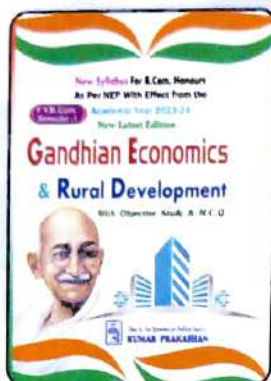
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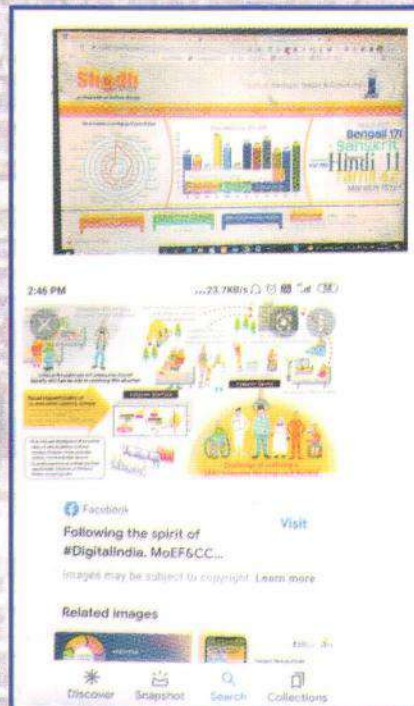
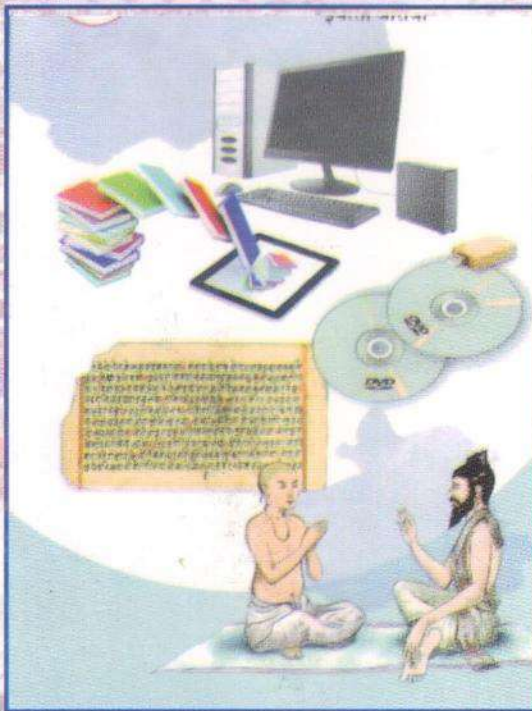
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Gujarat Granthalaya Seva Sangh

# LIBRARIES OF NEW MILLENNIUM

## નવી સદીના ગ્રંથાલયો

Edited by

Navalsinh K. Vaghela  
Pankajbhai M. Bavishi



## GUJARAT GRANTHALAYA SEVA SANGH-2022



# નવી સદીના ગ્રંથાલયો

## LIBRARIES OF NEW MILLENIUM

7<sup>th</sup> National Library Conference and  
37<sup>th</sup> Library Conference of  
Gujarat Granthalaya Seva Sangh

Dates : 26<sup>th</sup>, 27<sup>th</sup> & 28<sup>th</sup> February, 2022  
Saturday, Sunday & Monday

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## An Analysis of Doctoral Theses awarded in Library and Information Science subject during 2015-2020. (Gujarat State)

- Dr. Urmila P. Ravat

### Abstract :

Library and Information Science education in India achieved the landmarks of 111 years of glorious history from 1911 with constant effort of Maharaja Sayajirao Gaikwad with invitation to W.A. Borden for establishment of public Library starting with short term course in LIS education. The roots of research in LIS profession started with 20<sup>th</sup> century. Day by day library science research has (Shera, 1976, 145) grown up. Present study deals with LIS subject in Gujarat state with special reference to 2015-2020. It doesn't cover M.Phil or MLIS dissertations submitted in Gujarat during particular period of 2015-2020. The primary source of this exercise is shodhganga INFLIBNET portal. The main objective of the study is to consolidate doctoral research carried out in Gujarat State in LIS subject. The result shows that total 60 doctoral research degrees awarded. Out of them it is observed that in the year 2018 year total 20 doctoral these awarded. The highest rank obtained by Vir Narmad South Gujarat University and Rai University (10 in numbers). State University produced 42 doctoral theses awarded during this period. Dr. B.J. Ankuya and R. Sanjeev Sharma Supervise and produce highest number (5 in numbers) of doctoral degree awarded during 2015-2020. The most preferable subject in LIS field chosen by research scholars is library services / user studies / collection development / E-resources, and networking.

**Key words :** Gujarat, Doctoral Research, Ph.D. Degree

### Introduction :

Gujarat is a State situated in Western part of India and shares its northern boundary with Pakistan, Rajasthan, Madhyapradesh and Maharashtra are neighboring state of Gujarat. As we know Gujarat as famous for the industrilized state of the nation and its citizens known as business mind or attitude. Apart from industrialization Gujarat is also famous for various educational institutions. There are a total of 30 universities in Gujarat as of 4 February 2012. In Gujarat there is one central university, eighteen state universities; four agricultural universities, two deemed universities, 34 private universities and 6 national importance universities. Like IIM, IIT, NID, SVNIT, PRL, EDI have contributed to produce well equipped trained professionals in each and every field of education.

Librarian, Gujarat Commerce College, Ahmedabad.





## Library and Information Science education (LIS) in Gujarat :

Library and Information Science education in India has achieved the landmarks of 111 years of glorious history. LIS education and progress has been started with the consent efforts of Maharaja Sayaji Rao Gaikwad with invitation to W.A. Borden for establishment of public library in Baroda state. Who started his class on LIS education in 1911. Related to the present study LIS education in Gujarat is functioning as a developed mode. In Gujarat LIS education mostly offers four levels like BLIS, MLIS, M.Phil and Ph.D. as we know research in LIS is not very old; UGC has made criteria for appointment of lecturer in M.Phil or Ph.D. is mandatory for every level. So the research in the LIS field is growing in disciplines, and needs to peak up its maturity level. When we look at the LIS field, Gujarat state produced well equipped and trained professionals. Due to shortage of staff, lack of infrastructure facilities and support, the contribution of research is not satisfactory in Gujarat. This needs support and financial assistance from UGCs to look into matters. There are 14 universities offering Masters of library and Information Science course as well as Bachelors of Library and Information Science course in Gujarat. Four universities like Gujarat Vidhyapith, SPU, BAOU and HNGU offer M.Phil Course in Gujarat. There are 12 universities as listed below who offer Ph.D. and uploaded there theses data on Shodhganaga are the main sample for the present study.

1. HNGU - Hemchandracharya North Gujarat University, Patan
2. SPU - Sardar Patel University, V.V. Nagar
3. Saurashtra University, Rajkot
4. Gujarat University, Ahmedabad
5. Gujarat Vidhyapith, Ahmedabad
6. *Veer Narmad South Gujarat University, Surat*
7. CUG - Central University of Gujarat, Gandhinagar
8. MSU - The Maharaja Sayajirao University of Baroda, Baroda
9. C.U. Shah University, Vadhvan
11. Rai University, Ahmedabad
12. Maharaja Krishnakumarsinhji Bhavnagar University, Bhavnagar



## Literature review :

Review of literature is one of the significant activities in research. So, the researcher tried to gather and evaluate relevant research articles according to present study. After the matching proper articles and study researcher has tried to put in proper way as listed below.

Cassidy R. Sugimoto, and others (2009). Examine the historical progression and current landscape of doctoral degree programs in the United States and Canada. By providing a comprehensive rendering of the history and current state of LIS doctoral education, this work provides data not previously available. Data for this work come from MPACT, a database that provides listings of 3,014 LIS dissertations conferred by 38 ALA-accredited schools between 1930 to 2007.

Raju, A.A.N. (2011). State the LIS research carried out in Indian university for Ph.D. degree during last five years (2006-2010). Results shows that total 275 Ph.D. degrees awarded in last five years. Year wise break up in 56 in 2006, 63 in 2007, 53 in 2008, 51 in 2009 and 52 in 2010. The largest numbers of Ph.D. degree awarded in 2007. According to data analysis Dr. K.C. Panda produced highest no. of Ph.D. (10 in numbers), followed by Rajlaxmi (9 in numbers), Prof. K.C. Sahoo (6 in numbers), Prof. V. Pulla Reddy and Pro. C. Sasikala (4 in numbers).

Singh, K.P. (2011). Study outcomes of LIS research carried out by the dept. of LIS university of Delhi. Research shows the data of 50 years of Ph.D. and M.Phil theses. In the year 2010 ranked maximum output of doctoral research. Out of them 59 doctoral research carried out. Highest rank is obtained by Dr. Shailendra Kumar by supervising (9 in numbers) Ph.D. Individually and jointly followed by Dr. P.B. Mangla and Prof. Sardana. For M.Phil level Prof. S.P. Singh guided maximum numbers of disseration (14 in numbers) and obtained at first rank followed by Dr. Shailendra Kumar (13 in numbers) and Dr. R.K. Bhatt (12 in numbers).

### **Objectives of the research :**

- The main objective of the study is to consolidate doctoral research carried out by the Gujarat State during the year 2015-2020 in the field of LIS research.
- To know the research productivity in the field of LIS research in chronological order.
- To find out the bibliographical data available on Shodhganga, services provided by INFLIBNET portal for database of doctoral theses in Gujarat state in the LIS research.
- To find out the growth of research carried out on basis of year wise, Universities wise in the year 2015-2020 in the field of LIS research with reference to Gujarat state.
- To identify leading research supervisor during the year 2015-2020 in field of LIS research with reference to Gujarat State.

### **Methodology of the study :**

The survey method of descriptive type research has been employed for the present study.





study. The present study deals with purely library and information subject fields with the territory of India with special reference to Gujarat state. The doctoral theses uploaded and carried out in Gujarat during 2015-2020 have been identified for the study. Universities who offers Ph.D. and uploaded there theses data on Shodhganaga are the main sample for the present study. All data have been analyzed and presented with the help of statistical techniques. For easy compilation the data has been shorted out and analyzed with the help of MS Excel.

#### Data Analysis and interpretation :

**Table-1 Doctoral theses awarded in LIS subject (2015-2020) with reference to Gujarat**

Sr. No.	Years	Total
1	2015	4
2	2016	7
3	2017	5
4	2018	20
5	2019	17
6	2020	7
<b>Grand Total</b>		<b>60</b>

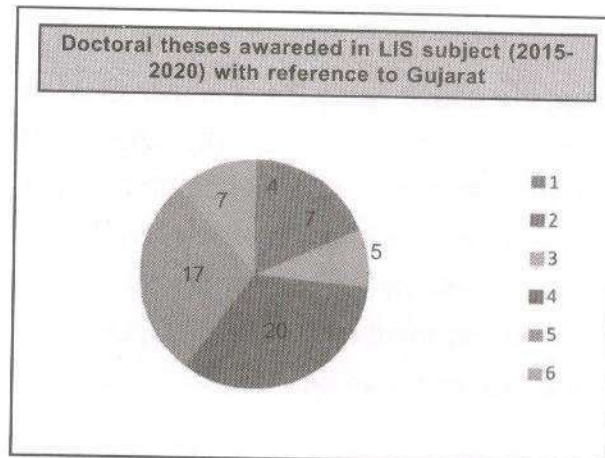


Table-1 shows that there are a total 60 Doctoral theses awarded in LIS subject yearwise (2015-2020) with reference to Gujarat. According to this data the yearwise compilation has shown the result like; in 2015 (4) doctoral degree awarded, in 2016 (7) doctoral degree awarded, in 2017 (5) doctoral degree awarded, in 2018 (20) doctoral degree awarded, in 2019 (17) doctoral degree awarded and in 2020 (7) doctoral degree awarded. It also focuses on the highest numbers of doctoral degrees awarded, in 2018 (20) and the least numbers of doctoral degree awarded, in 2020 is (7).

**Table-2 Distribution of doctoral theses on basis of Universitywise**

Sr. No.	University	2015	2016	2017	2018	2019	2020	Grand Total
1	Dr. Babasaheb Ambedkar Open University				1	5	1	7
2	Gujarat University					1	2	3
3	Gujarat Vidhyapith	2	4			2		8
4	Hemchandracharya North Gujarat University	1	1					2



5.	Maharaja Krishnakumarsinhji Bhavnagar University	1	1		1			3
6.	Maharaja Sayajirao University of Baroda				3			3
7.	Rai University			1	6		3	10
8.	Sardar Patel University		1	1	2	3	1	8
9.	Saurashtra University			2	2	2		6
10.	Veer Narmad South Gujarat University			1	5	4		10
	<b>Grand Total</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>20</b>	<b>17</b>	<b>7</b>	<b>60</b>

\* If figures may be vary are subject to correction

From the above Table-2 it is analyzed the distribution of data according to leading universities ranked particular to productivity of Doctoral research LIS subject in the period of 2015-2020. The highest rank is obtained by Vir Narmad South Gujarat University and Rai University (10 in number) the 2 rank is obtained by Sardar Patel University and Gujarat Vidhyapith (8 in number). Followed by 3rd rank is Dr. Babasaheb Ambedkar Open University (7 in numbers). It is also observed that in 2018 Raj University produced the highest number of Doctoral theses in the LIS field (6 in number).

**Table:3 Distribution of doctoral theses on basis of Type of Universitywise**

Sr. No.	Years	Deemed	Private	State	Total
1	2015	2		2	4
2	2016	4		3	7
3	2017		1	4	5
4	2018		6	14	20
5	2019	2		15	17
6	2020		3	4	7
	<b>Grand Total</b>	<b>8</b>	<b>10</b>	<b>42</b>	<b>60</b>

\* If figures may be vary are subject to correction

From the above Table-3 it is observed that there are a total 60 Doctoral Thesis awarded in LIS subject in yearwise (2015-2020) with reference to Gujarat. Among them, the highest number of Doctoral theses awarded by state universities is 42. Yearwise state university produced the highest number of Doctoral theses awarded in the year 2019 (15 in numbers). Very less in the year 2015 (2 in numbers)





**Table:4 Distribution of doctoral theses on basis of Supervisors wise**

Sr. No.	Supervisors name	2015	2016	2017	2018	2019	2020	Grand Total
1.	B.J. Ankuya				2	3		5
2.	Batuk M. Gohel	1	1		1			3
3.	Bhatt, Atul					1	2	3
4.	Bhavsar, Viashaliben L.	1	1					2
5.	Charan Shivdanbhai	1	2					3
6.	Darbar M.R.			1	3			4
7.	Dr.Prayatkar Kanadiya		1			2		3
8.	Gondalia J.P.			2	1	1		4
9.	Kantaria, Nileshkumar M.				1	2		3
10.	Mandalia, Shishir H.			1	1	1	1	4
11.	Oza, Nimesh D.		1		1	1		3
12.	Pandya, Vaidehi C.						1	1
13.	Parekh, Yogesh					1		1
14.	Patel P.I.				1			1
15.	Patel, Umesh						3	3
16.	Poluru, Lalitha					2		2
17.	Prajapati, M.K.				1			1
18.	Sanjeevkumar Sharma			1	3	1		5
19.	Shukla K.H.				2			2
20.	Thakar Urmilaben	1	1			1		3
21.	Trivedi, Mayankbhai				3	1		4
	<b>Total</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>20</b>	<b>17</b>	<b>7</b>	<b>60</b>

\* If figures may be vary are subject to correction

According to Table-4 it shows the results of Distribution of doctoral theses on the basis of supervisor's research productivity in particular time periods 2015-2020. According to the above table Dr. B.J. Ankuya and Dr. Sanjeev Kumar Sharma produced the highest numbers of doctoral theses (5 in numbers). Followed by 2<sup>nd</sup> rank is Dr. Mayank Trivedi, Dr. J.P. Godaliya, Dr. Shishir Mandaliya and Dr. M.R. Darbar produced (4 in numbers). The 3<sup>rd</sup> rank is Dr. Urmila Thakar, Dr. Shivdan Charan, Dr. Batuk Gohel, Dr. Atul Bhatt, Dr. Prayatkar Kandiyaya, Dr. Niles Kantaria, Dr. Nimesh Oza and Dr. Umesh Patel (3 in numbers).





**Table:5 Distribution of most preferable subjects LIS field (2015-2020)**

Sr. No.	Keyword used	No.
1	ICT based services / cloud computing / library Automation	10
2	Bibliometric / Scientometric study	4
3	E Resources / Networking / Documentation	15
4	Library services / collection development / service quality / user studies	16
5	Consortia / UGC / institutional repository	5
6	Human resources / management	10
	Total	60

Table-5 shows the Distribution of Most Preferable Subjects LIS field during 2015-2020. It shows the results of doctoral degrees awarded key terms or subjects chosen by research fellows. The most preferable subject is library services / user studies / collection development. The 2<sup>nd</sup> most preferable term is e-resources / networking / documentation. It shows that research work is carried out in particular topics.

### **Conclusion :**

Change in every field demands time and constant efforts of professionals to meet the needs and expectations of the job market. At present theoretical and academic knowledge of the subject is not enough for survival in a competitive world. Research scholars and professionals have to focus on their research area as compared to other subjects. Thus LIS research scholars should be up to date with latest trends in research worldwide. There is an urgent need to upgrade the curriculum and focus research oriented writing and communication skills.

### **Acknowledgement :**

I would like to express my heartfelt thanks to Dr. Rakesh Parmar and Dr. Geeta Gadgadhavi madam from Gujarat University, Ahmedabad for their valuable suggestions. I would also like to thank you for providing valuable sources of data from INFLIBNET, Shodhganga portal.



