

A STUDY ON BILATERAL RELATIONSHIP AND CULTURAL SIMILARITIES BETWEEN INDIA AND REPUBLIC OF KOREA.

Submitted in partial fulfillment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

by

HARINI S

Register No.40410066



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC |

Approved by AICTE

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APRIL 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **HARINI S 40410066** who carried out the project entitled "**A study on bilateral relationship and cultural similarities between India and Republic of Korea**" under my supervision from January 2022 to March 2022.

Dr.S. JOYCE

Internal guide

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **HARINI S 40410066** hereby declare that the Project Report entitled **“A study on bilateral relationship and cultural similarities between India and Republic of Korea”** done by me under the guidance of **DR.S JOYCE** mam is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

HARINI S

ACKNOWLEDGEMENT

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HARINI S

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ABSTRACT

In recent years we came across various articles and magazines stating the healthy relationship between India and the Republic of Korea in different sectors. Both India and the Republic of Korea came across so many difficulties in the past century but the way they rebuild their economy inspires other Asian countries which ultimately proves their stability and promising growth rates. During the early 20th century there was an improved trade pattern which led to bilateral trade which crossed 20.5 USD and it registered 70 percent growth in a short period of time. Gradually South Korea became the largest source of FDI in India. Nowadays unknowingly we people are using technologies that are produced in South Korea as well as in India. There is a term trending in India in past years which is the "HALLY WAVE". Entertainment and food industries also play an important role in the cultural economy. So, this study gives us light on the events of trade and commerce, the knowledge about the Technological exchanges and the similarities between languages, foods and culture between our countries.

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION:

1.1.1 India and South Korea Early Years of Cooperation:

I-ROK Bilateral relationship was established in the year 1962 which gradually upgraded to ambassador level in the year 1973. This diplomatic relationship took trade and commerce to the next level. South Korea became the largest source of Foreign Direct Investment in India and India became the biggest source of export and import for South Korea in the past four decades. South Korea has achieved astonishing progress by transforming its economy into an export-driven powerhouse. This Economic transformation has been achieved despite its dependence on the import of natural resources including minerals and other resources. 40 percent of its trade is with Japan, the USA, and China. Other major trading partners are India, Saudi Arabia, Germany, Australia, Vietnam, Singapore, Hongkong, and Taiwan.

At an early-stage Indian ministers just viewed South Korea as an economic partner and mainly concentrated on Trade and Commerce. Later when South Korea emerged as a Technological powerhouse, along with time India discovered a clear path for its greatest goal *Industrialization*. In a particular period of time the South Korean's *new southern policy and open market policy* found a great impact with India's liberalization, *Act east and look east policy*.

In 2006 February Indian president DR.APJ Abdul Kalam foreshadowed a vibrant phase in India and South Korea relations which led to the launch of Joint task force to conclude **CEPA** (Comprehensive

Economic Partnership Agreement) operationalized in the year 2010. As years pass Civil Nuclear Energy Cooperation Agreement was also signed. Presidents of both countries paid the regular visits and it was also followed by other ministers till date.

Later in the year 2015 Prime minister Narendra Modi paid his visit to South Korea during his first year of government. During his visit he upgraded the Bilateral relationship to *Special Strategic Partnership*.

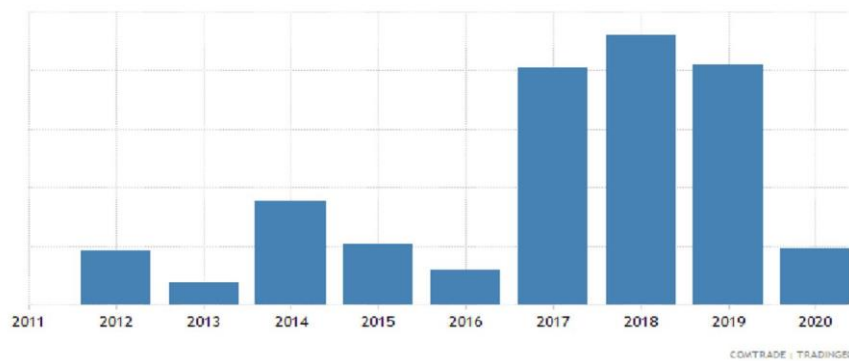
The two Asian countries are similar to each other even if there are differences in certain aspects, but the culture of both countries matches each other a lot which indicates why these similarities can become a good reason for an increasingly close relationship among both nations and their people.

1.2 AREA OF STUDY:

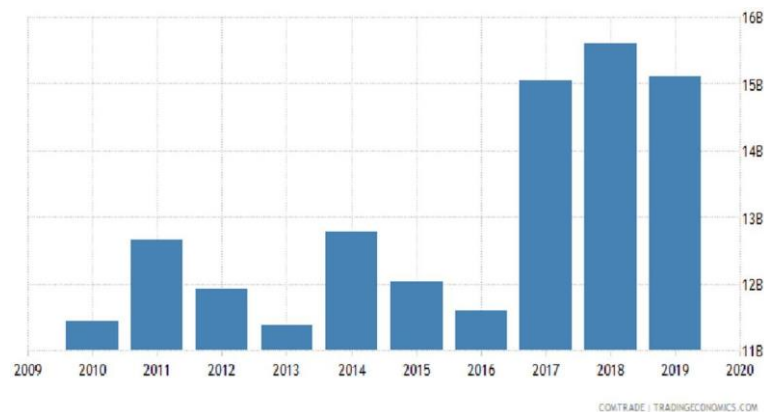
1.2.1 Exports and Imports:

As we know Korea mainly concentrated on telecommunication and automobiles sector but it also exported other products and services to India as follows

South Korea exports	Except basic, Perishable and luxury items they also export Petroleum refined products, nuclear reactors, Iron products, Mechanical appliances, Electrical machinery, Iron and steel products, Base lubricating oils, Plastics, Aluminium, Zinc, Lead, Fertilizers, Organic chemicals, Rubber, Aircrafts, Space craft's etc,
India Exports	Except basic, Perishable and Luxury items they also export Mineral fuels, Iron and steel, cereals and oil distillates mainly naphtha, precious metal compound, medical apparatus, Inorganic chemicals, Miscellaneous articles for base metal, etc,



SOUTH KOREA EXPORTS TO INDIA BETWEEN 2010-2019



INDIA EXPORTS TO SOUTH KOREA BETWEEN 2010-2019

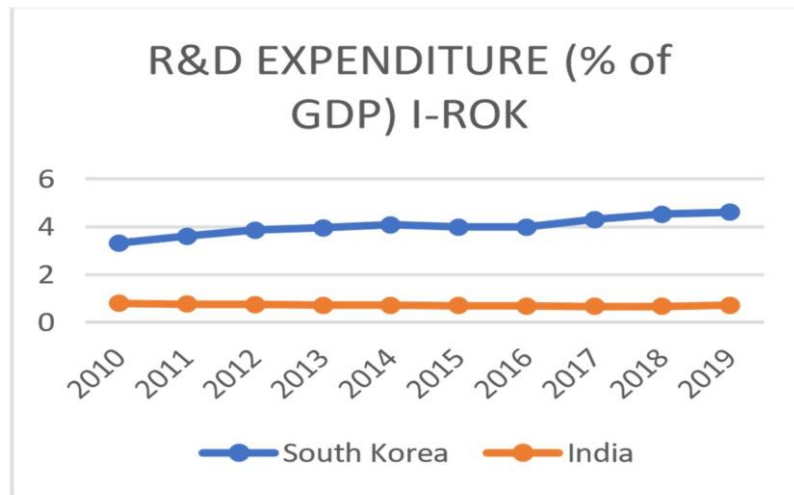
Especially Naphtha emerged as the important items which India exported to South Korea commanding over 20 percent.