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# **New Education Policy And NAAC ACCREDITATION PROCESS**

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**Dr. Hina Patel**  
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Dr. Hina Patel  
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# TEACHING LEARNING AND EVALUATION SHIFTING PROTOCOL PEDAGOGICAL DYNAMIC



By

**Dr. Avni Bhatt**

*Asst. professor*

*Govt. Arts and Commerce College,  
Jadar dist. Sabarkantha, Gujarat*

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## Abstract

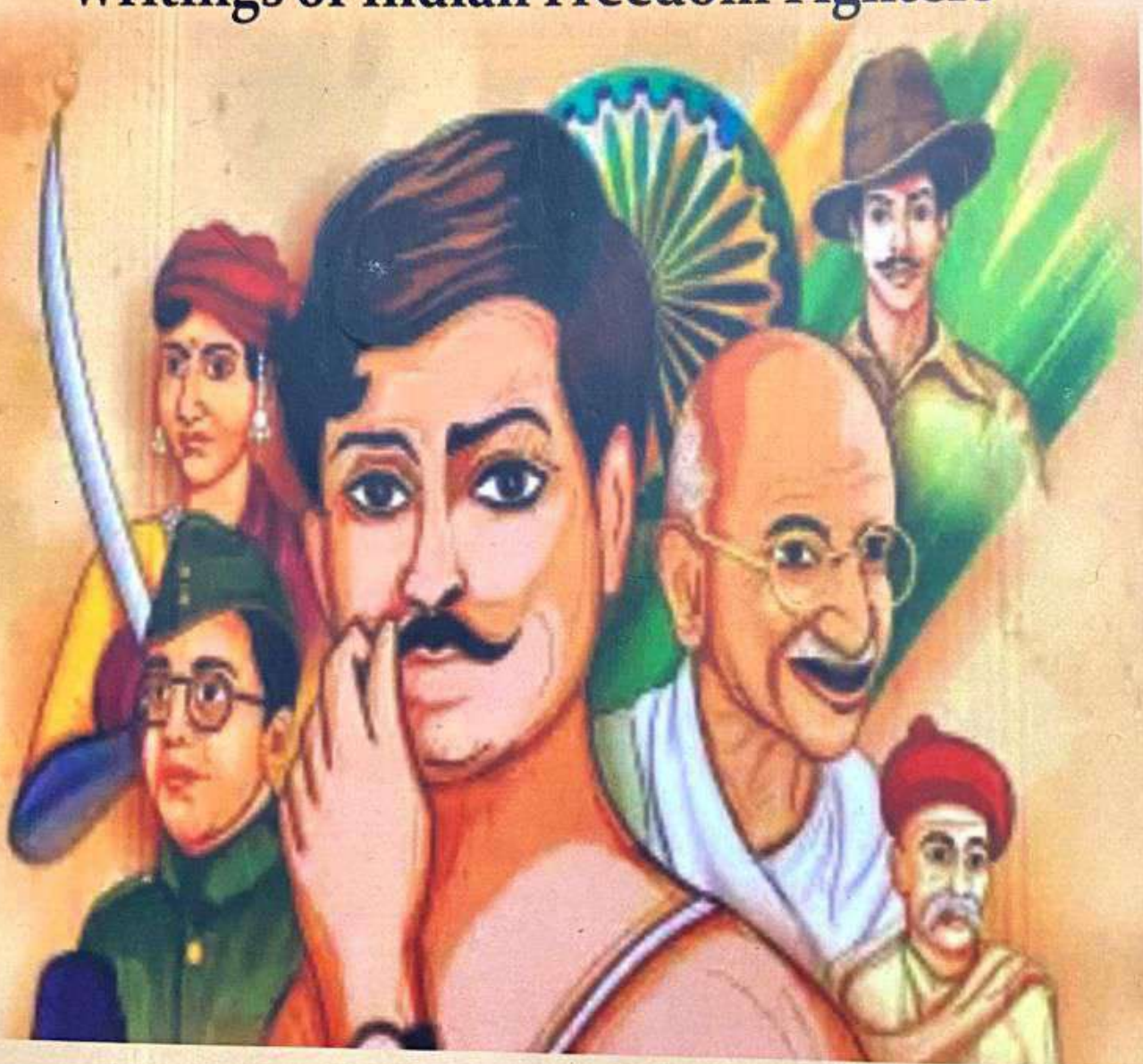
Education system plays vital role in building an individual's character as well as creating a future of the society or nation. Being a teacher is a challenging job because you need to deliver the same knowledge to students having different mind-set and calibre simultaneously Artistic and relational dimensions of pedagogy within teachers creating a good platform for student's future. Evaluation emphasis on four C concept i.e. Communication, Collaboration, Critical Thinking and Creativity among students through the use of different tools and technique including digital resources. This paper also presents some key points of new education policy which shows us protocol shifting in pedagogical dynamic. Amongst all the criterion of NAAC the teaching learning evaluation has been given more weightage. We have focused here on student mentoring, PO's & CO's, and utilisation of ICT tools in daily practice.

**Keywords:** PO'S AND CO'S, Student mentoring, Digital Resources, ICT)



# Constructing A Nation Through 'Text'

The Post-Colonial Study of Epistolary  
Writings of Indian Freedom Fighters



Hardeepsinh Ranjitsinh Gohil





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history of human civilization. Steiner in his observation regarding translation as the study opines that

Classical philology and comparative literature, lexical statistics and etymology, the sociology of class-speech, formal rhetoric, poetics and the study of grammar are combined in an attempt to clarify the act of translation and the process of life between languages. (Bassnet 48)

It has been rightly observed that translations of several Indian classical texts have enriched the category of world literature. Talking about the significance of the pure knowledge and the meaning of spiritual existence Rabindranath Tagore has rightly observed about India as

...a nation, who is above all a nation of distinctions, who dispenses the intense need of men of all colours, who comprehends all things from their beginning to the end, for Hindu unite us together another with wisdom, which is wisdom of goodness, is laid in Radhakrishnan's (1980: 88)

This 'wisdom of goodness, not only attracts Tagore but also Indian writers of the West as well' such as Mark Twain and Tobias Smollett. Eliot derived their inspiration from the Vedic studies. The significance of the modern period in the history of the Vedic studies got tremendous avowal with Colebrook's *On the Vedas, or Sacred Writings of the Hindus*. The field of Vedic research has since then become an interesting phenomenon for scholars all over the world. Consequently, it has been enriched by a good collection of critical editions, translations, dictionaries, grammars and bibliographies. The contributions of significant Western thinkers such as Max Muller and Ludwig Arnold are noteworthy. Even Mahatma Gandhi, the man of the millennium himself came into contact with *Bhagvat Gita* through translation of Edwin Arnold's *Song of the Soul*. Strongly marked is the noteworthy influence of *Bhagvat Gita* through the Indian War of Independence on the minds of prominent leaders such as Lokamanya Tilak, Gopal Krishna Gokhale, Vinoba Bhave and Ch. Annabhadra. The ever impact of *Bhagvat Gita* is deeply felt in the role of management philosophy of Japanese law ethics and literature.

In the case of the West, translation activities to which its translation is during 14<sup>th</sup> century, various efforts were made to form a full and complete understanding of the *Bhagvat Gita*. The first complete translation of the *Bhagvat Gita* was made by John Wilson in 1785. The first complete translation of the *Bhagvat Gita* was made by John Wilson in 1785. The first complete translation of the *Bhagvat Gita* was made by John Wilson in 1785.

## The Purpose and Perfection: Two Gujarati Translations of Bhagvat Gita by Mofandas K. Gandhi

Hardeepsinh Ranjitsinh Gadhil

Translation of a religious text and national identity has long lasting relation in the history of mankind. If there is any text which has influenced both Shakespeare and Renaissance Britain immensely then it is *The Authorized King James Version of the Bible* (1611). It was the culmination of the continuous series of efforts for translating Bible into English which had begun with Aelfric in Anglo-Saxon era and continued with Wycliffe and many of translation like William Tyndale. Similarly at the time of national awakening in India one can find the process of translating the text of *Bhagvat Gita*, which has been considered as the quintessence of all the Vedic and Upanishadic wisdom. From Tilak's *Gita Rahasya*, Edwin Arnold's *Song of the Soul*, Vinoba Bhave's *Shri Yashwantrao Chavda, Sri Yashwantrao Chavda's Explanatory Gita* and K. M. Munshi's *An Experiential Approach to the Bhagvat Gita* played significant role in making the text central to the process of nation building. At the same time, it is not surprising to find that the Father of the nation, Mohandas K. Gandhi translated the text twice to simplify *Bhagvat Gita* for 'Western, British, caste and down trodden' who lack 'the knowledge of Sanskrit' (Bhasin, 2011). There have been many translations of *Bhagvat Gita* in Gujarati, but the first and the only one which has been translated by a Jain monk is by Mofandas K. Gandhi. The first translation of *Bhagvat Gita* in Gujarati was made by Mofandas K. Gandhi in 1911. The first translation of *Bhagvat Gita* in Gujarati was made by Mofandas K. Gandhi in 1911.





# MAPPING THE SHIFTING PARADIGMS OF POST-MODERN SOCIETY



Conference Proceedings



# **Mapping the Shifting Paradigms of Post-Modern Society**

**Conference Proceedings**

**Chief Editor**

**Abhilash Kaushik**



**All India Forum for English Students Scholars and  
Trainers  
(AIFEST)**

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### 43. Resurgence of Mythology in Indian Writing in English: Analysing Latest Trends of Contemporary Popular Culture

Vidhi Ravrani

Research Scholar, Department of English and CLS, Saurashtra University, Rajkot &  
Assistant Professor, Gujarat Commerce College, Ahmedabad

Since ancient times, storytelling has been an important aspect of oral communication. Throughout history, the art of storytelling has been practised in every civilisation in the world. It's a potent tool for passing along tradition, culture, trends, and habits from one generation to the next. Myth is a belief that arises from the recounting of these stories. Myths have invaded every genre of literature, transcending age, culture, and language. The word "myth" is derived from the Greek word "mythos," which means "storey." In political, social, and cultural contexts, myths have been investigated, explored, understood, and characterised in many ways by critics, scholars, and philosophers. It should be mentioned that, in today's world, the concept of myth has become quite ambiguous and broad, as myth operates universally and differently in every culture. A. Joseph Dorairaj, in *Myth and Literature*, states,

Myths are uncanny phenomenon. They are at once regional and yet universal; static and yet dynamic; stable and yet protean; archaic and yet contemporary; profligate and yet hallowed; fantastic and yet highly- structured; divine and yet human in that they are as much about gods and goddesses as about human beings. Though they belong to a pre-literate and pre-historic era, they keep recurring in all ages and are a part of our contemporary society. Though they belong to the realm of primitive religion and come under the purview of anthropologist, folklorists, and phenomenologists of religion, they are an integral part of literature and other arts. (3)

Indian literature is no different, since it satisfies Indians' insatiable need to be enlightened by diverse mythical tales, mythology, and folklores. Because of its widespread acceptance, Indian mythology has been a source of a diverse range of ideas, themes, and plots in abundant narratives. Indian mythology has had a lasting influence on Indian literature as a whole, regardless of whether it was written in the modern day or in the early stages of Indian writing in English. Diverse mythological stories from the Ramayana, Mahabharata, and Puranas have always been employed in Indian fiction in English to create different literary traditions. As a result, delving into its deep roots in Indian mythological fiction of popular culture becomes an important topic to investigate. The interpretation of Hindu mythology varies from states to state and dialect to dialect; all these interpretations and reinterpretations have flourished in the form of end number of mythological fiction published every year. Many authors like as Ashok Banker, Amish Tripathi, and Devdutt Patnaik, Anand Neelakantan, Kavita Kane etc. have benefited from this flexibility to reimagine Indian mythology. These writers are recreating our mythological stories in altogether different forms. Not only these are bestselling novels but they also appear to be gaining a lot of popularity.

"The way mythological components are utilised in creative productions and literary works changes with time, present events, and the individual psychological structure," M Leelavati writes in her paper "Mythical Concepts in Contemporary Malayalam Poetry" (84). The fascinating part about Indian mythology stories is that they are frequently intended to teach subtle facts, principles, and maxims that may be used to govern our daily lives. The major feature that pulls readers of all ages to current Indian writing is symbolic/implicit and explicit connections to mythology. The incorporation of myths in casual reading is intended to pique interest in Indian culture and instil Indian ideals in the younger generation, particularly among the elite. India's urban landscape has evolved dramatically in past few years. The educated, upwardly Indian has adapted a more Western lifestyle as a result of global influences. India has become an IT hub as a result of tremendous technical improvement. The urban, educated Indian has become a thinking, inquiring, and reasonable individual as a result of education and exposure to various films, literature, as well as many cultural influences. The publishing sector has been opened up by a capitalist economy and an increasingly consumer-driven society. Previously, books were not available so easily. Today, however, books are fairly priced, and even a student with a





limited budget may purchase books of his/her choosing or read it as a kindle version. Marketing methods and simple engagement with writers, on the other hand, have served to bring the printed word even closer to the reader.

In an article entitled, "The Decade in Literature" Chandrabhas Choudhry writes,

Globalisation has, arguably, made "literature" a bigger and richer space for most serious readers, making more kinds of books more easily available to more readers, permitting old books to be sold alongside new books, and allowing readers, through the internet, to have a stronger say in book discussion and, thereby, sales.

India's book economy is on a different arc, ..... For an observer of Indian literature in English, the last decade was full of bright lights on all three counts of publishing, book selling, the density and internal diversity of the idea of literature, and the spread of a reading culture. (11)

As a result, when books like *The Immortals of Meluha*, *Asura: Tale of the Vanquished*, *Jaya*, *The Secret of the Nagas*, and others were released, people found them new and different from their usual reading, so their popularity grew gradually. The remarkable sales numbers for *Asura* demonstrate this. Within a week of its release, *Asura* climbed to the top of the best-seller lists. According to Crossword and CNN IBN, it was the number one best-seller of 2012. In 2013, it was also nominated for a Popular Award from Crossword. Since then, the book has been published in a variety of Indian languages. In *Asura*, Ravana is the son of a Brahmin and an Asura is the protagonist of the story. He fights and conquers the kingdom of Kubera, after being horribly abused by him. Ravana and the mythical figure Bhadra, who is a representation of the ordinary people, are the novel's narrators. Not only does Neelakantan depict Ravana as a decent guy, but he also depicts Sita as Ravana's daughter. Ravana was forced to leave Sita due to a prophesy. Despite being commanded to be murdered, she lives and becomes known as Mother Earth's daughter. Sita is shown as both an asura and a deva. When she goes to the wilderness in exile with her husband Ram and brother-in-law Lakshman, Ravana kidnaps her. The novel ends with Ravana's defeat. The novel not only deals with the story of Ramayana from Ravana's perspective, but also with caste and class discrimination and racism. As Narendra Jadav says, "Power will remain the guarded possession of the highborn, striving to ensure that an outcaste remains a lowly outcaste. Paralyzed by the system, the outcaste will never dare to question it" (3).

When the social ethos is re-evaluated through techniques like decolonization or rereading, new meaning emerges as a result of several interpretations. By gaining fresh voices, mythical characters were supplemented and complimented. Myth tales encompass reality, enveloping existing societal problems in a new light, and destroying the previous cultural hegemony. The authors employ myth to find innovative strategies to re-render events. The diverse variety of these viewpoints provides new perspectives to the voiceless, neglected, and overlooked characters. In her novel *Lanka's Princess*, Kavita Kane gives Shurpanaka's unheard voice a feminist connotation. She transforms her character from an ugly, adulterous, deformed ogress to an assertive, courageous, and powerful woman with a distinct voice who has withstood hatred, loss, and rejection only to rise up and fight again. As a result, it has been hailed as a masterpiece in mythological retelling. Kane says, "I always believed that mythology can be a huge canvas for contemporary thought. It is not telling us some old tales, as so carelessly assumed, of Gods and Goddesses, but of Man and his follies and fallacies" (33). In *Lanka's princess* seeking revenge, this intelligent woman devises a plan to use her deformities to provoke Ravana against Rama, which she hopes would give her solace. As a result of Sita's kidnapping, Ravana and his entire clan are brought to their knees and led to war. She loses several of her loved ones, including Meghnad and Kumbha, but is unfazed by it since her revenge triumphs over her unrequited love for her family. Shurpanaka's character throughout this narrative embodies Jean-Jacques Rousseau's statement that, "[p]eople in their natural state are basically good. But, this natural innocence, however, is corrupted by the evils of society" (1). It is her need for justice for ill-treatment and ignorance during her childhood, the death of her husband and son which channelizes the emotion of revenge in her, demonising her and completing her transformation from the beautiful-eyed Meenakshi to the long, sharp-nailed Shurpanaka.



According to Ms Reena Singh's article on mythical literature, "Best-Selling Myths," published in *The Speaking Tree*, a Times of India magazine, on September 9, 2012,

Besides philosophical, spiritual and moral insights, stuff that mythological accounts are renowned for, these new stories take liberties with the plot, often placing characters in a contemporary context. What's more, all the deep insight is no longer of the kind that sits heavy on your mind; they are reader-friendly and peppered with current jargon. (3).

Mythological prose and fiction will continue to captivate us and excite our imagination as long as authors interpret myths in new and inventive ways.

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Dr Shikoh Mohsin Mirza our dear colleague and  
friend, a brilliant scholar with a Gandhian streak.  
This is indeed a very small token of our love and  
appreciation for one who works selflessly and  
encourages young minds with his sparkling  
brilliance and indefatigable spirit to follow the  
path of knowledge, truth, and  
self-reliance.





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## The Purpose and Perfection: Two Gujarati Translations of *Bhagvat Gita* by Mohandas K. Gandhi

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Translation of a religious text and national identity has long lasting relation in the history of mankind. If there is any text which has influenced both Shakespeare and Renaissance Britain immensely, then it is *The Authorised or King James Version of the Bible* (1611). It was the culmination of the continuous series of efforts for translating Bible into English which had begun with Aelfric in Anglo-Saxon era and continued with Wycliffe and martyrs of translation like William Tyndale. Similarly, at the time of national awakening in India one can find the process of translating the text of *Bhagvat Gita*, which has been considered as the quintessence of all the Vedic and Upanishadic wisdom. From Tilak's *Gita Rahasya*, Edwin Arnold's *Song Celestial*, Vinoba Bhave's *Lectures on Gita*, Sri Aurobindo Ghose's *Essays on Gita* and K. M. Munshi's *An Experimental Approach to the Bhagvad Gita* played significant role in making the text central to the process of nation building. At the same time, it is not surprising to find that the father of the nation, Mohandas K. Gandhi translated the text twice to simplify *Bhagvat Gita* for "Women, Business class and down trodden" who have "little knowledge of Sanskrit" (*Anasaktiyoga*). There are various limitations in case of Gandhiji's translations. Even closest aid to Gandhi, Mahadevbhai Desai and Kakasaheb Kalelkar left it without proper clarification. This study tries to explore the real brilliance of the effort involved in translation and its impact upon the target audience through target language with the help of *Gita Bodhi* and *Anashaktiyoga*.

Translation of the text stands as the reflection of the society. It has acted as a significant process in the transmission of knowledge in the

history of human civilization. Steiner in his observation regarding translation as the study opines that:

Classical philology and comparative literature, lexical statistics and ethnography, the sociology of class-speech, formal rhetoric, poetics and the study of grammar are combined in an attempt to clarify the act of translation and the process of 'life between languages.' (Bassnet 48)

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This 'wisdom of goodness' not only attracts Tagore but also literary writers of the West as well, such as Mark Twain and Tobias Smollett Eliot derived their inspirations from the Vedic studies. The significance of the modern period in the history of the Vedic studies got tremendous avowal with Colebrook's *On the Vedas, or Sacred Writings of the Hindus*. The field of Vedic research has since then become an interesting phenomenon for scholars all over the world. Consequently, it has been enriched by a good collections of critical editions, translations, dictionaries, grammars and bibliographies. The contributions of significant Western thinkers such as Max Muller and Edwin Arnold are noteworthy. Even Mahatma Gandhi, the man of the millennium himself came into contact of *Bhagvat Gita* through translation of Edwin Arnold (*Song Celestial*). Strongly marked is the noteworthy influence of *Bhagvat Gita* throughout the Indian War of Independence on the minds of prominent leaders such as, Lokmanya Tilak, Gopal Krishna Gokhle, Vinoba Bhave, and Sri Aurobindo. The Even impact of *Bhagvat Gita* is deeply felt in fields of management, psychology, philosophy, law, ethics and literature.

In the case of the West translation activities reached its culmination during the 14<sup>th</sup> Century. Various efforts were made to translate Bible during this century. The efforts made by John Wycliff and his followers in the form of Lollard Bible as a part of initial efforts to bring the heavenly text into human tongue. Subsequently, William Tyndale for his extraordinary efforts during 1530s was rewarded by the then society by burning him alive at Brussels. Along with these efforts of translators the



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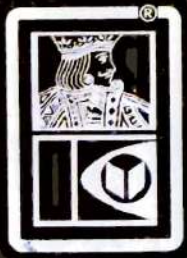
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કુમારનાં સુપ્રીમ સહાયક પુસ્તકો  
(પાઠ્યપુસ્તકો અને પ્રશ્નોત્તરીનો સમવન્ય)



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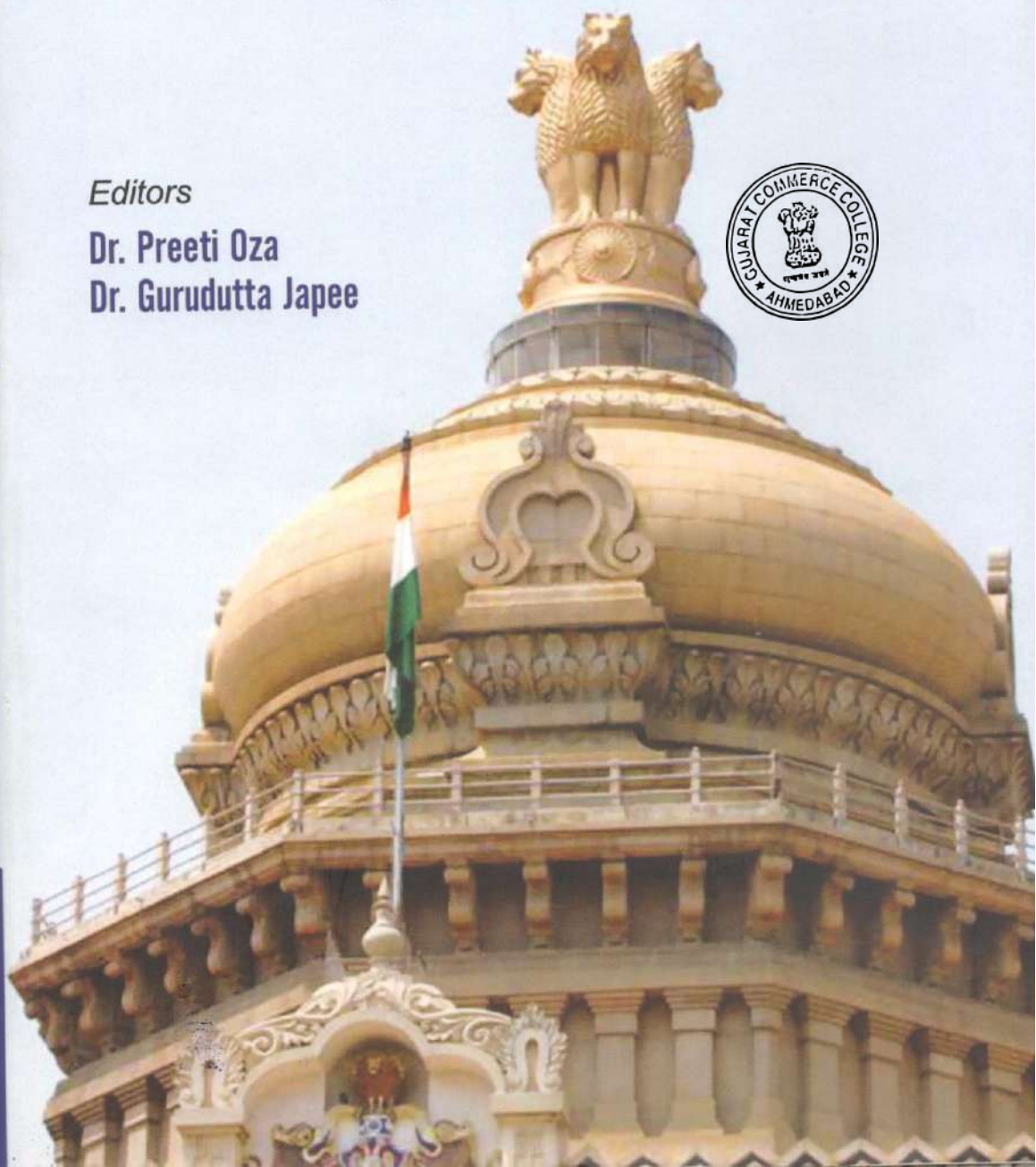


# History of Symbols

*Editors*

**Dr. Preeti Oza**

**Dr. Gurudutta Japee**





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## 10

## History of Indian Currency Symbols

VANDANA G. TRIVEDI

### Abstract

In our daily life we use currency and make our routine easy and comfortable. There is a wide history behind selecting a symbol for the currency. The currency symbol reflects the idea, thoughts, customs, beliefs, tradition and many more things. Majorly the political flows, socio-economic and religious environment got reflected on currency symbols. In ancient India barter system was accepted for daily transactions. Later on people felt that there were many problems and due to this they started to apply some methods of transactions. This way, from coin of clay to plastic virtual currency, the history of currency symbols is full of interesting stories, incidences and facts. India has a glorious and long history and so that it has a wide history of currency symbols. With the changing time emperors changed and the currency forms and symbols also changed.

Keywords: Currency, Symbol, History

Our currency symbols always draw our attention towards its developments and various modifications, since the Ancient times. The form of currency symbols we are using today is called the "ultra-Modern" form of currency. Before having this form, we witnessed various changes as well as interesting stories. In India, the currency is known as "rupees". The word "rupees" came from Sanskrit word "Rupyakam". In ancient period, Silver coin was treated as Rupyakam. Later on, it became "Rupiya". The coin was called "paisa". From the History we can see that India was the first civilised country, where the coins were first introduced, all over the world. During 6<sup>th</sup> century B.C. Currency symbol was mainly, a kind of graphics, representing the name of the currency in reference to the amount of money. India has a remarkable history and there were many kingdoms that ruled over it. During this period of time, the currency symbols also witnessed various changes. The changing symbols of currency reflected the scenario of change in the power, Economy and culture. In India, the coins were primarily made from Gold, Silver and copper. In the 18<sup>th</sup> century, when the banks were established, the concept of currency was drastically changed. The

government took control over the paper money and symbols. The "Paper currency Act" came into force in 1861 which provided monopoly to British government to issue notes.

In this paper we will have an outlook on the interesting journey of the different forms of symbols of Indian currency. As discussed earlier, the first Indian coin was issued in 6<sup>th</sup> century B.C. by the Mahajanapadas who were the Republic Kingdoms of ancient India. The coins didn't have any regular shape and they were made of silver, having different kinds of symbols on it.



After that, Mauryavansh was established in India, who issued Punch marked coins, which were minted by Silver, Gold, Copper or Lead. Chanakya – Kautilya noted the importance of currency in his writings.

The Kushan kings issued the Greek customs of "engraving portrait" on the coins. During Turkish Empire, the Sultans of Delhi brought a drastic change in the designs of coins. They replaced the Indian royal and traditional designs of the king with the Islamic calligraphy as well as named the currency as "Tanka" and the lower valued coin was called "Jittals". In 1526 AD, the Mughal emperors consolidated the entire monetary system of the country. Sher shah suri issued silver coin of 178 gms and named the coin as "Rupya". "Rupya" was divided into 14 copper pieces. There was not a single change in the form of Rupya, during the time of Mughal empire.







Source: [www.coinindia.com](http://www.coinindia.com) Source: [www.coinindia.com](http://www.coinindia.com)

During the time of British East India Company in 1600, the Mughal currency remained as it is, without any change. In 1717, British currency was issued. Four types of metals were used in creating the currency, which are: Gold, Silver, Copper and Tin. The Gold coins were named as "Carolina", Silver coins as "Angelina", copper coins as "Cupperoon" and the Tin coins as "Tinny". During the British rule in 18<sup>th</sup> century, paper currency was issued for the first time in India by the "Bank of Hindostan", "General Bank of Bengal" and "The Bengal Bank".



In 1812, Bank of Bengal issued – Two Hundred and fifty Sicca rupees note. In 1835, under "Coinage act", it was decided that uniformity in coins should be maintained in the country. In 1858, the Mughal Empire lost its power as well as control to the British Empire, which in turn brought change in the form of currency. The Islamic calligraphy was replaced by the portrait of the British monarch. King George –VI declared rupees as the official currency of colonial India. He introduced changes in the design of rupees by removing all the native designs of the currency and replaced it with the portrait of British monarch. In 1862, "Victoria series" notes were issued with Victoria portrait on it.



On 30<sup>TH</sup> November 1917, 1 rupee note was issued under the British rule during the time of world war and the 1 rupee coin that was made from Silver, was changed to 1 rupee paper note, due to the weak financial conditions, as a result of the ongoing war.



Source: [www.google.co.in](http://www.google.co.in)



In 1917-18, Nizam of Hyderabad granted a special permission to issue their own currency.



During world war – 1, there was shortage of special metal, which was used to issue the currency. In this situation, Dhangadhra and Morbi state, implemented a special method which was known as “Harvala”.



Source: [www.thebetterindia.com](http://www.thebetterindia.com)

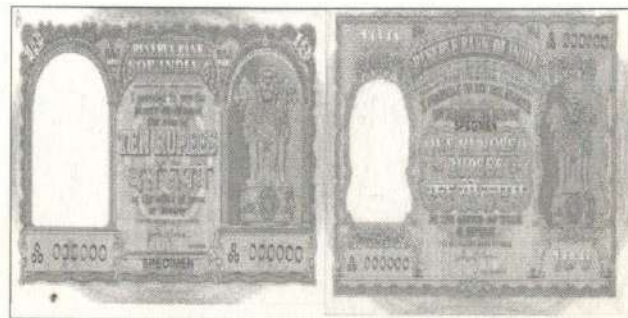
In 1935, the Reserve Bank of India was established in India. It had all the rights to print and issue the currency in India. 10,000 – one – rupees notes were issued by RBI before Independence in India, but after Independence, it was demonetised. After that, RBI issued 5 rupees notes as paper token in 1938 due to the scarcity of metal in some states like Gujarat, Rajasthan, Baluchistan and Sindh. During the Second World War, the portrait of King George sixth was marked on the currency.



India got Independence in 1947 and became republic in 1950. After Independence, it faced rapid and innovative changes in currency symbols followed by the replacement of the portrait of George sixth on the currency. In 1969, Mahatma Gandhi's birth century was celebrated in India. As a part of this celebration, the Reserve Bank of India issued 5 and 10 rupees notes of “Mahatma Gandhi” design series.







Source: [www.google.co.in](http://www.google.co.in)

In the ten rupees note, there was a portrait of a ship sailing, at the back side of the note and it remained unchanged till 40 years. This is a very noticeable thing. To promote "haj pilgrims", special notes of rupees one and ten were issued so that their journey remains convenient in Saudi Arabia. In 1981, 10 rupees note was issued, having Indian national emblem of three lions on the front side and national bird peacock on the back side drawn in an artistic way.



Source: [www.banknotes.com](http://www.banknotes.com)

In 1983-84, rupees 20 bank notes were issued. On the back side of the note, Buddhist wheel – "Dharma wheel" was drawn. In 1996, Mahatma Gandhi series of paper note was introduced in India on which Smiling face of Mahatma Gandhi was drawn. There is an interesting Historical story behind the image of Mahatma Gandhi on the currency notes. The picture of Gandhiji is not a drawing but it is a real photograph which was taken by an unknown photographer in 1946, in which Gandhiji was standing with Lord Frederick William Petrick-Lawrence (a well-known politician of Britain), at the former viceroy house. RBI used this image on all the currency notes and introduced it officially in 1996. Rupees 10 paper notes were introduced in 1996, having Mahatma Gandhi's image on the front side and fauna of India on the back side. The fauna image represents great the biodiversity of India. In 1996, rupees 100 note was also issued with Mahatma Gandhi's image on the front side and the Himalayan mountain image on back side. In 1997, rupees 50 notes were issued having Mahatma Gandhi's image on the front side and Indian parliament image on the back side. In October 1997, rupees 500 note was issued by RBI in which Mahatma Gandhi's image was placed on front side and the historical "Dandi march" picture was placed in the background.



Source: [www.1ho.blogspot.com](http://www.1ho.blogspot.com)







Source: [www.thebetterindia.com](http://www.thebetterindia.com)



Source: [www.upload.wikimedia.org](http://www.upload.wikimedia.org)

In November 2000 rupees 1,000 note was issued. In 8, November 2016, the prime minister of India, Narendra Modi has announced demonetisation of Rupees 500 and rupees 1000. After it New currency note of rupees 2,000 was issued. With this some other notes were also issued as below,







## Conclusion

During the long period of Indian currency history, lots of changes took place and made the history of currency symbols glorious. With the changing time, symbols also changed. In this paper, starting with ancient Indian time, all the time periods till present has been covered. The changing currency symbols have discussed. Though the stories behind selecting a particular symbol for the currency are not included in this paper but it could be a very interesting topic for further research.

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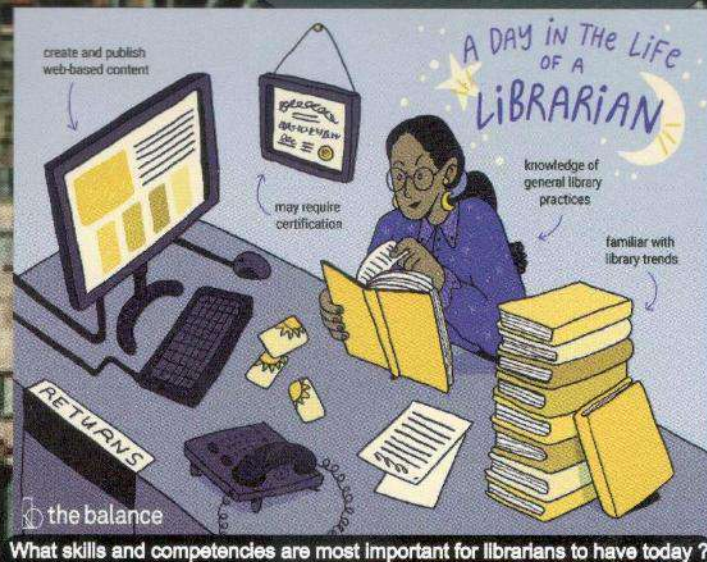


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# Skills And Competencies For The 21<sup>st</sup> Century Library Professionals

૨૧મી સદીના ગ્રંથાલય વ્યવસાયિકો માટે કૌશલ્ય અને ક્ષમતાઓ

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National Library Conference and 36<sup>th</sup> Library Conference of  
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Dates : 23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> January, 2020

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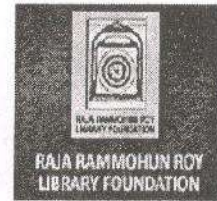
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# Professional skills and competency among the academic librarians : A study

Ravat Urmila Pravin\*

## Abstract

Technological revolutions are the key factor for the changes surrounding librarianship as a whole, and also affect academic librarianship. The focus of this paper is; to know the status of Professional skills and competencies among the academic librarians. To compare the Professional skills and competency among the academic librarians on basis of gender. To find out the most convenient Professional skills and competency as performed by academic librarians on basis of Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development. To suggest the possible way to increase Professional skills and competency among the academic librarians. The suggestion made according to research is, as a professional he/ she should be concentration on developing their competency which were lacking due to less working experience. It is observed that those newly recruited professionals are competent for promotional activities and communication skills so, they should try to develop other skills like collection development and research related activities.

## Introduction

Librarianship as a profession is moving very fast towards technological changes and mindset of the digital users. So, it is mandatory to professional for facing the problems and develop attitude towards becoming a professional librarian. The focus of this paper is; to know the status of Professional skills and competencies among the academic librarians. To compare the Professional skills and competency among the academic librarians on basis of gender. To find out the most convenient Professional skills and competency as performed by academic librarians on basis of Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development to suggest the possible way to increase Professional skills and competency among the academic librarians.

## Definition of term

### Professional

A professional is a member of a profession or any person who earns their living from a specified professional activity. The term also describes the standards of education and training that prepare members of the profession with the particular knowledge and skills necessary to perform their specific role within that profession. In addition, most professionals are subject to strict codes of conduct, enshrining rigorous ethical and moral obligations.

### Skill

Skill is the knowledge and ability that enables you to do something well.

### Competencies

Competencies are not skills, although they are similar. Skills are learned, while competencies are inherent qualities an individual possesses – combining skills, knowledge and ability.



\* Librarian, Gujarat Commerce College Ahmedabad



## Objectives of the study

1. To know the status of Professional skills and competency among the academic librarians.
2. To compare the Professional skills and competency among the academic librarians on basis of gender.
3. To find out the most convenient Professional skills and competency as performed by academic librarians on basis of Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development.
4. To suggest the possible way to increase Professional skills and competency among the academic librarians.

## Hypotheses

1. There will be no significant difference in mean scores on Professional skills and competency among the academic librarians on basis of gender.
2. There will be no significant difference in mean scores on Professional skills and competency as performed by academic librarians on basis of experience with relation to Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development

## Literature Review

As we know information technology (IT) has become part of everyday life, **Dolan & Schumacher (1997)** emphasized that the influx of the internet and innovative technologies impacted the LIS professionals that they enable to be qualified in a new variety of technological career. **Ashcroft (2004)** indicated that the LIS professionals need to change because of the IT trends, thus their roles, characteristics and skills are set to adjust to the changes. **Fourie (2004)** indicated that IT has impacted on the future of librarians' work activities and responsibilities. She described how librarians are in the cyberspace world and their roles have to be changed according to the new IT developments.

**Lynch & Smith (2001)** conducted a content analysis of 220 job advertisements from American academic libraries. They found that oral and written communication skills were the most important. However, flexibility, creativity and leadership were also appearing more frequently in the advertisements. Computer technologies and related skills were regularly mentioned in the ads. **Kwasik (2002)** studied the technological change connecting with serials librarians. She discovered that the traditional skills were the most frequently mentioned as a requirement, followed by communication skills at a second place. Additionally, she indicated that the skills that could be fitted to a digital environment, for instance knowledge of metadata standards, markup languages, experience in cataloguing electronic publications and Web design, etc. were normally rated as "knowledge" desired for an information professional.