12.2 Automobiles and Telecommunication Sector:

Mainly South Korea concentrated on Automobiles and telecommunication sectors, Companies like Hyundai, Samsung, LG, Honda motor, and Motorola are well known brands in India. ROK's telecommunication industry is controlled by three main companies *SK Telecom*, *LG U+* and *KT corporation*.

123 Research and Development Expenditure:

The R & D expenditure of a country is correlated with research and development and expenses incurred during the process of generating and discovering a different types of products and services.



124 Technological Collaborations:

KOREA	INDIA
Hyundai motor India Pvt Ltd	TATA Consultancy services
Samsung India Electronics Pvt Ltd	Indian Overseas Bank Seoul Branch
LG electronics India Pvt Ltd	State Bank of India
Motorola	Air India Ltd
Hyundai Steel Pvt Ltd	Himalaya Korea
Shinhan Bank	Wipro Technologies
LG Soft India Pvt Ltd	Nuclear Software Solutions Ltd
Lotte Choco	TATA Daewoo Commercial Vehicle co Ltd.

12.5 Language Similarities:

Apart from the fact that both countries belong to the continent of Asia, in past decades there was no cultural thread holding them but unexpectedly, both countries have so many similarities. One of the regional languages, Tamil, plays an important role in this study. Both Korean and Tamil have more than 500 similar words which have the same meaning and pronunciation.

English word	Tamil word	Pronunciation in Tamil	Korean word	Pronunciation in Korean
Mother	அம்மா	amma	엄마	amma
Father	அப்பா	appa	아빠	appa
Sister-in-law	அண்ணி	anni	언니	anni
I	நான்	naan	나	naa
You	நீ	nee	너	noe
Tooth	பல்	pal	이빨	ippal
Come	வா	va	와	va
Little bit	கொஞ்சம் கொஞ்சம்	konjam konjam	조금 조금	jogeum-jogeum
One	ஒண்ணு	onnu	어느	onnu
grass	புல்	pullu	풀	pull

While the two languages have similar-sounding words, there has not been any linguistic study establishing the same.

12.6 Cultural Similarities:

Cultural ties between the two countries goes back to the date of first century when an Indian princess named Sri Rathna became the first Queen of the ancient Gaya Kingdom after marrying the Korean King Kim Suro. In his book, *Kim Byeongmo's Archaeological Travels: Heo Hwangok's Route, from India to Gaya*, Professor Kim Byeongmo does mention this early connection, along with many other cultural and historic interactions between the two nationalities. Including Family culture and Moral values, Festivals and birthday celebrations and other similarities are have also been found.

12.7 Food Similarities:

The main food in Korea is rice. Apart from other Asian countries India and Korea share a special seat in cuisine. Korean Mandu (meat, vegetables and tofu filled) - kozhukattai. Athirasam (a deep fried sweet) Yakgwa. Koreans too have rice porridge (kanji) and it is called juk. iddiappam/sevai – hand pulled noodles called myron.

1.3 OBJECTIVES:

- ❖ To study on bilateral relationship and cultural similarities between India and Republic of Korea.
- ❖ To identify the collaboration between the countries.
- ❖ To find out how gradually Korean culture influences India (Vice versa)
- ❖ To discusses about the similarities in culture, foods and languages.

CHAPTER 2

REVIEW OF LITERATURE

NILESH S MHATRE (2021) The current study examines India-South Korea's bilateral investment ties and looks ahead to possible areas of cooperation in the future between the two countries' investment relations.

RAJIV KUMAR (2021) The dynamics of supply chain diversification in a disputed East Asia are examined in this article, as well as their implications for India-South Korea collaboration in the post-COVID-19 era.

BUYONG JEONG (2021) Samsung and LG Electronics have been in fierce competition to take the lead in the consumer electronics market. This chapter explores their competitive landscape using in-depth network analysis of co-inventors and the Locarno classifications in their design patents filed between 2014 and 2017 in Korea. This case study juxtaposes the clusters of design teams, product line-ups, and core inventors of both companies and examines their different product diversification strategies and collaboration patterns.