**O'Connor & Li (2008)** analyzed 138 academic librarian position advertisements from Australia, America, United Kingdom, New Zealand and Hong Kong between July and November 2007 in a study that covered the period from 1973 to 1998. The position descriptions were analyzed and classified into four groups as computing and technology; interpersonal and intrapersonal; service approaches; and traditional approaches to libraries. In addition, they found that the skills most frequently presented were communication, leadership and interpersonal skills, independent, innovative, confident, judgement, energetic and enthusiasm.



**Sreenivasulu (2000)** considered that an essential role of a digital librarian in digital libraries was to play a liaison role to bring together users and information. Additionally, he mentioned that one of the essential skills which the digital librarian needed to develop is the ability to manage digital libraries and digital knowledge in terms of digital knowledge management. However, he did not indicate any list of personal characteristics. Among the specific skills needed for working as a digital information professional were knowledge of Web publishing, imaging technologies, optical character recognition and markup languages.

**Choi & Rasmussen (2009)** studied the essential qualifications and skills of digital library positions involved in academic libraries. The study was a content analysis of job advertisements collected from the digital library positions posted in College and Research Libraries News from 1999 to 2007. The analyzing of competence requirements in the ads was based on the American Library Association's (ALA) 8 areas of core of librarianship competencies including professional ethics, resource building, knowledge organization, technological knowledge, knowledge dissemination: service, knowledge accumulation: education and lifelong learning, and knowledge inquiry: research, and institution management. (It has been noted that the ALA has published revisions to the competencies in 2009.)

**Nonthacumjane (2010)** studied the essential competencies of an Information professional working in a digital library environment, from the perspectives of Norwegian and Thai LIS educators. The comparative study used online questionnaires, face-to-face interviews, online interviews and email interviews as data collection methods. The findings of this study revealed that the knowledge and skills that underpin the work of information professionals in both countries encompassed analytical, creative and technical competencies. It was found that the principal areas of discipline knowledge required included an understanding of metadata, database development, database management systems and user needs. Communication, critical thinking, information literacy and teamwork were found to be the generic skills needed by information professionals in a digital library environment. As presented in the related studies, most of researches mentioned the skills and competencies which can be classified as personal skills, generic skills, and discipline-specific knowledge.

### Methodology of the study

The survey method of descriptive type research has been employed for the present study.

#### Tools

For the study, researchers use self made tool. This tool is designed on base of Competency Index for the Library Field Compiled by Web Junction. There were five factors and 29 items were included in this opinionnaire. The selected five factors is

- Collection Development
- Reading Promotion Activity
- Automation and ICT Related services
- Communication and soft skills
- Social media & professional development

Five points scale was used for the present study. They are always, sometimes, often, rarely, never.

#### Sample of the study

The Purposive sampling technique has been employed for the present study. The sample comprises 50 practicing librarians of Gujarat.





## Data Collection

Data were collected through e-mail conversation and an auto responded opinionnaire.

## Method of Data Analysis

For the analysis of data, mean, standard deviation was computed and t-value and F-value were found out.

Table: 1

Sample distribution according to Gender and experience

Sr.No.	Gender		Experience			
	M	F	0 to 5 yrs.	5 to 15 yrs.	15 to 25 yrs.	More than 25 yrs.
1	31	19	4	26	13	7
2	50		50			

### Testing of Hypotheses

**HYPOTHESIS: 1** There will be no significant difference in mean score on Professional skills and competency among the academic librarians on basis of gender.

**Technique used:** t-test

**Group:** Male & female

Table-2

Professional skills and competency among the academic librarians on basis of gender

GROUP	N	MEAN	SD	t-VALUE	LOS
Male	31	101.16	11.061	0.056	NS
Female	19	101.42	21.675		

For df 48 (n-2) tabulated at 0.05 level = 2.021

From Table-2, it is seen that the value of t-test is not significant hence null hypothesis is accepted.

**Conclusion:** there are no significant differences in mean scores on Professional skills and competency among the academic librarians on basis of gender.

**HYPOTHESIS: 2** There will be no significant difference in mean scores on Professional skills and competency as performed by academic librarians on basis of experience with relation to Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development

Table-3

Mean scores of Professional skills and competency as performed by academic librarians

Profession skills and competency	Expereince	N	Mean
Collection Development	0 to 5yrs	4	17.75
	5 to 15 yrs	26	18.85
	15 to 25 yrs.	13	21.38*
	more then 25 yrs	7	19.14
	Total	50	19.46



Profession skills and competency	Expeirence	N	Mean
Reading Promotion Activity	0 to 5yrs	4	8.00*
	5 to 15 yrs	26	3.69
	15 to 25 yrs.	13	7.46
	more then 25 yrs	7	3.71
	<b>Total</b>	<b>50</b>	<b>5.02</b>
Automation and ICT Related services	0 to 5yrs	4	33.50
	5 to 15 yrs	26	26.73
	15 to 25 yrs.	13	33.85*
	more then 25 yrs	7	28.71
	<b>Total</b>	<b>50</b>	<b>29.40</b>
Communication and soft skills	0 to 5yrs	4	23.75*
	5 to 15 yrs	26	18.38
	15 to 25 yrs	13	21.69
	more then 25 yrs	7	19.57
	<b>Total</b>	<b>50</b>	<b>19.84</b>
Social media & professional development	0 to 5yrs	4	29.75
	5 to 15 yrs	26	25.54
	15 to 25 yrs.	13	31.23*
	more then 25 yrs	7	26.86
	<b>Total</b>	<b>50</b>	<b>27.54</b>

Technique used: F-test (Anova)

Group: experience

Table : 4

Professional skills and competency as performed by academic librarians on basis of expereince

ANOVA					
	Sum of Squares	df	Mean Square	F	Level of Sig.
Between Group	4973.755	3	1657.918	10.661	S
Within Groups	7153.865	46	155.519		
<b>Total</b>	<b>12127.620</b>	<b>49</b>			

$Df_1 = 3$ ,  $Df_2 = 46$  (0.05 Sig. Level F-value = 2.79) (0.01 Sig. Level F-value = 4.20)

From table 4, it is seen that F-value is significant. Hence null hypothesis is rejected.

Conclusion: There is significant differences in mean scores on Professional skills and competency as performed by academic librarians on basis of experience with relation to Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development



## Suggestions

On the basis of above analysis researcher wants to suggest some ways to increase Professional skills and competency as performed by academic librarians on basis of experience.

- As a professional librarian aims to provide service to their client without any biasness and relationship.
- As a professional he/ she should be concentration on developing their competency which were lacking due to less working experience.
- In this digital era, newly recruited professional are competent for promotional activities, and communication skills so, they should try to develop other skills like collection development and research related activities.

## Conclusion

As professional, librarians now face more and more technology related problems but they not worry about what they perceived through their syllabus and experience. But they should try to develop their professional competency for serving digital users with respect to "become an LIS professional" in the twenty-first century.

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# To study the Professional skills and competency among the academic librarians

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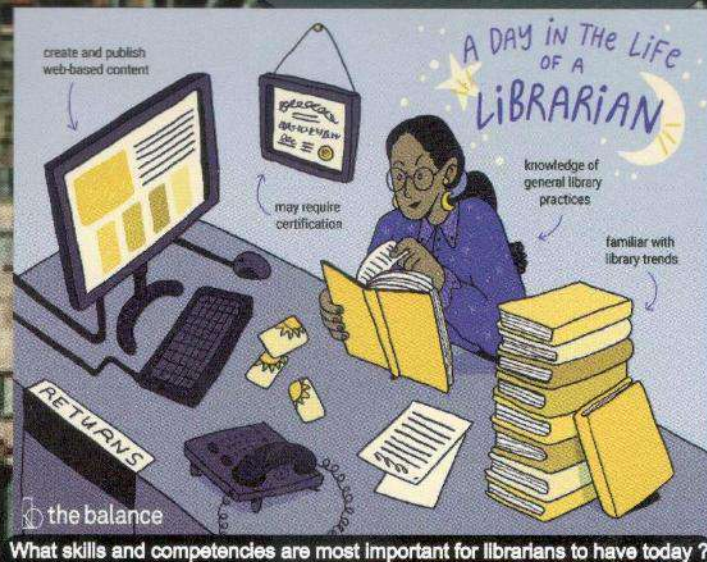


6<sup>th</sup> National Library Conference & 36<sup>th</sup> Library Conference Of  
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# Skills And Competencies For The 21<sup>st</sup> Century Library Professionals

૨૧મી સદીના ગ્રંથાલય વ્યવસાયિકો માટે કૌશલ્ય અને ક્ષમતાઓ

Edited by  
**Ramanlal L. Patel,**  
**Pankajbhai M. Bavishi**



**Technology Skills**

**Customer Service Skills**

**Openness to Change/ Flexibility**

**Commitment to Continuous Learning**

**Curiosity/Creativity/Innovative**

**Management Skills**

**Teaching Skills**

**Search Skills**

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**Gujarat Granthalaya Seva Sangh-2020**



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Skills and Competencies for the 21<sup>st</sup> Century Library Professionals

■ National Library Conference and 36<sup>th</sup> Library Conference of  
Gujarat Granthalaya Seva Sangh

Dates : 23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> January, 2020

Thursday, Friday & Saturday

: Organised by :

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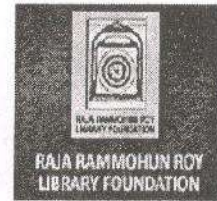
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# Professional skills and competency among the academic librarians : A study

Ravat Urmila Pravin\*

## Abstract

Technological revolutions are the key factor for the changes surrounding librarianship as a whole, and also affect academic librarianship. The focus of this paper is; to know the status of Professional skills and competencies among the academic librarians. To compare the Professional skills and competency among the academic librarians on basis of gender. To find out the most convenient Professional skills and competency as performed by academic librarians on basis of Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development. To suggest the possible way to increase Professional skills and competency among the academic librarians. The suggestion made according to research is, as a professional he/ she should be concentration on developing their competency which were lacking due to less working experience. It is observed that those newly recruited professionals are competent for promotional activities and communication skills so, they should try to develop other skills like collection development and research related activities.

## Introduction

Librarianship as a profession is moving very fast towards technological changes and mindset of the digital users. So, it is mandatory to professional for facing the problems and develop attitude towards becoming a professional librarian. The focus of this paper is; to know the status of Professional skills and competencies among the academic librarians. To compare the Professional skills and competency among the academic librarians on basis of gender. To find out the most convenient Professional skills and competency as performed by academic librarians on basis of Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development to suggest the possible way to increase Professional skills and competency among the academic librarians.

## Definition of term

### Professional

A professional is a member of a profession or any person who earns their living from a specified professional activity. The term also describes the standards of education and training that prepare members of the profession with the particular knowledge and skills necessary to perform their specific role within that profession. In addition, most professionals are subject to strict codes of conduct, enshrining rigorous ethical and moral obligations.

### Skill

Skill is the knowledge and ability that enables you to do something well.

### Competencies

Competencies are not skills, although they are similar. Skills are learned, while competencies are inherent qualities an individual possesses – combining skills, knowledge and ability.



\* Librarian, Gujarat Commerce College Ahmedabad



## Objectives of the study

1. To know the status of Professional skills and competency among the academic librarians.
2. To compare the Professional skills and competency among the academic librarians on basis of gender.
3. To find out the most convenient Professional skills and competency as performed by academic librarians on basis of Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development.
4. To suggest the possible way to increase Professional skills and competency among the academic librarians.

## Hypotheses

1. There will be no significant difference in mean scores on Professional skills and competency among the academic librarians on basis of gender.
2. There will be no significant difference in mean scores on Professional skills and competency as performed by academic librarians on basis of experience with relation to Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development

## Literature Review

As we know information technology (IT) has become part of everyday life, **Dolan & Schumacher (1997)** emphasized that the influx of the internet and innovative technologies impacted the LIS professionals that they enable to be qualified in a new variety of technological career. **Ashcroft (2004)** indicated that the LIS professionals need to change because of the IT trends, thus their roles, characteristics and skills are set to adjust to the changes. **Fourie (2004)** indicated that IT has impacted on the future of librarians' work activities and responsibilities. She described how librarians are in the cyberspace world and their roles have to be changed according to the new IT developments

**Lynch & Smith (2001)** conducted a content analysis of 220 job advertisements from American academic libraries. They found that oral and written communication skills were the most important. However, flexibility, creativity and leadership were also appearing more frequently in the advertisements. Computer technologies and related skills were regularly mentioned in the ads. **Kwasik (2002)** studied the technological change connecting with serials librarians. She discovered that the traditional skills were the most frequently mentioned as a requirement, followed by communication skills at a second place. Additionally, she indicated that the skills that could be fitted to a digital environment, for instance knowledge of metadata standards, markup languages, experience in cataloguing electronic publications and Web design, etc. were normally rated as "knowledge" desired for an information professional.

**O'Connor & Li (2008)** analyzed 138 academic librarian position advertisements from Australia, America, United Kingdom, New Zealand and Hong Kong between July and November 2007 in a study that covered the period from 1973 to 1998. The position descriptions were analyzed and classified into four groups as computing and technology; interpersonal and intrapersonal; service approaches; and traditional approaches to libraries. In addition, they found that the skills most frequently presented were communication, leadership and interpersonal skills, independent, innovative, confident, judgement, energetic and enthusiasm





**Sreenivasulu (2000)** considered that an essential role of a digital librarian in digital libraries was to play a liaison role to bring together users and information. Additionally, he mentioned that one of the essential skills which the digital librarian needed to develop is the ability to manage digital libraries and digital knowledge in terms of digital knowledge management. However, he did not indicate any list of personal characteristics. Among the specific skills needed for working as a digital information professional were knowledge of Web publishing, imaging technologies, optical character recognition and markup languages.

**Choi & Rasmussen (2009)** studied the essential qualifications and skills of digital library positions involved in academic libraries. The study was a content analysis of job advertisements collected from the digital library positions posted in College and Research Libraries News from 1999 to 2007. The analyzing of competence requirements in the ads was based on the American Library Association's (ALA) 8 areas of core of librarianship competencies including professional ethics, resource building, knowledge organization, technological knowledge, knowledge dissemination: service, knowledge accumulation: education and lifelong learning, and knowledge inquiry: research, and institution management. (It has been noted that the ALA has published revisions to the competencies in 2009.)

**Nonthacumjane (2010)** studied the essential competencies of an Information professional working in a digital library environment, from the perspectives of Norwegian and Thai LIS educators. The comparative study used online questionnaires, face-to-face interviews, online interviews and email interviews as data collection methods. The findings of this study revealed that the knowledge and skills that underpin the work of information professionals in both countries encompassed analytical, creative and technical competencies. It was found that the principal areas of discipline knowledge required included an understanding of metadata, database development, database management systems and user needs. Communication, critical thinking, information literacy and teamwork were found to be the generic skills needed by information professionals in a digital library environment. As presented in the related studies, most of researches mentioned the skills and competencies which can be classified as personal skills, generic skills, and discipline-specific knowledge.

### Methodology of the study

The survey method of descriptive type research has been employed for the present study.

#### Tools

For the study, researchers use self made tool. This tool is designed on base of Competency Index for the Library Field Compiled by Web Junction. There were five factors and 29 items were included in this opinionnaire. The selected five factors is

- Collection Development
- Reading Promotion Activity
- Automation and ICT Related services
- Communication and soft skills
- Social media & professional development

Five points scale was used for the present study. They are always, sometimes, often, rarely, never.

#### Sample of the study

The Purposive sampling technique has been employed for the present study. The sample comprises 50 practicing librarians of Gujarat.





## Data Collection

Data were collected through e-mail conversation and an auto responded opinionnaire.

## Method of Data Analysis

For the analysis of data, mean, standard deviation was computed and t-value and F-value were found out.

**Table: 1**

**Sample distribution according to Gender and experience**

Sr.No.	Gender		Experience			
	M	F	0 to 5 yrs.	5 to 15 yrs.	15 to 25 yrs.	More than 25 yrs.
1	31	19	4	26	13	7
2	50		50			

### Testing of Hypotheses

**HYPOTHESIS: 1** There will be no significant difference in mean score on Professional skills and competency among the academic librarians on basis of gender.

**Technique used:** t-test

**Group:** Male & female

**Table-2**

**Professional skills and competency among the academic librarians on basis of gender**

GROUP	N	MEAN	SD	t-VALUE	LOS
Male	31	101.16	11.061	0.056	NS
Female	19	101.42	21.675		

For df 48 (n-2) tabulated at 0.05 level = 2.021

From Table-2, it is seen that the value of t-test is not significant hence null hypothesis is accepted.

**Conclusion:** there are no significant differences in mean scores on Professional skills and competency among the academic librarians on basis of gender.

**HYPOTHESIS: 2** There will be no significant difference in mean scores on Professional skills and competency as performed by academic librarians on basis of experience with relation to Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development

**Table-3**

**Mean scores of Professional skills and competency as performed by academic librarians**

Profession skills and competency	Expereince	N	Mean
Collection Development	0 to 5yrs	4	17.75
	5 to 15 yrs	26	18.85
	15 to 25 yrs.	13	21.38*
	more then 25 yrs	7	19.14
	Total	50	19.46

Profession skills and competency	Expeirence	N	Mean
Reading Promotion Activity	0 to 5yrs	4	8.00*
	5 to 15 yrs	26	3.69
	15 to 25 yrs.	13	7.46
	more then 25 yrs	7	3.71
	<b>Total</b>	<b>50</b>	<b>5.02</b>
Automation and ICT Related services	0 to 5yrs	4	33.50
	5 to 15 yrs	26	26.73
	15 to 25 yrs.	13	33.85*
	more then 25 yrs	7	28.71
	<b>Total</b>	<b>50</b>	<b>29.40</b>
Communication and soft skills	0 to 5yrs	4	23.75*
	5 to 15 yrs	26	18.38
	15 to 25 yrs	13	21.69
	more then 25 yrs	7	19.57
	<b>Total</b>	<b>50</b>	<b>19.84</b>
Social media & professional development	0 to 5yrs	4	29.75
	5 to 15 yrs	26	25.54
	15 to 25 yrs.	13	31.23*
	more then 25 yrs	7	26.86
	<b>Total</b>	<b>50</b>	<b>27.54</b>

Technique used: F-test (Anova)

Group: experience

Table : 4

Professional skills and competency as performed by academic librarians on basis of expeirence

ANOVA					
	Sum of Squares	df	Mean Square	F	Level of Sig.
Between Group	4973.755	3	1657.918	10.661	S
Within Groups	7153.865	46	155.519		
<b>Total</b>	<b>12127.620</b>	<b>49</b>			

$Df_1 = 3$  ,  $Df_2 = 46$  (0.05 Sig. Level F-value = 2.79) (0.01 Sig. Level F-value = 4.20)

From table 4, it is seen that F-value is significant. Hence null hypothesis is rejected.