RICHARD.F DONOR (2021) The rise of Korea provides robust support for the proposition that strong institutions are necessary for intensive automotive development. Hyundai-Kia grew into a global corporation, the research institutions became more important for medium-sized companies, and in promoting basic research. Hyundai-Kia's success stands in marked contrast to the three subsidiaries of foreign automakers, which all struggled as Korean labor costs rose substantially above those of developing economies.

NAWNIT KUMAR (2021) This paper aims to emphasise the applicability of the Korean language in the generation of the PD of South Korea. As a tool of Public Diplomacy the uses of Korean Language may show a way to greater

regional and even global influence nonetheless. This paper argues not only the current scenario of the Korean language, but it also tries to look at the commencement of it.

The present article discusses the similarities in language, food, and culture. Probably the Iron Age trade relationship and spread of Buddhism from Tamil Nadu bound these two great maritime nations. The present article discusses the similarities in language, food, and culture. Probably the Iron Age trade relationship and spread of Buddhism from Tamil Nadu bound these two great maritime nations.

AROKIYARAJ (2021) The present article discusses the similarities in language, food, and culture. Probably the Iron Age trade relationship and spread of Buddhism from Tamil Nadu bound these two great maritime nations.

SUDHARSHAN REDDY (2021) Hyundai has introduced and embraced numerous strategies for securing the overall demand for brand placement. This study attempts to investigate traditional and digital advertising conducted by Hyundai Motors Company which will enhance the success of the company in terms of creating the brand and facilitating user engagement.

ANN MARY GEORGE (2021) Korean pop, popularly referred to as K-pop is a term that has been in use since the early years of the 21st century and refers to pop music from South Korea. The availability and the accessibility offered by the internet has provided the industry with a larger audience and fan following. K-pop is making its mark and gaining popularity in India as well.

MANOJ JOSHI (2021) This article mainly explains about the trade and economic relationship between I and ROK. For India, which has an ambitious 'Make in India' vision, the ROK could be the country it most needs to work with. After all, the ROK's development experience share

more in common with India's compared to that of the other developed countries. Beyond trade and commerce, India would do well to also study various aspects of the ROK's governmental policies that have guided its path from an underdeveloped colony to a highly developed country.

PRICILLA KIM (2021) This study investigates K-pop and K-pop fandom as an ongoing social movement. With popular South Korean group BTS as a case study, I examine how their fans join together and use collective action to create social change. My research answered three primary questions: (1) "How have K-pop fans been involved in societal causes prior to their recent surge in activism in 2020?," (2) "To what extent does K-pop represent a social movement?," and (3) "Do either K-pop music or the artists themselves contribute to fan participation in social advocacy, and if so, how?"

PAUL HONG, JOSEPH VARDHESE (2020) This paper aims to examine how India and Korea come to forge strategic alliance both in business relationships and national interests. We briefly review the history of interactions between India and -Korea and define a unique model of linkage roles. After discussing network theory of interactions in liberal international order, propositions explain step by step how India and Korea merge to create better future for countless people through trade, investment, and partnerships. Growth stages of global firms for domestic advantage and global competitiveness are presented as well. Managerial implications and future research issues are discussed.

A MUTHUSWAMI (2020) This report evaluates the Steel Industry's export and import performance. On the basis of total competitiveness, financial and non-financial aspects of competitiveness, Tata Steel Ltd dominates the industry.

JOJIN V JOHN (2020) The growing cooperation in defence, security, development, industry and a shared vision for regional order has visibly enhanced the scope and depth of the strategic partnership between the two

countries, however, not without challenges in the emerging Indo-Pacific regional context.

Dr. Jagannath P. Panda (2020) Both India's and South Korea's strategic choices are deeply influenced by the rapidly evolving Indo-Pacific construct, particularly amid a mounting U.S.-China rivalry. With India's "Look/Act East" policy and South Korea's "New Southern Policy" offering a perfect stage for deepened mutual cooperation, both nations need to further their relations to build Asia's future while advancing their respective national interests. With both countries following stringent foreign policies as a result of the actions of their immediate neighbours, they present a geopolitically strategic complementarity for their relationship to prosper and emerge as one of the most important relationships in the region.

CHOONG YONG AHN (2020) This paper suggests a specific action agenda to full-fill mutual commitments as entailed in the "Special Strategic Partnership" between these two like-minded countries of South Korea and India.

YEONGU YEONSU KIM (2020) This paper analyzes the reasons for the global popularity of the Korean boy band that has been at the center of the growing popularity of Korean pop music or K-pop. To address this issue more comprehensively, this paper utilizes a framework derived from a business approach which has been so far little attempted. In contrast from existing studies that focus on fandom and its activities, this paper argues that instead of egocentric strategies, sophisticated consumer-oriented strategies by utilizing internationalization and digitization are the key to its global popularity, which have helped BTS and their managing company Big Hit Entertainment to overcome all the disadvantages they faced before while reinforcing exiting advantages and creating new ones.

PHILPPE MUFF (2018) The present research investigates how South Korea attained its position as a center of technological advancement and innovation with the focus on smartphones. Consequently, the research examined three main variables-government, business, and society-to evaluate their effects and contributions to the developments of smartphone adoption of the global and Korean population, as well as the market dominance of Samsung devices.

HYEJUNG JU (2018) For the past two decades, the Korean Wave has been recognized in many parts of the world, and has articulated dynamic junctures of globalization, regionalization, and localization in the realms of media and popular culture. Due to online media platforms such as streaming services, television content has been diversifying and increasing its transnational circulations by nation-state.

Gwangjae Kim (2016) By evaluating the evolution and advancement of the Korean telecommunications sector, this article attempts to provide readers a better knowledge of the business. To begin, a brief history of Korean telecommunications is followed by an outline of the country's social and economic elements. Second, this study examines the government's role as a crucial stakeholder in industry, as well as important policies. Finally, an examination of market competitiveness, regulatory frameworks, and customer safeguards is carried out. Finally, IoT and 5G as technologies are discussed, as well as new services that Korea is now focused on in order to maintain its leadership position in the global market.

RAJIV KUMAR (2015) This paper attempts to explain the origins and evolution of India's Korean policy since its independence. India's Korean policy during the Korean crisis mainly revolved around its commitment to non-alignment in which India adopted a neutral stance.

SEWAN HO (2013) The Korean Wave (K-wave), or Hallyu, referred as "the phenomenon of Korean pop culture, such as TV dramas, films, pop music,

fashion, and online games being widely embraced and shared among the people of Asian countries. The world-wide success of K-pop contributes to improve the 'Korea' image and make a positive impact on Korean economy.

RAHUL ANAND (2013) The purpose of the study is to present a literature review on the nation brand concept and to examine "Brand-India" - its image, associations, and the effect of age and education on brand salience of Korean consumers. The Tata Group was the most well known Indian firm in Korea, and the study found a significant effect of age and education in brand awareness of Indian companies. This case study adds to the study of 'Brand India' as well as to the study of nation branding and country image.

DHRUVA JAISHANKAR (2012) This paper highlights on current engagements and commonalities between India and Republic of Korea. Prospectus of future collaboration have also been discussed.

PRAVAKAR SAHOO (2010) The present paper analyses trade and investment relations and explores future areas of potential co-operation between India and Korea. The study also suggests the areas where there is huge scope for increased investment and technological collaboration between the two countries.

LAKHVINDER SNGH (2008) India can only overlook the area at its peril. South Korea is strategically placed in the heart of Northeast Asia. It has solid economic ties with all of the nations in the area. Closer economic, political, military, and strategic ties with South Korea might aid India in consolidating its position in the area. India should give special emphasis to strengthening ties with South Korea, and a comprehensive plan that goes beyond the Comprehensive Economic Partnership Agreement (CEPA) should be devised to accomplish this.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY:

Research is the process of systematic and in-depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data.

3.2 RESEARCH PROCESS:

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages-primary stages, secondary stage, and the tertiary stage.