Conclusion: There is significant differences in mean scores on Professional skills and competency as performed by academic librarians on basis of experience with relation to Collection Development, Reading Promotion Activity, Automation and ICT Related services, Communication and soft skills, Social media & professional development



## Suggestions

On the basis of above analysis researcher wants to suggest some ways to increase skills and competency as performed by academic librarians on basis of experience.



- As a professional librarian aims to provide service to their client without any biasness and relationship.
- As a professional he/ she should be concentration on developing their competency which were lacking due to less working experience.
- In this digital era, newly recruited professional are competent for promotional activities, and communication skills so, they should try to develop other skills like collection development and research related activities.

## Conclusion

As professional, librarians now face more and more technology related problems but they not worry about what they perceived through their syllabus and experience. But they should try to develop their professional competency for serving digital users with respect to "become an LIS professional" in the twenty-first century.

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## A RESEARCH STUDY ON COLLECTION SECURITY MANAGEMENT IN ACADEMIC LIBRARIES: ASSESSMENT OF ITS IMPLEMENTATION STATUS

**Dr. Urmila Pravin Ravat**

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**Abstract:** *Academic libraries are the “heart” of the learning community, providing a place for students and faculty to do their research and advance their knowledge (Simmonds, 2001). To achieve this goal librarian need to be ready for easy access of information sources and also need to establish security policy for library systems. This paper deals with collection security management in academic library. The main objectives are to know the implementation status of collection security management in academic libraries of Gujarat. To compare implementation status of collection security management in academic libraries on the basis of types of library and to suggest the possible way to increase status of collection security management in academic libraries. Academic library management must ensure that access to any area within the library is clearly defined and regulated. Staff should also enforce restrictions by challenging, in a non-confrontational manner, any unauthorized user found to be outside the designated public areas.*

**Keywords:** Academic libraries; Collection security; Assessment

### 1. INTRODUCTION:

Academic libraries are the “heart” of the learning community, providing a place for students and faculty to do their research and advance their knowledge (Simmonds, 2001). So essential is it that an adequately stocked one is a fundamental criterion for accreditation of tertiary institutions of learning the world over. Ultimately the objectives of libraries are to acquire academic materials, preserve them from deterioration (and lose) and to make these collections readily available to library patrons (Ekwelem, Okafor and Ukwoma, 2011). To achieve this goal librarian need to be ready for easy access of information sources and also need to establish security policy for library systems. This paper deals with collection security management in academic library. The main objectives are to know the implementation status of collection security management in academic libraries of Gujarat. To compare implementation status of collection security management in academic libraries on the basis of types of library and to suggest the possible way to increase status of collection security management in academic libraries.

### 2. DEFINITION OF TERM:

#### 2.1 SECURITY:

The prevention of and protection against assault, damage, fire, fraud, invasion of privacy, theft, unlawful entry, and other such occurrences caused by deliberate action.

#### 2.2 COLLECTION SECURITY MANAGEMENT:

Preservation is the activity to prevent, eliminate, or retard deterioration of *library* resources. The *library* protects the physical integrity of materials in the *collection* through conservation measures, such as temperature and humidity control.

#### 2.3 ASSESSMENT:

The act of judging or deciding the amount, value, quality, or importance of something, or the judgment or decision that is made.

#### 2.4 IMPLEMENTATION:

The act of putting a plan into action or of starting to use something: implementation of a change/policy/programmer.





### 3. OBJECTIVES:

1. To know the implementation status of collection security management in academic libraries of Gujarat.
2. To compare implementation status of collection security management in academic libraries on basis of types of library.
3. To suggest the possible way to increase status of collection security management in academic libraries

### 4. HYPOTHESIS:

There will be no significant differences in mean score on implementation status of collection security management in academic libraries of Gujarat on basis of types of library.

### 5. LITERATURE REVIEW:

Lorenzen (1996) and Holt (2007) identified several such incidents, (i) theft of physical materials; (ii) theft or alteration of data; and (iii) theft of money as major security crime in libraries. Other forms of breaches include non-return of items by borrowers, theft of library equipment, personal theft (from staff and users), verbal and physical abuse against staff and users, and vandalism against library buildings, equipment and stock destruction, all of which can directly or indirectly affect the provision of library services (Ewing 1994). Similarly, Lorenzen (1996) reported how different forms of collection mutilation such as underlining and highlighting text in library books, tearing and or removing pages of books and annotating in books margins can temper with the subject-content of library collection, thereby making it unusable to users. Wu and Liu (2001) identified the aim of a modern university library as largely to provide access to both print and non-print collections and this makes it necessary to develop a balance between ownership and access to information or knowledge. This can be achieved by proper planning strategy including the planning for access control in line with the security requirement and the present and future mission or goals of the parent institutions. Ajegbomogun (2004) identified the types of security breaches in university libraries, which included theft and book mutilation and reasoned the cause to security lapses, insufficient or limited number of essential materials, and user's financial constraints. Ameen and Haider (2007) opined that access to collection is important as this service has supported scholarship in the humanities, sciences and social sciences and remains the key to intellectual freedom. Similarly, university libraries need to create an environment where primary resource materials are respected, handled carefully, and returned intact to the collection so that they might be studied again in the future. Therefore, materials that are not meant to be used by patrons should not be accessible to them. For example, the unprocessed materials should be kept in a secured area; public access to special and rare collections should be monitored and physically protected to prevent vandalism, theft and other security breaches (Rude and Hauptman 1993). Studies conducted by Ajegbomogun (2007), Bello (1998), and Holt (2007) identified rare books, manuscripts and special collections as frequent target of theft and mutilation because of the special demand for in depth studies of such materials. The above studies indicate that the processes that handle access to collection such as acquisition, technical processes, circulation, shelving and storage of items in libraries need to be considered from the security perspectives and assessed by a collection security measurement instrument.

Boss (1984) highlighted theft and arson as threats to collections and proposed that libraries formulate a planned security measure to protect their collections. Boss also identified physical weaknesses in libraries in terms of unsecured windows, faulty emergency exits, unstaffed computer rooms, poor policies and procedures, lack of security plans, poor security points (exits, loading areas, windows, special collections) inadequate loans and renewal periods, lack of security manuals and poor signage as some of the causes of security breaches. Ewing (1994) identified abuses in UK libraries, which included book and non-book theft, non-return of borrowed items, verbal and physical abuse, and vandalism against library buildings and properties. Ewing also reported an estimated collection lost rate of 2.6% and that is between 1500 and 3000 books stolen annually. (Houlgate and Chaney 1992) These studies highlight the importance of considering the security aspects of physical and infrastructural perspective of library buildings and facilities to ensure collection security, thus implicating a factor that needs to be



included in the assessment instrument. Another factor is the human aspect of library security. This involves creating the right atmosphere for greater security awareness amongst library staff, users and the university community at large. Omoniyi (2001) found that both students and staff were often involved in collection theft and this may be due of their unawareness of the graveness of the thieving issue. Holt (2007) highlighted theft of library collections by staff as a real problem that libraries should address and not ignore because of the risk of bad publicity. Holt suggested several methods to deal with staff theft including the installation of high security lock systems, tightening of collection transportation and movement procedures, marking collections to indicate ownership, good record keeping and undertaking periodic inventories. He also highlighted the need for libraries to cultivate professional culture and behavior with regard to safeguarding the library's collection and the need for library management to take the lead in developing an honest culture with reporting responsibility. Lowry and Goetsch (2001) highlighted the importance of creating shared culture of mutual responsibility for security and safety of library collections. This involves making clear to users and staff about the safety and security policies and guidelines in libraries, especially those regarding food consumption in the library, theft, mutilation, and disruptive behavior. They also emphasized on policies regarding training of staff to create an awareness culture. The people aspect of library security issues, include staff's nonchalant attitudes to users' needs and ignorance about security issues (Ives, 1996). Brown and Patkus (2007) proposed a security plan that comprises these components: a written security policy; the appointment of a security manager; a security survey conducted to assess current and projected needs; identifying preventive measures; ensuring a secure premise for both during and after working hours; installation of a security system; ensuring collection security through regular inventory; proper storage area; marking collections to establish ownership and instituting a tracking system of lost and over borrowed items; and managing, educating and training users and staff. The Association of College and Research Libraries (2006) proposed a guideline for the security of rare books, manuscripts and special collections. The guidelines proposed the establishment of proper governance by hiring library security officers who plan and administer security programs, prepare and spearhead written policies. The library is also advised to closely monitor the entrances and exits of special collection reading areas, making staff aware of collection security problems, providing training in security measures, monitoring users in the stacks, reading and reference areas, keeping adequate accession records, and aiding access through proper cataloguing records and finding aids. The importance of good and supportive governance with clear policies and procedures in order to maintain an acceptable level of collection security in libraries is therefore necessary.

## 6. METHODOLOGY OF THE STUDY:

The survey method of descriptive type research has been employed for the present study.

### 6.1 TOOLS:

For the study, researcher use collection security management assessment instrument designed by Maidabino A. A. and Zainab, A.N. After some modification the tool has been sent to library professional. Total 85 questionnaires were distributed between November 2018 librarians, chief librarians, deputy librarians, departmental and sectional heads and professional staff working in academic libraries. A total of 70 (82.35%) returned questionnaires were found usable. five point Likert-type scale (1= Strongly Disagree, 2 = Disagree, 3 = Fairly agree, 4 = Agree, 5= Strongly Agree).

A summary of the components and their items of the instrument are provided in Table 1.

Sr. no.	Factor	Details	No. of items
1	Factors 1	Governance of collection security	10
2	Factors 2	General operations and processes of collection security implementation	13
3	Factors 3	People Issues in collection security management	04





4	Factors 4	Physical factors (Non-electronic and electronic)	10
5	Factors 5	Collection security culture	20
<b>Total</b>			<b>57</b>

**Table: 1 Factors Covered Number of items**

Sr. no.	Total Distribution of questionnaire	Returned questionnaire	Response rate in (Percentage)
1	85	70	82.5 %

**Table 2: Response Rate**

Sr. No.	Gender		Types of institute		
1	M	F	Government	Granted	Private or self-finance
2	38	32	28	16	26
Total	70				

**Table 3: Response Rate based Gender and by Institutional Distribution**

## 7. LEVEL OF COLLECTION SECURITY IMPLEMENTATION IN LIBRARIES:

The level of implementation of all factors can be determined by totaling the scores of all the items listed under each factor. The minimum and maximum scores for each factor are dependent on the number of items listed under each section. Table 4 indicates the measuring scale used for all factors, where, the minimum will be 13 and the maximum varies from 20 to 100. Under each factor the performance level is measured in accordance to the following scale: 1 = Non-implementation, 2 = Planning stage, 3 = Partial implementation, 4 = Close to completion and 5 = Full Implementation.

Table 4 provides the mean scores for all the factors of collection security management of the instrument by university rating. The mean score of each institution is compared with a scale provided together with the mean score which will indicate the level of collection security management implementation.

Factor		Items	Gov. (Mean)	Granted (Mean)	Private (Mean)	1	2	3	4	5
1	Governance of collection security	10	36.10	35.33	37.00	1-10	11-20	21-30	31-40	41-50
2	General operations and processes of collection security implementation	13	50.03	47.40	50.85	1-13	14-26	27-39	40-52	53-65
3	People Issues in collection security management	04	14.93	14.33	14.54	1-4	5-8	9-12	13-16	17-20
4	Physical factors (Non-electronic and electronic)	10	38.48	36.33	37.00	1-10	11-20	21-30	31-40	41-50
5	Collection security culture	20	56.69	60.60	59.50	1-20	21-40	41-60	61-80	81-100



**Table 4: Rating Scale Used to Assess the Level of Collection Security Implementation**

Key: 1= Not-Implemented, 2=Planning stage, 3= Partial implementation, 4=Close to completion, and 5=Full implementation

**For the governance factor**, the result indicates that, the private institution library has the highest mean scores (37.00) followed by Government college library, (36.10), granted college library, (35.33). The result indicates close to completion of collection security governance in all academic libraries. This indicates that none of the libraries have achieved near or full completion level of implementation. Overall the results show adequate implementation levels even though none has achieved the full implementation stage.

In terms of the implementation of **the general operation processes**, the result indicates that, the private institution library has the highest mean scores (50.85) followed by Government college library, (50.03), granted college library, (47.40). The result indicates close to completion of collection security general operation processes. Overall the results show adequate implementation levels even though none has achieved the full implementation stage.

**For people factor**, the mean score of all the academic libraries fell within the range of 14.33 to 14.93, which is an indication of partial implementation. Jordan (1999) emphasized on the training of users and staff in a properly planned programmer. For example, libraries should consider including security issues and responsibility in user and staff education or orientation programs.

**The physical factors** of collection security of the instrument explore both the use of electronic and non-electronic strategies for the management of collection security in academic libraries. The result indicate, the Government college library has the highest mean scores (38.48) followed by, private institution library (37.00), granted college library, (36.33). McComb and Dean (2004) proposed that to ensure physical security close attention should be given to the building design, lighting, space planning for shelves, reading areas, office areas, windows, and doors. McComb and Dean also observed that surveillance is lacking in libraries and to add to the problem, keys to libraries' vital places are often kept unsecured or open to easy sight of users and staff.

**The security culture factor** is made up of three subcomponents of awareness of collection security incidences, perception values and attitudes and awareness of obstacles and problems towards collection protection. The result indicate, the Granted college library has the highest mean scores (60.60) followed by, private institution library (59.50), Government college library, (56.69). This is an indication of partial implementation.

## 8. CONCLUSION:

Brown and Patkus (2007) stressed that university libraries must ensure that access and storage areas for collection are arranged and monitored for quick and easy inspection. Special and rare collections in particular need to be stored separately, with separate folders within the collection so that they can be easily checked by the staff. Furthermore, a reliable and effective procedure for accessibility to such collection must to be created. Accessibility to library collections can also be enhanced by proper supervision and control of the library environment, especially designated areas for library assets. Academic library management must ensure that access to any area within the library is clearly defined and regulated. Staff should also enforce restrictions by challenging, in a non-confrontational manner, any unauthorized user found to be outside the designated public areas

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‘Make in India’ has provided impetus to changes in the fields of trade, commerce and to almost every sphere of the world. Demonetization and GST have paved a new way for economic growth of Indian economy. The introduction and emphasis on behalf of our Honorable Prime Minister for ‘First Generation Entrepreneurs’ will bring a boom in business in form of innovative ideas and prosperity in turn. The preference of upcoming generation for self- employment is always for the betterment of all the spheres of Society. These recent and relevant factors have enabled us to organize a National Conference and provide platform for discussion on Global Changes in Business, Economy and their impact on Society. It aims at bringing together Academicians, Researchers and Experts from various fields. It will provide a platform for young scholars to present their research work and interact with experts in relevant areas of interest and will facilitate discussions and knowledge-sharing gateways.

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- Cost Accounts
- Management Accounting
- Forensic Accounting
- Finance for next 25 years

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- Women Empowerment through Entrepreneurship
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- New Models in Business Analysis
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Established in 1986, with the name “Gujarat University Commerce and Management Teachers' Association and with the addition of neighboring University, it was named as “Gujarat & North Gujarat Universities Commerce & Management Teachers' Association” thereafter, with the inclusion of other Universities of Gujarat, it went to be renamed as **UNIVERSITIES COMMERCE & MANAGEMENT TEACHERS' ASSOCIATION.**

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- to concentrate on various problems in the areas of Commerce and Management and to create competence for teaching and research work
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- to study problems in fields of teaching, research and overall development of their professional status
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Our association has successfully completed 32 years and has managed to fulfill above aims and objectives through arranging lectures by expert in the fields of academia and corporate sectors. Industrial visits and dialogue with the bigwigs of industries and corporate sectors have provided practical perspectives to our members. With its pan Gujarat presence, **UCMTA** has been able to aid their members with constant developmental changes.

# **CORPORATE GOVERNANCE DISCLOSURE PRACTICES AND ITS IMPACT ON FINANCIAL PERFORMANCE: A CASE STUDY ON IT SECTOR IN INDIA**



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## **Abstract:**

This paper aims to examine the relationship of Corporate Governance Disclosure Practices with Financial Performance of firms in the IT Sector using Tobin's Q, MV/BV RATIO and Market Capitalisation as a dependent variable and Corporate Governance Disclosure Score as an independent variable. Corporate Governance Disclosure Score is calculated by assigning weights to the various parameters in the checklist which consist of Board Structure, Audit Committee, Remuneration committee, Shareholders' information, Related Party Transactions, Independent Auditors etc. The sample size consists of ten companies in IT sector as per their capital base. Selected companies are scored out of 100 for their corporate governance practices and disclosures. The period of the study is 2012-13 to 2016-17 and data is collected from Ace Knowledge database. Other parameters such as D/E Ratio, D/P Ratio, Return on Assets, Return on Equity, Sales Growth, Net Profit Margin are used in the present study to check their impact on dependent variables. The data is panel data so for each sector one way Random Effect Model or Fixed Effect Model is used. It is observed that higher disclosure practices have increased market capital as well as wealth of shareholders.

**Keywords:** Corporate Governance, Financial Performance, Corporate Governance Disclosure Score, Tobin's Q, MV/BV Ratio

## **1. Introduction:**

According to OECD principles of corporate governance, "corporate governance involves a set of relationships between a company's management, its board, its shareholders and other stakeholder. Corporate governance also provides the structure through which the objectives of the company are set, and the means of attaining those objectives and monitoring performance are determined". According to Broni & Velentzas(2012)<sup>1</sup> corporate governance provides structure which works for the benefit of the stakeholder, employees, customers, shareholders, board of directors, creditors, suppliers and the whole community, only if when the company follows the ethical standards, best practices and formal laws. If firm follows good governance principles then it will lead to improve financial performance. The Companies Act, 2013 have made crucial changes in the Corporate Governance Regulations relating to Board Structure, Independence of Board, Related Party Transactions, Remuneration of Directors, Disclosure and Transparency of business, shareholders' agreement and entrenchment for effective governance.





## Literature Review:

Wal & Jindal (2018)<sup>2</sup> have analysed the impact of corporate governance on the financial performance market valuation of NSE listed manufacturing companies in India. The data regarding 98 companies of an Manufacturing sector has been collected from the PROWESS database for the period 2004-05 to 2013-14. Dependent variables such as Assets Turnover Ratio, Profitability Ratio and Market to Book Value Ratio is used to measure the financial performance and independent variables such as Debt Equity Ratio, Board Size and Corporate governance was measured by board size, Audit committee, Board meetings, Non executive directors, director's remuneration. The outcomes explained that corporate governance variables have contributed to increase the profitability by 87% and MVBV by 43%. It was observed that corporate governance played an important role for firm's profitability and partial significant role for MVBV.