The primary stage includes:

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

The secondary stage includes:

- Data collection
- Questionnaire preparation
- Analysis of data

- Testing of hypothesis
- Interpretation

3.3 TYPE OF RESEARCH:

3.3.1 Descriptive Research:

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research are the descriptive of state of affairs, as it exists at present.

PROJECT PLANNING:

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of a researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

3.4 SOURCES OF DATA:

Data Collection:

Data collection is one of the most important aspects of research. The information in research methodology must be accurate and relevant. The data collection method can be classified into two methods.

Primary Data:

Questionnaire method have been used as a tool for a data collection in this research.

Secondary Data:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analysed by someone else.

The secondary data for the study was collected from book, company websites, magazines and other sources.

3.5 QUESTIONNAIRE PREPARATION:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire it is easy to determine the involvement level of so many employees in the organization.

Pilot Survey:

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studies. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

3.6 TYPE OF QUESTIONS:

- Linear scaling question
- Multiple choice questions
- Agreeability scale.

3.7 PERIOD OF STUDY:

A duration of the study is from December 2021 to April 2022.

3.8 LOCATION AND TARGETED PEOPLE OF STUDY:

Location of the study is Chennai and above 18 age group people were targeted.

SAMPLE SIZE:207

3.9 HYPOTHESIS TESTING:

H₀ – Null hypothesis (there is no significant relationship between the variables).

H_a – Alternative hypothesis (there is significant relationship between the variables). After analysing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

3.10 TOOLS FOR ANALYSIS:

3.10.1 Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.10.2 Hypothesis Analytical Tools (SPSS)

Chi-square:

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying. Education of the respondents and What comes to your mind when you hear India/republic of Korea questions have been used.

Oneway anova:

One-way analysis of variance is a technique that can be used to compare whether two samples mean are significantly different or not. Gender of the respondents and Which factor acts as a bridge between these two Asian countries questions have been used.

One sample t-test:

The **one-sample t-test** is a statistical hypothesis test used to determine whether an unknown population mean is different from a specific value. A vision for people, prosperity, peace and our future" our shared vision will provide a new impetus to the expansion and deepening of engagement between two countries will serve as a cornerstone for a new era of I-ROK partnership in upcoming years question is used.

CHAPTER-4

DATA ANALYSIS AND TABULATION

4.1 PERCENTAGE ANALYSIS:

Table 4.1.1 Age of the respondents:

Age of the respondents	No. Of respondents	Percentage%
Above 18	40	20.3
21-30	141	68.1%
31-40	12	5.8
Above 40	12	5.8
TOTAL	207	100%

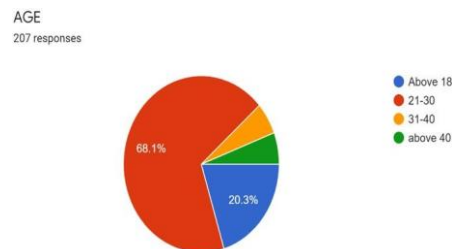


CHART:4.1.1 Age of the respondents

Interpretation:

From the above table it is interpreted that 20.3% respondents belongs to the age group of above 18, 68.1% respondents belongs to 21-30, 5.8% respondents belongs to 31-40 and 5.8% respondents belongs to above 40.

Inference:

Majority (68.1%) of the respondents belongs to the age group of 21-30.

Table 4.1.2 Gender of the respondents:

Gender of the respondents	No. Of respondents	Percentage%
Female	128	61.8%
Male	79	38.2%
TOTAL	207	100%

GENDER
207 responses

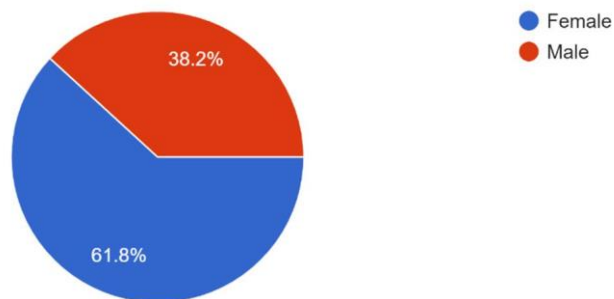


CHART:4.1.2 Gender of the respondents

Interpretation:

From the above table it is interpreted that 61.8% respondents are females and 38.2% respondents are male.

Inference:

Majority (61.8%) of the respondents are females.

Table 4.1.3 Education of the respondents:

Education of the respondents	No. of respondents	Percentage%
Under graduate	73	35.3
Post graduate	125	60.4
Others	9	4.3
Total	207	100%

EDUCATION
207 responses

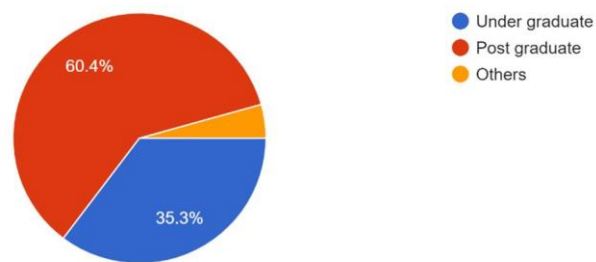


CHART:4.1.3 Education of the respondents

Interpretation:

From the above table it is interpreted that 35.3% respondents are under graduates ,60.4% respondents are post graduates and 4.3% respondents chosen others.

Inference:

Majority of (60.4%) the respondents are post graduates.

Table 4.1.4 The main reason behind the tremendous growth of these two Asian countries:

On the basis	No. Of respondents	Percentage%
High Research and Development intensity	81	39.1%
Technological inventions	78	37.7%
International trade and structural transformations	32	15.5%
Improved factors of production (land,labour, capital and enterprenership)	16	7.7%
TOTAL	207	100%

WHAT IS THE MAIN REASON BEHIND THE TREMENDOUS GROWTH OF THESE TWO ASIAN COUNTRIES?
207 responses

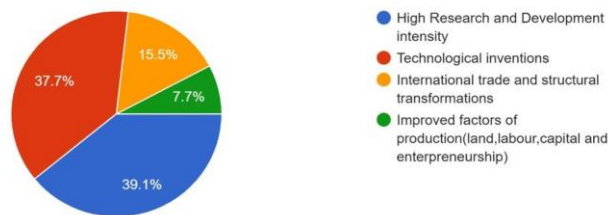


CHART:4.1.4The main reason behind the tremendous growth of these two Asian countries

Interpretation:

From the above table it is interpreted that 39.9% respondents chosen high research and development intensity, 37.7% respondents chosen technological invention, 15.5% respondents have chosen international trade and structural transformation and 7.7% respondents chosen improved factors of production as the main reason behind the growth.

Inference:

Majority of (39.1%) 81 respondents chosen that high research and development intensity is the main reason behind the tremendous growth of these two Asian countries.

Table 4.1.5 In past decade the relationship between I-ROK became stronger and rebuild their economy in an extraordinary way. according to you which industry played a major role:

On the basis	No. of respondents	Percentage%
Entertainment and food industries	130	62.8%
Telecommunication industries	26	12.6%
Medical and Education industries	12	5.8%
Manufacturing industries	39	18.8%
TOTAL	207	100%

IN PAST DECADE THE RELATIONSHIP BETWEEN I-ROK BECAME STRONGER AND REBUILD THEIR ECONOMY IN AN EXTRAORDINARY WAY. ACCORDI...YOU WHICH INDUSTRY PLAYED A MAJOR ROLE?
207 responses

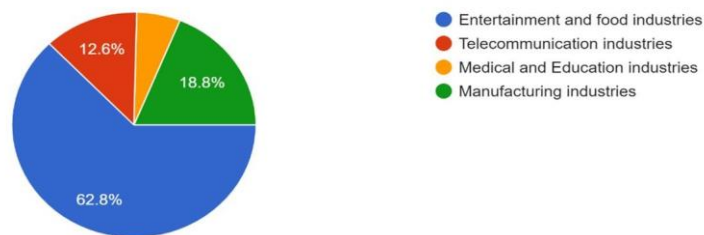


CHART:4.1.5 In past decade the relationship between I-ROK became stronger and rebuild their economy in an extraordinary way. according to you which industry played a major role

Interpretation:

From the above table it is interpreted that 130 respondents have chosen entertainment and food industry, 26 respondents have chosen telecommunication industries, 12 respondents have chosen medical and education industries and 39 respondents have chosen manufacturing industries.