Anmalar & Devarajan (2018)<sup>3</sup> have conducted the study on 20 Indian organisations which have been recorded on Clever 50 File for 1<sup>st</sup> April, 2010 to 31<sup>st</sup> March, 2012. Profit for Resources (ROA), Profit for Equity (ROE), Profit for Capital Utilized (ROCE) and Benefit before Expense (PBT) were utilized as intermediary variables for budgetary execution. The administration appraisal of organizations was utilized as intermediary variable for corporate administration execution. They have concluded that Administration rating has positive effect on budgetary execution of firm.

Abnath (2018)<sup>4</sup> have emphasized on assessing the impact of corporate governance on firm performance. Corporate governance practices viz. Board Size, Board Independence, Board Meeting and CEO Duality is measured for 175 companies from Economic Times – 500. Return on Capital Employed is used to measure firm performance. The result of pooled regression analysis has revealed that board size and board independence is positively associated with firm performance whereas no statistically significant relationship has been established between Board meeting and CEO Duality with firm performance.

Shrivastav & Kalsie (2018)<sup>5</sup> have tried to examine the relationship between the corporate governance mechanism with special reference to board size, board composition, board independence and CEO duality, ownership concentration and firm performance. 178 companies which are of nonfinancial nature listed on National Stock Exchange were studied for the period 2008 to 2015. Market based Measure (Tobin's Q) and Accounting based Measure (ROE) have been used as a measure of firm performance. To analyse the impact, Pooled ordinary least square regression and panel data regression models were performed. It was concluded that compliance of CG practices had increased firm performance and reduced agency costs as well as board independence had provided objectivity and expertise in management. Whereas CEO Duality has ambiguous impact on firm performance meaning thereby it has related costs and benefits.

Trusty & Kumar (2016)<sup>6</sup> have examined the extent to which corporate governance through board performance impacts the financial performance of selected IT companies (namely, TCS; Infosys; Wipro; HCL Technologies; and Tech Mahindra) in India. The study was carried out on top five Indian listed IT companies as on February, 2016 for the period 2014-2015. The study had focused to identify the relationship between Board performance with ROA & ROCE. The result indicated positive correlation between board composition and ROA & ROCE of the sample companies but no significant relationship is found between Board Governance score and financial performance. The study had revealed that amongst the sample companies Infosys benchmarked in their disclosure practices.

## 3. Hypothesis Development:

Hypothesis is a tentative explanation for an observation or a problem which can be tested by further



investigation.<sup>7</sup> The following hypothesis are framed to study the impact of CG Score on Firm performance.

$H_{0a}$  : There is no significant correlation between CGRS and parameters of financial performance like MVBV, Tobin Q and Market capitalization for each considered sectors.

$H_{1a}$  : There is significant correlation between CGRS and parameters of financial performance like MVBV, Tobin Q and Market capitalization for IT Sector.

$H_{0b}$  : There is no significant impact of CGRS on parameters of financial performance like MVBV, Tobin Q and Market capitalization for IT Sector.

$H_{1b}$  : There is significant impact of CGRS on parameters of financial performance like MVBV, Tobin Q and Market capitalization for IT Sector.

#### 4. Research Methodology:

The present study is analytical in nature. It examines the Corporate Governance Disclosure Practices followed by the selected companies in IT Sector. The data is collected from Ace Knowledge database. Selected companies are scored out of 100 for their corporate governance practices and disclosures. For nonfinancial parameters, Corporate Governance Reports were studied and for financial parameters Annual reports of companies were studied. The period of the study is 2012-13 to 2016-17. Other parameters such as D/E Ratio, D/P Ratio, Return on Assets, Return on Equity, Sales Growth, Net Profit Margin are used to check their impact on dependent variables i.e. Tobin's Q, MV/BV RATIO and Market Capitalisation. The data is panel data so one way Random Effect Model or Fixed Effect Model is used to know the effect of company assuming that time is invariant i.e. constant. Appropriate model is reported from the panel data models such as pooled OLS model, Random Effect Model and Fixed Effect Model. The following is the list of sample companies belonging to IT Sector.

Table No.1 : Selected IT Companies

Sr.No.	Name of IT companies	Sr.No.	Name of IT companies
1	Cyient Ltd.	6	Tata Consultancy Services Ltd.
2	HCL Technologies Ltd.	7	Tech Mahindra Ltd.
3	Oracle Financial Services Software Ltd.	8	Wipro Ltd.
4	Zensar Technologies Ltd.	9	Mphasis Ltd.
5	Rolta India Ltd.	10	Mindtree Ltd.

#### 5. Tools and Techniques used:

The Statistical techniques such as Shapiro Wilk Test and Panel Data Regression Analysis were used to analyse the data and Statistical tools like SPSS 21(trial version) and EViews 10 Student Version Lite were used.

#### 6. Correlation Analysis of CG Score with Parameters of Financial Performance:

The present research intended to study whether Corporate Governance Score and other financial variable significantly affects MV/BV Ratio, Tobin's Q as well as Market Capitalisation or not. For this purpose, significant coefficient of correlation is tested. Using Shaphiro Wilk test statistic, normality assumption is



As data is less than 100. As data is nonnormal, to test the significant correlation coefficient between two parameters of financial indicators, Kendal Tau test (nonparametric test) is used.

Table No. 2: Correlation Coefficient : IT Sector

Table No. 2: Correlation Coefficient : IT Sector											
ROE	ROA	ROE	DERATIO	TOBINQ	DPR	SALES GROWTH	NPM	MARKET CAP	NAV	MV/BV RATIO	
ROE	r 1.000										
	p value										
	r .053	1.000									
	p value	.601									
	r -.003	.749	1.000								
ROA	p value	.973	.000								
	r -.002	-.212	-.050	1.000							
	p value	.986	.044	.633							
	r .043	.527	.479	-.282	1.000						
	p value	.673	.000	.000	.007						
TOBINQ	r .218	.106	.029	-.384	.340	1.000					
	p value	.032	.280	.770	.000	.001					
	r -.018	.467	.462	-.013	.178	-.112	1.000				
	p value	.859	.000	.000	.901	.071	.260				
	r -.137	.212	.324	-.239	.264	.145	.094	1.000			
DPR	p value	.177	.030	.001	.023	.007	.138	.343			
	r .043	.370	.322	-.098	.562	.283	.114	.270	1.000		
	p value	.673	.000	.001	.349	.000	.004	.250	.006		
	r -.178	.172	.278	.256	.182	-.173	.092	.144	.430	1.000	
	p value	.079	.078	.004	.015	.062	.077	.352	.139	.000	
SALES GROWTH	r .081	.554	.521	-.260	.854	.279	.227	.292	.550	.220	1.000
	p value	.423	.000	.000	.013	.000	.004	.021	.003	.000	.024

As can be seen from the Table No. 2 that MV/BV Ratio, Tobin's Q and Market Capitalisation have no significant correlation with CG Score for IT Sector. MV/BV Ratio has positive correlation with ROA, ROE, Tobin's Q, DPR, Sales Growth, NPM, Market Capitalisation, NAV as well as negative correlation with D/E Ratio at 10% significance level. Tobin's Q has positive correlation with ROA, ROE, DPR, Sales Growth, NPM, Market Capitalisation, NAV and MV/BV Ratio as well as negative correlation with D/E Ratio at 10% significance level. Market Capitalisation has positive correlation with ROA, ROE, Tobin Q, DPR, NPM, NAV and MV/BV Ratio at 10% significance level for IT Sector.

## 7. Panel Data Regression Analysis:

Panel data (also known as longitudinal or cross-sectional time-series data) is a dataset in which the behavior of companies is observed across time. Panel data considers individual heterogeneity which leads to efficient estimates. The regression model of panel data is known as panel data regression model. First of all, both Fixed Effect Model and Random Effect Model were fitted then using Hausman test it was checked which model is appropriate. If Fixed Effect Model is appropriate then also once again it was tested using Wald test whether Pooled Regression Model or Fixed Effect Model is appropriate. In present study one way Fixed Effect Regression Model or one way Random Effect Regression Model is used for Tobin's Q,

MVBV and Market Capitalisation using CG Score as an independent variable and ROA, ROE, D/E Ratio, DPR, Sales Growth, NPM, NAV and Firm Size as controlled variables.

### 7.1 Panel Data Regression Model for Tobin's Q:

For IT Sector, it was observed through Hausman test that Random Effect Model is not appropriate. So, Fixed Effect Model is fitted as below. From Table No. 3, it can be observed that p value (0.000) of the F statistic (8.6) is less than 0.05. So model is statistically significant. ROE affects positively to Tobin's Q at 5% level of significance and CG Score affects positively to Tobin's Q but statistically the effect is not significant. The variation in Tobin's Q is explained 75.64% by the all explanatory and control variables together. Assuming control variables as constant, if CG Score increases by one unit across time and between companies then Tobin's Q goes up on an average by 0.074 percent. Same way, assuming independent and other control variables as constant, if ROE increases by one percent across time and between companies then Tobin's Q goes up on an average by 0.08 percent. D/E Ratio and firm size do not impact significantly on Tobin's Q as p value is greater than 0.05. The intercept value for 1<sup>st</sup> company (Cyient Ltd.) is -0.9894, for HCL Technologies Limited is 2.42, for Oracle Financial Services Software Ltd. is 2.02 and so on. The intercept value for each company is different may be due to unique feature of the company but the difference is not statistically significant. Further, using Wald test, it is observed that the fitted Fixed Effect Model of Tobin's Q for IT Sector is appropriate.

$$\text{Tobins' } \hat{Q}_{it} = -0.9894 + 3.41D_{2i} + 3.01D_{3i} - 1.31D_{4i} - 0.12D_{5i} + 6.60D_{6i} + 1.34D_{7i} + 2.53D_{8i} - 0.42D_{9i} + 0.53D_{10i} + 0.074CGScore_{it} + 0.08ROE_{it} + 0.397D/ERatio_{it} - 0.736FirmSize_{it}$$

Table No. 3: Fixed Effect Model of Tobin's Q for IT Sector

Dependent Variable: TOBINQ

Method: Panel Least Squares

Periods included: 5

Cross-sections included: 10

TOBINQ=C(1)+C(2)\*CGSCORE+C(3)\*ROE+C(4)\*D/ERATIO+C(5)

\*FirmSize+C(6)\*D2+C(7)\*D3+C(8)\*D4+C(9)\*D5+C(10)\*D6

+C(11)\*D7+C(12)\*D8+C(13)\*D9+C(14)\*D10



	Coefficient	Std. Error	t-Statistic	Prob.
C(1)	-0.989386	7.692150	-0.128623	0.8984
C(2)-CGScore	0.073803	0.056733	1.300877	0.2016
C(3)-ROE	0.079703	0.029796	2.675009	0.0112
C(4)-D/ERatio	0.397458	1.386522	0.286659	0.7760
C(5)-FirmSize	-0.735907	1.046017	-0.703532	0.4862
C(6)-D2	3.408469	2.620243	1.300822	0.2016
C(7)-D3	3.008281	0.984615	3.055286	0.0042
C(8)-D4	-1.311013	1.651811	-0.793682	0.4326
C(9)-D5	-0.115063	3.159898	-0.036413	0.9712
C(10)-D6	6.595509	3.656515	1.803769	0.0796
C(11)-D7	1.336796	2.147864	0.622384	0.5376



C(12)-D8	2.533416	2.887032	0.877516	0.3860
C(13)-D9	-0.419577	1.939801	-0.216299	0.8300
C(14)-D10	0.526102	1.044322	0.503773	0.6175
R-squared	0.756435	F-statistic	8.600348	
S.E. of regression	1.516712	Prob(F-statistic)	0.000000	

## 2 Panel Data Regression Model for Market Capitalisation

For IT Sector, it was observed through Hausman test that Random Effect Model is not appropriate. So, Fixed Effect Model is fitted as below. From Table No. 4, it can be observed that p value (0.000) of the F statistic (182.58) is less than 0.05. So model is statistically significant. NAV affects positively to Market Capitalisation at 1% level of significance and CG Score affects positively to Market Capitalisation at 10% level of significance. The variation in Market Capitalisation is explained 98.77% by the all explanatory and control Variables together. Assuming control variables as constant, if CG Score increases by one unit across time and between companies then Market Capitalisation goes up on an average by 1215.96 crore rupees. In same way, assuming independent and other control variables as constant, if NAV increases by one crore rupees across time and between companies then Market Capitalisation goes up on an average by 32.30 crore rupees. DPR, D/E Ratio, sales growth and NPM do not impact significantly to Market Capitalisation as p value is greater than 0.05. The intercept value for 1<sup>st</sup> company (Cyient Ltd.) is -95680.88, for HCL Technologies Limited is -52714.97, for Oracle Financial Services Software Ltd. is -63551 and so on. The intercept value for each company is different may be due to unique feature of the company and the difference is statistically significant for some companies and the difference is statistically not significant for some companies. So, again it is tried to check whether Fixed Effect Model is appropriate or not. If Fixed Effect Model is not appropriate then Pooled Regression Model can be considered as appropriate. Further, using Wald test, it is observed that the fitted Fixed Effect Model of Market Capitalisation for IT Sector is appropriate.

**Table No. 4: Fixed Effect Model of Market Cap for IT Sector**

Dependent Variable: MARKETCAP

Method: Panel Least Squares

Periods included: 5

Cross-sections included: 10

MARKETCAP=C(1)+C(2)\*CGSCORE+C(3)\*DPR+C(4)\*SALESGROWTH+C(5)\*NPM+C(6)\*NETASSETSVALUE+C(7)\*D/ERATIO+C(8)\*D2+C(9)\*D3+C(10)\*D4+C(11)\*D5+C(12)\*D6+C(13)\*D7+C(14)\*D8+C(15)\*D9+C(16)\*D10

	Coefficient	Std. Error	t-Statistic	Prob.
C(1)	-95680.88	62314.98	-1.535439	0.1339
C(2)-CGScore	1215.959	709.6069	1.713566	0.0957
C(3)-DPR	1.351726	39.98298	0.033808	0.9732
C(4)-SalesGrowth	-79.83028	94.12974	-0.848088	0.4023
C(5)-NPM	-611.8607	469.4980	-1.303223	0.2013

C(6)-NAV	32.29927	4.396294	7.346931	0.0000
C(7)-D/ERatio	-25346.04	16572.77	-1.529379	0.1354
C(8)-D2	42965.91	15230.10	2.821118	0.0079
C(9)-D3	32129.88	13616.73	2.359589	0.0242
C(10)-D4	3206.372	11232.67	0.285451	0.7770
C(11)-D5	-102535.0	22400.57	-4.577337	0.0001
C(12)-D6	211921.8	32915.88	6.438286	0.0000
C(13)-D7	-14845.56	14171.35	-1.047576	0.3022
C(14)-D8	23147.68	18287.17	1.265788	0.2142
C(15)-D9	14525.21	11404.58	1.273629	0.2114
C(16)-D10	-2361.962	11570.70	-0.204133	0.8395
R-squared	0.987737	F-statistic		182.5762
S.E. of regression	17609.72	Prob(F-statistic)		0.000000

$$\begin{aligned} \hat{MarketCap}_{it} = & -0.95680.88 + 42965.91D_{2i} + 32129.88D_{3i} + 3206.37D_{4i} - 102535D_{5i} \\ & + 211921.8D_{6i} - 14845.56D_{7i} + 23147.68D_{8i} + 14525.21D_{9i} - 2361.96D_{10i} + 1215.96CGScore_{it} \\ & + 1.35DPR_{it} - 79.83SalesGrowth_{it} - 611.86NPM_{it} + 32.30NAV_{it} - 25346.04D / ERatio_{it} \end{aligned}$$

### 7.3 Panel Data Regression Model for MV/BV Ratio

For IT sector, it was observed through Hausman test that Random Effect Model is appropriate. From Table No.5, it can be observed that p value (0.0000) of the F statistic (11.72) is less than 0.05 so model is statistically significant. CG Score, ROE and Sales Growth affect positively to MV/BV Ratio at 5% level of significance. The variation in MV/BV Ratio is explained 43.32% by the all explanatory and control variables together. Assuming control variables as constant, if CG Score increases by one unit across time and between companies then MV/BV Ratio goes up on an average by 0.106 times. Same way, assuming independent and other control variables as constant, if ROE increases by one percent across time and between companies then MV/BV Ratio goes up on an average by 0.147 times. Furthermore, assuming independent and other control variables as constant, if Sales Growth Increases by one percent across time and between companies then MV/BV Ratio goes down on an average by 0.016 times. If all control variables and independent variables are zero then average common value of intercept is -8.08.

**Table No. 5 : Random Effect Model of MV/BV Ratio for IT Sector**

Dependent Variable: MVBV

Method: Panel EGLS (Cross-section random effects)

Periods included: 5

Cross-sections included: 10





Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-8.081932	4.283394	-1.886806	0.0655
CGSCORE	0.105858	0.049591	2.134598	0.0382
ROE	0.147003	0.026833	5.478457	0.0000
SALESGROWTH	-0.016133	0.007756	-2.080060	0.0431
R-squared	0.433229	F-statistic		11.72052
S.E. of regression	1.363795	Prob(F-statistic)		0.000008

$$MV / \hat{BV}Ratio_{it} = -8.08 + 0.106CGScore_{it} + 0.147ROE_{it} - 0.016SalesGrowth_{it}$$

$H_0$  : Random Effect Model is appropriate.

$H_1$  : Fixed Effect Model is appropriate.

Table No. 6 : Hausman Test - MV/BV Ratio for IT Sector

Correlated Random Effects - Hausman Test

Equation: Untitled

Test cross-section random effects

Test Summary	Chi-Sq. Statistic	Chi-Sq. d.f.	Prob.
Cross-section random	3.114462	3	0.3743

From the above Table No. 6, it can be observed that p value of Hausman chi square test is 0.3743 i.e. greater than 0.05. So,  $H_0$  cannot be rejected. So, the fitted Random Effect Model of MV/BV Ratio for IT Sector is appropriate.

## Conclusion:

MV/BV Ratio, Tobin's Q and Market Capitalisation have no significant correlation with CG Score in IT Sector. CG Score does not affect the firm performance parameters in IT Sector.

From Fixed Effect Model, it is revealed that CG Score has little significant positive impact and ROE has significant positive impact on Tobin's Q in IT Sector.

From Fixed Effect Model, it is revealed that both CG Score and NAV have significant positive impact on Market Capitalisation in IT Sector.

From Random Effect Model, it is revealed that CG Score and ROE have significant positive impact on MV/BV Ratio whereas Sales Growth has significant negative impact on MV/BV Ratio in IT Sector.

IT Sector is benchmarking in disclosure practices amongst all considered sectors. It follows higher level of disclosure from the very beginning yet cent percent disclosure is needed. It is observed that higher disclosure practices have increased market capital as well as wealth of shareholders.



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તાત્વિક વિચારોની પ્રસ્તુતતા

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IN DIGITAL ERA**

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# **“Customer driven marketing” connecting to Dr. Ranganathan’s Second law of Library Science and the Academic Library**

**Ravat Urmila Pravin\***

## **Abstract**

Customer is the most important entity in every institute or business. The success or failure of organization depends on very large extent on the effectiveness with they are able to entertain their present and potential customers'. Hence, customer is the prime factor in any institution. So, customer satisfaction depends on how the person deals with their needs and expectations. DR. S.R. Ranganathan's Five Laws of Library Science provide a broad framework for designing and evaluating library programs, activities and services. Even today, the Fundamental laws continue to be extensively cited suggesting their continued relevance. This paper attempts to interpret the “Customer driven marketing” connecting to Dr. Ranganathan's Second law of Library Science and the Academic Library. The main aspect of this paper is to drawn out customer's expectation in present day context. The paper suggested that, it is professional's duty to cope up with recent trends of information resources and be well equipped with professional skills, technical skills, HRM skills and psycho-analytical skills.

## **Introduction**

Customer is the most important entity in every institute or business. The success or failure of organization depends on very large extent on the effectiveness with they are able to entertain their present and potential customers'. Hence, customer is the prime factor in any institution. So, customer satisfaction depends on how the person deals with their needs and expectations. As feel today customer's attention founds very scarce and availability of information resources in variety of forms likes paper to paperless. To match customers 'expectation with information resources is an essential requirement for library professionals. DR. S.R. Ranganathan's Five Laws of Library Science provide a broad framework for designing and evaluating library programs, activities and services. Even today, the Fundamental laws continue to be extensively cited suggesting their continued relevance. This paper attempts to interpret the “Customer driven marketing” connecting to Dr. Ranganathan's Second law of Library Science and the Academic Library. The main aspect of this paper is to drawn out customer's expectation in present day context. It has also suggested which competency should acquired by librarian.

## **Definition of the terms:**

### **Customer**

“A person who buys goods or services from a shop or business.”



\* Librarian, Gujarat Commerce Collage, Ahmedabad.



## Customer Driven Marketing

"Customer driven marketing is the marketing of products and services and all the plans and strategies associated with them as per the demands and expectations of the customer."



### Review of Literature

According to a recent study published by Pew Research Center, 74% of individuals who have utilized a library or bookmobile in the past year are social media users (Rainie, 2016). On a daily basis, half a billion tweets emerge on Twitter and a good portion of these include interactions between businesses and customers. Not surprisingly, online customer interactions grew 70% between 2013 and 2014 (Cone, 2016). For these reasons, understanding the role of social media within the realm of academic libraries is increasingly important, especially as social media continue to evolve. In 2005, when social media was still in its infancy, the term "Library 2.0" was coined by Michael Casey, author of the blog Library Crunch. By linking libraries to the technology-driven Web 2.0, web based Tools such as social media effectively give "library users a participatory role in the services libraries offer and the way they are used" (Casey, 2010). While the number of users on social media continues to grow, libraries now have a presence on Face book, Twitter and other websites in order to easily reach their constituents online (Palmer, 2014).

Academic Libraries in Particular have developed a strong social media presence in order to reach students, most of whom are traditional students in the 18-22 age range and fervent users of social media. In order to reach customers and communicate the worth of library resources, academic libraries have adopted social media as a cost-effective way to connect with users and promote library value (Gaha & Hall, 2015). Through their online presence, academic librarians can move away from the physical service desk and literacy instruction models and engage directly with their students (Palmer, 2014). Nonphysical methods of outreach and instruction became necessary as academic libraries saw growing trends of lighter foot traffic and fewer requests for research assistance.

As Gaha and Hall (2015) point out, with the ubiquitous presence of Google and other online search engines, "Libraries are no longer the first stop for information" for tech savvy students (p. 49). Most libraries therefore use social media for outreach, marketing and promotion purposes. Library promotion has become vitally important due to a disconnect between what services a library offers and what its users perceive it offers (Thomsett-Scott, 2014). The online presence allows libraries to broadcast announcements and promote resources, although this often leads to a mirror of what is already displayed on the organization's website (Young & Rossmann, 2015).

According to King (2015) libraries share content that is centered around the library itself: "what's happening at the library, what will happen, and what recently happened" (p. 10). Libraries of all types



(academic, public, school, special, etc.) are prevalent on both Facebook and Twitter, if only because of the sheer number of users already there (Thomsett-Scott, 2014). Similar to other customer-gearred organizations, libraries use Twitter for time-sensitive notices and information about current events, whereas Facebook is used for static linking and community building (Palmer 2014).

Potter (2015) comments that librarians should take advantage of informal social media tools such as Twitter because “you can boost your reputation, you can reach new audiences, you can engage existing customers and you can really show some personality” (p. 167).

Specifically, the previous findings which Customer relationships are built more on trust than distribution of information, and relationships are reciprocal. How to best use social CRM starts by recognizing the emergence of the two-way communication process, rather than where CRM has traditionally been as a one-way messaging process.

By listening and responding rather than broadcasting and pitching, organizations have a new opportunity to identify with their consumers and meet them where they are. These are among the reasons that social media is of keen interest to CRM. With 2/3 of American consumers using social media, the power is increasingly in the customers' hands. This change in landscape represents a 180-degree conversion in CRM practices, emphasizing relationship management, promoting a balance of trust among an organization and its customers, and sponsoring relationship equilibrium (McKee, 2012).

Inherently, the term social media implies interaction, which involves a two-way, outbound and inbound communication process. As a result, social media must now be viewed as both a customer speaking platform and a customer listening platform (Alton, 2015). Indeed, social customer relationship management, or social CRM, exceeds beyond traditional outbound marketing. The new standard for social media is to foster individualized, timely and shareable customer service (Chitwood, 2015).

Additional results imply that social media may contribute more towards effective CRM than marketing (DeVivo, 2014). J.D. Power and Associates' Social Media Benchmark study found that 67% of consumers have used a company's social media page for service, compared to only 33% for social marketing (Chitwood, 2015). Further, J.D. Power and Associates found that 43% of branded social media engagement by consumers ages 18-29 was related to customer service, compared with 23% that was centered on marketing (DeVivo, 2014).

Social media allow organizations the opportunity to tackle service problems in innovative and revolutionary ways and offers proactive customer service. Social Listening now affords the luxury of seeking out customers' problems, anticipate customer issues, and prepare responses before questions are even asked. Organizations can analyze sentiment to proactively address negative sentiment, turning public complaints into shareable solutions (Chitwood, 2014).



## Dr. Ranganathan's five laws original and current concepts

Dr. Ranganathan's five laws of library and information science (1931) cover, theoretically and practically aspects which would be easier and apply to service factor of library in more flexible way. Following are the laws:

Ranganathan's original statements		New conceptions in the current environment		
First law	Books are for use	E-books are for reading	Netflix is for watching	Blackboard is for studying
Second law	Every reader his or her book	Every listener his/her iTunes	Every artist his Photoshop	Every student his/her EasyBib
Third law	Every book its reader	Every blog its reader	Every Google map its traveler	Every digital repository its researcher
Fourth law	Save the time of the reader	Save the time of the listener	Save the time of the traveler	Save the time of the researcher
Fifth law	The library is a growing organism			

### My point of view second law (Every customers' have sources of information)

In the digital era it might be useful replace the term "book" with the term "sources of information and knowledge" and the term "reader" with the term "user/consumer" or Customer. Library is an active place which faces the problem of constant changing environment. When we discuss about of Dr. Ranganathan's second law "Every person his or her book" is clearly defining to serve your customers in better way. Library profession is moved to traditional worlds to web- dominated world. Library and library professional's duty extents its boundary from physical room to virtual room and sources of information moves to physical content to digital content. The law also suggest library professional to equip with modern technology, range of skills data management skills and better human relations skills to fulfill customers needs and wants. Then and then we would be able to provide services to our customers whenever where ever they are.

#### 1. What customers expect

Today's major challenge is that Customer didn't aware about the services provided by library and the range of skills which librarians have. Particularly in academic library students visit only for textbooks and somehow competition exams related books. In digital world information is made simple and handy, so customers have multi variety tools for information obtain. New generations customers always prefer online catalogue and databases but they didn't aware about sources and they didn't have expertise to drag out pinpointed information from ocean of the knowledge and it is very crucial and time consuming task for them. Here, librarian's skills and expertise help to short out customer's expectation. With healthy





conversation librarian might be able to short out the accurate information sources. So, it is first priority for librarian to understand customer's needs and behind the mind what the expectation is there.

## 2. Immediate service

As we know today's digital era everyone has busy schedule and they didn't want to spend more time to get information. They just want to have information as possible as quickly and handy. Especially the students want their desired information in just one click.

## 3. Auto responses

### 3.1 Check in - More self service

Customers didn't want to stay in queue for issue-return and to complete other task related to information acquiring. They want to have auto response like check in process should be as simplest as possible.

### 3.2 Kiosk

Kiosk is an auto response machine and easy to handle. Railway stations, airport, banking services are the most preferable place where kiosk machine is boon for least techno-savvy people. It provides information which people want to know or understand the whole system. It also guides customer how to get services.

### 3.3 Brand in hand direct services apps in mobile

Customers want to have all the information sources in their finger tips. It means information should be available easily where ever, whenever they are and it should be 24\*7. Through mobile apps and internet, information sharing would be straightforward in any formats like word, pdf, ppt, audio-visual media files and so on...

## 4. Social media

The role of social networking sites and social media in information seeking has varied day by day. Facebook, Twitter, Instagram, LinkedIn, Amazon, Flipkart etc. are the most popular sites in today's generation. They feel very convenient to share and acquire information where ever they are according to their suitable time. According to the customers' mind-set librarian should be keep update for them shelves and ready to provide services online or offline. Some practical examples or activities for librarians are listed below.

- **Shared content-** put information or link on library websites or Facebook pages for students
- **Live chats-** give responses for customers requirements or funny questions by live chat



- **Free msg during exam periods**-send messages to students for their exams schedule, time, location, assignments and course materials etc..
- **Campus news**- creates alerts and news for various activities which will be driven by library and invites students to took part. Like New arrivals in library, books exhibition on special day or events, quiz,

## 5. **Commitment to Customer Satisfaction**

In particular to library services areas, customers should be treated as god. Hence, the customer's satisfaction is the prime motto for the library and information services. As we discuss above today's generation is very techno savvy and their tolerant level is very low. So, it is professional duty to handle with care. For this well known author Roper and Williams suggest following ways of handling customers:

- **Show interest**- For example, call customers by name and let them know that you are listening; give them your name too. Always treat customers with respect.
- **Show empathy with customers**-Imagine how you would feel in their position.
- **Admit the problem**, if there is one. Be sure to say that we made the mistake, rather than "I" or "they" and apologies for any inconvenience caused.
- **Do not assign blame** (to the computer, the mail room, and so on). Customers do not care whose fault it was; they just want a solution.

### ❖ **What professionals should do?**

- Know your targeted customer
- Create awareness among the user and library staff about library services, product etc.
- Provide pinpointed information
- Reshaping information storage media
- Use mass media and social networking sites for marketing
- Give personal attentions to dealing with multiple generations
- Match information resources with users perception





- Guide alternative ways for information access
- Give Attention to customers even in a negative appraisal
- Marketing mix (7p's )policy
- Organize various literary, cultural programs, competitions, events

#### ❖ Which Competency should acquire by librarian

- Professional skills
- Technical skills
- Human resources management skills
- Knowledge of various marketing strategies
- Customer relationship management (CRM) Skills
- Psycho-analytical skills



#### Conclusion:

This paper encourages academic libraries to take a proactive approach by implementing Dr. Ranganathan's vision of " Every reader his or her book ", with care, creativity and continuous practices. For this, it is professional's duty to cope up with recent trends of information resources and be well equipped with professional skills, technical skills, HRM skills and psycho-analytical skills.

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# **CORPORATE GOVERNANCE DISCLOSURE PRACTICES AND ITS IMPACT ON FINANCIAL PERFORMANCE: A CASE STUDY ON IT SECTOR IN INDIA**

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## **Abstract:**

This paper aims to examine the relationship of Corporate Governance Disclosure Practices with Financial Performance of firms in the IT Sector using Tobin's Q, MV/BV RATIO and Market Capitalisation as a dependent variable and Corporate Governance Disclosure Score as an independent variable. Corporate Governance Disclosure Score is calculated by assigning weights to the various parameters in the checklist which consist of Board Structure, Audit Committee, Remuneration committee, Shareholders' information, Related Party Transactions, Independent Auditors etc. The sample size consists of ten companies in IT sector as per their capital base. Selected companies are scored out of 100 for their corporate governance practices and disclosures. The period of the study is 2012-13 to 2016-17 and data is collected from Ace Knowledge database. Other parameters such as D/E Ratio, D/P Ratio, Return on Assets, Return on Equity, Sales Growth, Net Profit Margin are used in the present study to check their impact on dependent variables. The data is panel data so for each sector one way Random Effect Model or Fixed Effect Model is used. It is observed that higher disclosure practices have increased market capital as well as wealth of shareholders.

**Keywords:** Corporate Governance, Financial Performance, Corporate Governance Disclosure Score, Tobin's Q, MV/BV Ratio

## **1. Introduction:**

According to OECD principles of corporate governance, "corporate governance involves a set of relationships between a company's management, its board, its shareholders and other stakeholder. Corporate governance also provides the structure through which the objectives of the company are set, and the means of attaining those objectives and monitoring performance are determined". According to Broni & Velentzas(2012)<sup>1</sup> corporate governance provides structure which works for the benefit of the stakeholder, employees, customers, shareholders, board of directors, creditors, suppliers and the whole community, only if when the company follows the ethical standards, best practices and formal laws. If firm follows good governance principles then it will lead to improve financial performance. The Companies Act, 2013 have made crucial changes in the Corporate Governance Regulations relating to Board Structure, Independence of Board, Related Party Transactions, Remuneration of Directors, Disclosure and Transparency of business, shareholders' agreement and entrenchment for effective governance.



## Literature Review:

Wal & Jindal (2018)<sup>2</sup> have analysed the impact of corporate governance on the financial performance market valuation of NSE listed manufacturing companies in India. The data regarding 98 companies of an Manufacturing sector has been collected from the PROWESS database for the period 2004-05 to 2013-14. Dependent variables such as Assets Turnover Ratio, Profitability Ratio and Market to Book Value Ratio is used to measure the financial performance and independent variables such as Debt Equity Ratio, Board Size and Corporate governance was measured by board size, Audit committee, Board meetings, Non executive directors, director's remuneration. The outcomes explained that corporate governance variables have contributed to increase the profitability by 87% and MVBV by 43%. It was observed that corporate governance played an important role for firm's profitability and partial significant role for MVBV.

Annamalar & Devarajan (2018)<sup>3</sup> have conducted the study on 20 Indian organisations which have been recorded on Clever 50 File for 1<sup>st</sup> April, 2010 to 31<sup>st</sup> March, 2012. Profit for Resources (ROA), Profit for Equity (ROE), Profit for Capital Utilized (ROCE) and Benefit before Expense (PBT) were utilized as intermediary variables for budgetary execution. The administration appraisal of organizations was utilized as intermediary variable for corporate administration execution. They have concluded that Administration rating has positive effect on budgetary execution of firm.

Abnath (2018)<sup>4</sup> have emphasized on assessing the impact of corporate governance on firm performance. Corporate governance practices viz. Board Size, Board Independence, Board Meeting and CEO Duality is measured for 175 companies from Economic Times – 500. Return on Capital Employed is used to measure firm performance. The result of pooled regression analysis has revealed that board size and board independence is positively associated with firm performance whereas no statistically significant relationship has established between Board meeting and CEO Duality with firm performance.

Privastav & Kalsie (2018)<sup>5</sup> have tried to examine the relationship between the corporate governance mechanism with special reference to board size, board composition, board independence and CEO duality, ownership concentration and firm performance. 178 companies which are of nonfinancial nature listed on National Stock Exchange were studied for the period 2008 to 2015. Market based Measure (Tobin's Q) and Accounting based Measure (ROE) have been used as a measure of firm performance. To analyse the impact, Pooled ordinary least square regression and panel data regression models were performed. It was concluded that compliance of CG practices had increased firm performance and reduced agency costs as well as board independence had provided objectivity and expertise in management. Whereas CEO Duality has ambiguous impact on firm performance meaning thereby it has related costs and benefits.

Trusty & Kumar (2016)<sup>6</sup> have examined the extent to which corporate governance through board performance impacts the financial performance of selected IT companies (namely, TCS; Infosys; Wipro; HCL Technologies; and Tech Mahindra) in India. The study was carried out on top five Indian listed IT companies as on February, 2016 for the period 2014-2015. The study had focused to identify the relationship between Board performance with ROA & ROCE. The result indicated positive correlation between board composition and ROA & ROCE of the sample companies but no significant relationship is found between Board Governance score and financial performance. The study had revealed that amongst the sample companies Infosys benchmarked in their disclosure practices.

## 3. Hypothesis Development:

Hypothesis is a tentative explanation for an observation or a problem which can be tested by further





investigation.<sup>7</sup> The following hypothesis are framed to study the impact of CG Score on Firm performance.

$H_{0a}$  : There is no significant correlation between CGRS and parameters of financial performance like MVBV, Tobin Q and Market capitalization for each considered sectors.

$H_{1a}$  : There is significant correlation between CGRS and parameters of financial performance like MVBV, Tobin Q and Market capitalization for IT Sector.

$H_{0b}$  : There is no significant impact of CGRS on parameters of financial performance like MVBV, Tobin Q and Market capitalization for IT Sector.

$H_{1b}$  : There is significant impact of CGRS on parameters of financial performance like MVBV, Tobin Q and Market capitalization for IT Sector.

#### 4. Research Methodology:

The present study is analytical in nature. It examines the Corporate Governance Disclosure Practices followed by the selected companies in IT Sector. The data is collected from Ace Knowledge database. Selected companies are scored out of 100 for their corporate governance practices and disclosures. For nonfinancial parameters, Corporate Governance Reports were studied and for financial parameters Annual reports of companies were studied. The period of the study is 2012-13 to 2016-17. Other parameters such as D/E Ratio, D/P Ratio, Return on Assets, Return on Equity, Sales Growth, Net Profit Margin are used to check their impact on dependent variables i.e. Tobin's Q, MV/BV RATIO and Market Capitalisation. The data is panel data so one way Random Effect Model or Fixed Effect Model is used to know the effect of company assuming that time is invariant i.e. constant. Appropriate model is reported from the panel data models such as pooled OLS model, Random Effect Model and Fixed Effect Model. The following is the list of sample companies belonging to IT Sector.

Table No.1 : Selected IT Companies

Sr.No.	Name of IT companies	Sr.No.	Name of IT companies
1	Cyient Ltd.	6	Tata Consultancy Services Ltd.
2	HCL Technologies Ltd.	7	Tech Mahindra Ltd.
3	Oracle Financial Services Software Ltd.	8	Wipro Ltd.
4	Zensar Technologies Ltd.	9	Mphasis Ltd.
5	Rolta India Ltd.	10	Mindtree Ltd.

#### 5. Tools and Techniques used:

The Statistical techniques such as Shapiro Wilk Test and Panel Data Regression Analysis were used to analyse the data and Statistical tools like SPSS 21(trial version) and EViews 10 Student Version Lite were used.

#### 6. Correlation Analysis of CG Score with Parameters of Financial Performance:

The present research intended to study whether Corporate Governance Score and other financial variable significantly affects MV/BV Ratio, Tobin's Q as well as Market Capitalisation or not. For this purpose, significant coefficient of correlation is tested. Using Shaphiro Wilk test statistic, normality assumption is



As data is less than 100. As data is nonnormal, to test the significant correlation coefficient between two parameters of financial indicators, Kendal Tau test (nonparametric test) is used.

Table No. 2: Correlation Coefficient : IT Sector

Variable	ROA	ROE	D/E Ratio	Tobin's Q	DPR	Sales Growth	NPM	Market Capitalisation	NAV	MV/BV Ratio	Ratio
ROA	r 1.000										
	p value										
ROE	r .053	1.000									
	p value	.601									
D/E Ratio	r -.003	.749	1.000								
	p value	.973	.000								
Tobin's Q	r -.002	-.212	-.050	1.000							
	p value	.986	.044	.633							
DPR	r .043	.527	.479	-.282	1.000						
	p value	.673	.000	.000	.007						
Sales Growth	r .218	.106	.029	-.384	.340	1.000					
	p value	.032	.280	.770	.000	.001					
NPM	r -.018	.467	.462	-.013	.178	-.112	1.000				
	p value	.859	.000	.000	.901	.071	.260				
Market Capitalisation	r -.137	.212	.324	-.239	.264	.145	.094	1.000			
	p value	.177	.030	.001	.023	.007	.138	.343			
NAV	r .043	.370	.322	-.098	.562	.283	.114	.270	1.000		
	p value	.673	.000	.001	.349	.000	.004	.250	.006		
MV/BV Ratio	r -.178	.172	.278	.256	.182	-.173	.092	.144	.430	1.000	
	p value	.079	.078	.004	.015	.062	.077	.352	.139	.000	
	r .081	.554	.521	-.260	.854	.279	.227	.292	.550	.220	1.000
	p value	.423	.000	.000	.013	.000	.004	.021	.003	.000	.024

As can be seen from the Table No. 2 that MV/BV Ratio, Tobin's Q and Market Capitalisation have no significant correlation with CG Score for IT Sector. MV/BV Ratio has positive correlation with ROA, ROE, Tobin's Q, DPR, Sales Growth, NPM, Market Capitalisation, NAV as well as negative correlation with D/E Ratio at 10% significance level. Tobin's Q has positive correlation with ROA, ROE, DPR, Sales Growth, NPM, Market Capitalisation, NAV and MV/BV Ratio as well as negative correlation with D/E Ratio at 10% significance level. Market Capitalisation has positive correlation with ROA, ROE, Tobin's Q, DPR, NPM, NAV and MV/BV Ratio at 10% significance level for IT Sector.

## 7. Panel Data Regression Analysis:

Panel data (also known as longitudinal or cross-sectional time-series data) is a dataset in which the behavior of companies is observed across time. Panel data considers individual heterogeneity which leads to efficient estimates. The regression model of panel data is known as panel data regression model. First of all, both Fixed Effect Model and Random Effect Model were fitted then using Hausman test it was checked which model is appropriate. If Fixed Effect Model is appropriate then also once again it was tested using Wald test whether Pooled Regression Model or Fixed Effect Model is appropriate. In present study one way Fixed Effect Regression Model or one way Random Effect Regression Model is used for Tobin's Q,





MVBV and Market Capitalisation using CG Score as an independent variable and ROA, ROE, D/E Ratio, DPR, Sales Growth, NPM, NAV and Firm Size as controlled variables.

### 7.1 Panel Data Regression Model for Tobin's Q:

For IT Sector, it was observed through Hausman test that Random Effect Model is not appropriate. So, Fixed Effect Model is fitted as below. From Table No. 3, it can be observed that p value(0.000) of the F statistic (8.6) is less than 0.05. So model is statistically significant. ROE affects positively to Tobin's Q at 5% level of significance and CG Score affects positively to Tobin's Q but statistically the effect is not significant. The variation in Tobin's Q is explained 75.64% by the all explanatory and control variables together. Assuming control variables as constant, if CG Score increases by one unit across time and between companies then Tobin's Q goes up on an average by 0.074 percent. Same way, assuming independent and other control variables as constant, if ROE increases by one percent across time and between companies then Tobin's Q goes up on an average by 0.08 percent. D/E Ratio and firm size do not impact significantly on Tobin's Q as p value is greater than 0.05. The intercept value for 1<sup>st</sup> company (Cyient Ltd.) is -0.9894, for HCL Technologies Limited is 2.42, for Oracle Financial Services Software Ltd. is 2.02 and so on. The intercept value for each company is different may be due to unique feature of the company but the difference is not statistically significant. Further, using Wald test, it is observed that the fitted Fixed Effect Model of Tobin's Q for IT Sector is appropriate.

$$\text{Tobins' } \hat{Q}_{it} = -0.9894 + 3.41D_{2i} + 3.01D_{3i} - 1.31D_{4i} - 0.12D_{5i} + 6.60D_{6i} + 1.34D_{7i} + 2.53D_{8i} - 0.42D_{9i} + 0.53D_{10i} + 0.074CGScore_{it} + 0.08ROE_{it} + 0.397D/ERatio_{it} - 0.736FirmSize_{it}$$

Table No. 3: Fixed Effect Model of Tobin's Q for IT Sector

Dependent Variable: TOBINQ

Method: Panel Least Squares

Periods included: 5

Cross-sections included: 10

TOBINQ=C(1)+C(2)\*CGSCORE+C(3)\*ROE+C(4)\*D/ERATIO+C(5)

\*FirmSize+C(6)\*D2+C(7)\*D3+C(8)\*D4+C(9)\*D5+C(10)\*D6

+C(11)\*D7+C(12)\*D8+C(13)\*D9+C(14)\*D10

	Coefficient	Std. Error	t-Statistic	Prob.
C(1)	-0.989386	7.692150	-0.128623	0.8984
C(2)-CGScore	0.073803	0.056733	1.300877	0.2016
C(3)-ROE	0.079703	0.029796	2.675009	0.0112
C(4)-D/ERatio	0.397458	1.386522	0.286659	0.7760
C(5)-FirmSize	-0.735907	1.046017	-0.703532	0.4862
C(6)-D2	3.408469	2.620243	1.300822	0.2016
C(7)-D3	3.008281	0.984615	3.055286	0.0042
C(8)-D4	-1.311013	1.651811	-0.793682	0.4326
C(9)-D5	-0.115063	3.159898	-0.036413	0.9712
C(10)-D6	6.595509	3.656515	1.803769	0.0796
C(11)-D7	1.336796	2.147864	0.622384	0.5376



C(12)-D8	2.533416	2.887032	0.877516	0.3860
C(13)-D9	-0.419577	1.939801	-0.216299	0.8300
C(14)-D10	0.526102	1.044322	0.503773	0.6175
R-squared	0.756435	F-statistic	8.600348	
S.E. of regression	1.516712	Prob(F-statistic)	0.000000	

## 2 Panel Data Regression Model for Market Capitalisation

For IT Sector, it was observed through Hausman test that Random Effect Model is not appropriate. So, Fixed Effect Model is fitted as below. From Table No. 4, it can be observed that p value (0.000) of the F-statistic (182.58) is less than 0.05. So model is statistically significant. NAV affects positively to Market Capitalisation at 1% level of significance and CG Score affects positively to Market Capitalisation at 10% level of significance. The variation in Market Capitalisation is explained 98.77% by the all explanatory and control Variables together. Assuming control variables as constant, if CG Score increases by one unit across time and between companies then Market Capitalisation goes up on an average by 1215.96 crore rupees. In same way, assuming independent and other control variables as constant, if NAV increases by one crore rupees across time and between companies then Market Capitalisation goes up on an average by 32.30 crore rupees. DPR, D/E Ratio, sales growth and NPM do not impact significantly to Market Capitalisation as p value is greater than 0.05. The intercept value for 1<sup>st</sup> company (Cyient Ltd.) is -95680.88, for HCL Technologies Limited is -52714.97, for Oracle Financial Services Software Ltd. is -63551 and so on. The intercept value for each company is different may be due to unique feature of the company and the difference is statistically significant for some companies and the difference is statistically not significant for some companies. So, again it is tried to check whether Fixed Effect Model is appropriate or not. If Fixed Effect Model is not appropriate then Pooled Regression Model can be considered as appropriate. Further, using Wald test, it is observed that the fitted Fixed Effect Model of Market Capitalisation for IT Sector is appropriate.

**Table No. 4: Fixed Effect Model of Market Cap for IT Sector**

Dependent Variable: MARKETCAP

Method: Panel Least Squares

Periods included: 5

Cross-sections included: 10

MARKETCAP=C(1)+C(2)\*CGSCORE+C(3)\*DPR+C(4)\*SALESGROWTH +C(5)\*NPM + C(6)\*NETASSETSVALUE + C(7)\*D/ERATIO+C(8)\*D2 + C(9) \*D3 + C(10)\*D4 + C(11)\*D5+C(12)\*D6 + C(13)\*D7+C(14)\*D8 + C(15)\*D9 +C(16)\*D10

	Coefficient	Std. Error	t-Statistic	Prob.
C(1)	-95680.88	62314.98	-1.535439	0.1339
C(2)-CGScore	1215.959	709.6069	1.713566	0.0957
C(3)-DPR	1.351726	39.98298	0.033808	0.9732
C(4)-SalesGrowth	-79.83028	94.12974	-0.848088	0.4023
C(5)-NPM	-611.8607	469.4980	-1.303223	0.2013





C(6)-NAV	32.29927	4.396294	7.346931	0.0000
C(7)-D/ERatio	-25346.04	16572.77	-1.529379	0.1354
C(8)-D2	42965.91	15230.10	2.821118	0.0079
C(9)-D3	32129.88	13616.73	2.359589	0.0242
C(10)-D4	3206.372	11232.67	0.285451	0.7770
C(11)-D5	-102535.0	22400.57	-4.577337	0.0001
C(12)-D6	211921.8	32915.88	6.438286	0.0000
C(13)-D7	-14845.56	14171.35	-1.047576	0.3022
C(14)-D8	23147.68	18287.17	1.265788	0.2142
C(15)-D9	14525.21	11404.58	1.273629	0.2114
C(16)-D10	-2361.962	11570.70	-0.204133	0.8395
R-squared	0.987737	F-statistic		182.5762
S.E. of regression	17609.72	Prob(F-statistic)		0.000000

$$\begin{aligned} \hat{MarketCap}_{it} = & -0.95680.88 + 42965.91D_{2t} + 32129.88D_{3t} + 3206.37D_{4t} - 102535D_{5t} \\ & + 211921.8D_{6t} - 14845.56D_{7t} + 23147.68D_{8t} + 14525.21D_{9t} - 2361.96D_{10t} + 1215.96CGScore_{it} \\ & + 1.35DPR_{it} - 79.83SalesGrowth_{it} - 611.86NPM_{it} + 32.30NAV_{it} - 25346.04D / ERatio_{it} \end{aligned}$$

### 7.3 Panel Data Regression Model for MV/BV Ratio

For IT sector, it was observed through Hausman test that Random Effect Model is appropriate. From Table No.5, it can be observed that p value (0.0000) of the F statistic (11.72) is less than 0.05 so model is statistically significant. CG Score, ROE and Sales Growth affect positively to MV/BV Ratio at 5% level of significance. The variation in MV/BV Ratio is explained 43.32% by the all explanatory and control variables together. Assuming control variables as constant, if CG Score increases by one unit across time and between companies then MV/BV Ratio goes up on an average by 0.106 times. Same way, assuming independent and other control variables as constant, if ROE increases by one percent across time and between companies then MV/BV Ratio goes up on an average by 0.147 times. Furthermore, assuming independent and other control variables as constant, if Sales Growth Increases by one percent across time and between companies then MV/BV Ratio goes down on an average by 0.016 times. If all control variables and independent variables are zero then average common value of intercept is -8.08.

**Table No. 5 : Random Effect Model of MV/BV Ratio for IT Sector**

Dependent Variable: MVBV

Method: Panel EGLS (Cross-section random effects)

Periods included: 5

Cross-sections included: 10



Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-8.081932	4.283394	-1.886806	0.0655
CGSCORE	0.105858	0.049591	2.134598	0.0382
ROE	0.147003	0.026833	5.478457	0.0000
SALESGROWTH	-0.016133	0.007756	-2.080060	0.0431
R-squared	0.433229	F-statistic		11.72052
S.E. of regression	1.363795	Prob(F-statistic)		0.000008

$$MV / \hat{BVRatio}_{it} = -8.08 + 0.106CGScore_{it} + 0.147ROE_{it} - 0.016SalesGrowth_{it}$$

$H_0$  : Random Effect Model is appropriate.

$H_1$  : Fixed Effect Model is appropriate.

Table No. 6 : Hausman Test - MV/BV Ratio for IT Sector

Correlated Random Effects - Hausman Test

Equation: Untitled

Test cross-section random effects

Test Summary	Chi-Sq. Statistic	Chi-Sq. d.f.	Prob.
Cross-section random	3.114462	3	0.3743

From the above Table No. 6, it can be observed that p value of Hausman chi square test is 0.3743 i.e. greater than 0.05. So,  $H_0$  cannot be rejected. So, the fitted Random Effect Model of MV/BV Ratio for IT Sector is appropriate.

## Conclusion:

MV/BV Ratio, Tobin's Q and Market Capitalisation have no significant correlation with CG Score in IT Sector. CG Score does not affect the firm performance parameters in IT Sector.

From Fixed Effect Model, it is revealed that CG Score has little significant positive impact and ROE has significant positive impact on Tobin's Q in IT Sector.

From Fixed Effect Model, it is revealed that both CG Score and NAV have significant positive impact on Market Capitalisation in IT Sector.

From Random Effect Model, it is revealed that CG Score and ROE have significant positive impact on MV/BV Ratio whereas Sales Growth has significant negative impact on MV/BV Ratio in IT Sector.

IT Sector is benchmarking in disclosure practices amongst all considered sectors. It follows higher level of disclosure from the very beginning yet cent percent disclosure is needed. It is observed that higher disclosure practices have increased market capital as well as wealth of shareholders.





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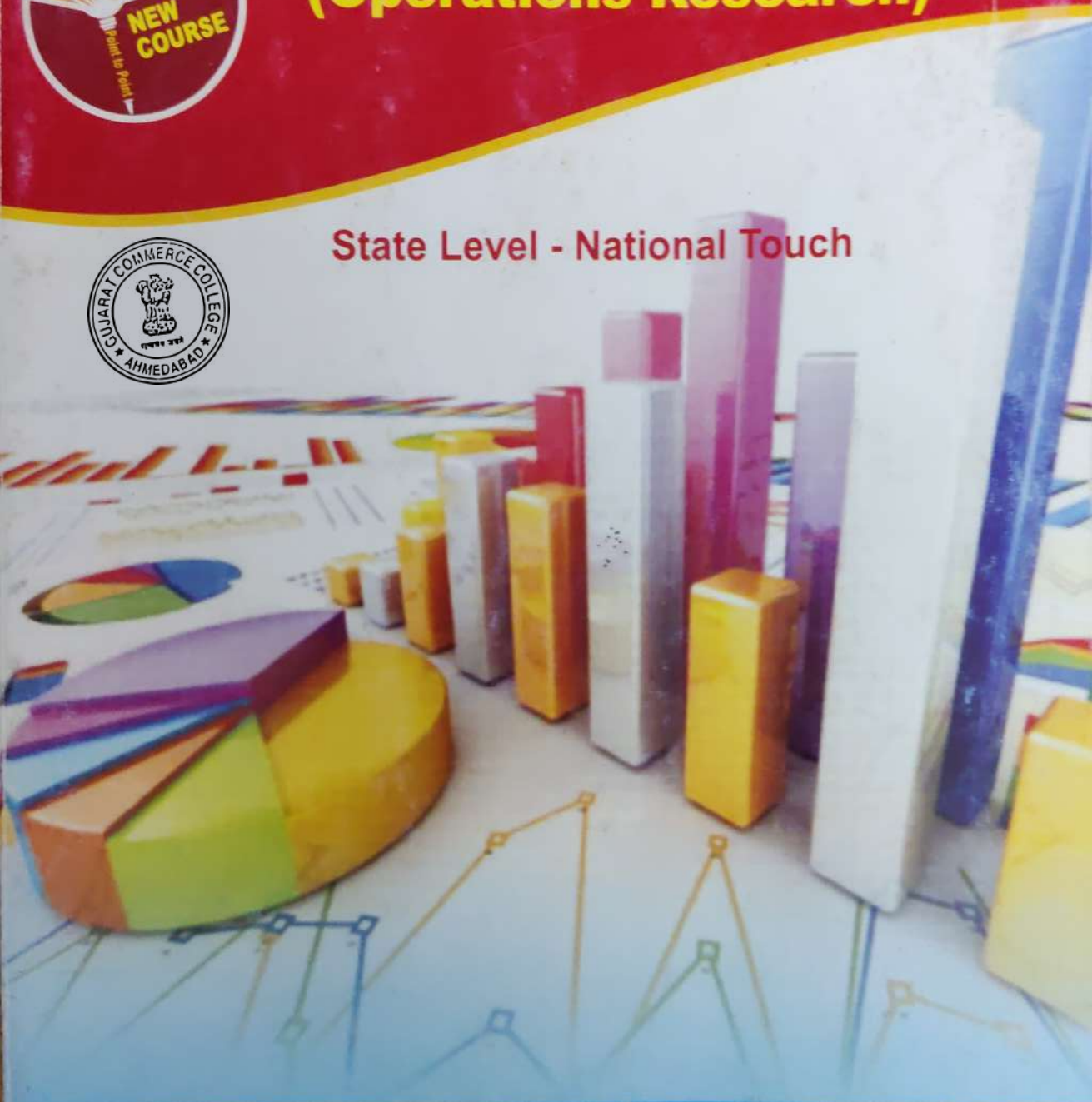
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