Inference:

Majority of (62.8%) the respondents chosen entertainment and food industries which played a major role in rebuilding the economy in an extraordinary way in the past decade.

Table 4.1.6 According to you which factor acts as a bridge between our countries:

On the basis	No. Of respondents	Percentage%
Economic relationship	73	35.3
Language and cultural similarities	79	38.2
Historical events	7	3.4
Technological exchanges	48	23.2
TOTAL	207	100%

ACCORDING TO YOU WHICH FACTOR ACTS AS A BRIDGE BETWEEN OUR COUNTRIES?
207 responses

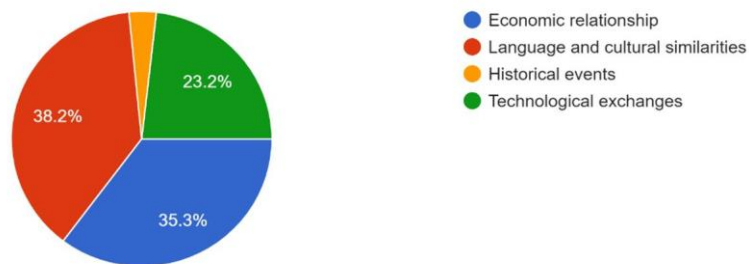


CHART:4.1.6 According to you which factor acts as a bridge between our countries

INTERPRETATION:

From the above table, it is interpreted that 35.3% of respondents chose Economic relationships, 38.2% chose language and cultural similarities, 3.4% chose historical events and 23.2% chose technological exchanges.

INFERENCE:

Majority (38.2) of respondents chose language and cultural similarities.

Table 4.1.7 Indo-Korean company you are familiar with:

On the basis	No. Of respondents	Percentage%
TATA DAEWOO and TATA consultancy services	52	25.1%
WIPRO Technologies	25	12.1%
AIR INDIA ltd	11	5.3%
Samsung India Electronics Pvt.Ltd	119	57.5%
TOTAL	207	100%

WHICH INDO-KOREAN COMPANY YOU ARE FAMILIAR WITH?
207 responses

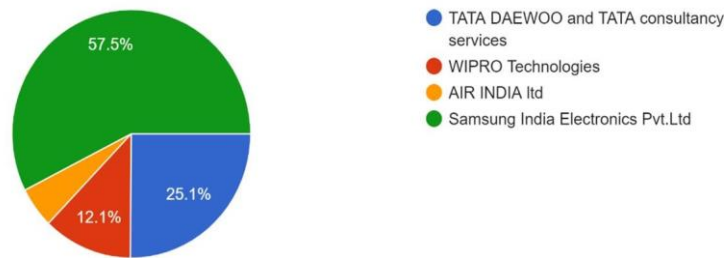


CHART:4.1.7 Indo-Korean company you are familiar with

Interpretation:

From the above table it is interpreted that 25.1% of the respondents are familiar with TATA DAEWOO and TATA consultancy, 12.1% of respondents are familiar with WPRO technologies, 5.3% of the respondents are familiar with AIR INDIA and 57.5% of the respondents are familiar with Samsung India Electronics Pvt .Ltd

Inference:

Majority (57.5%) of the respondents are familiar with Samsung India Electronics Pvt .Ltd.

Table 4.1.8 Korean brand you are most familiar with:

On the basis	No. Of respondents	Percentage%
Samsung	96	46.4
LG	18	8.7%
Hyundai	92	44.4%
Others	1	0.5%
TOTAL	207	100%

WHICH KOREAN BRAND YOU ARE MOST FAMILIAR WITH?

207 responses

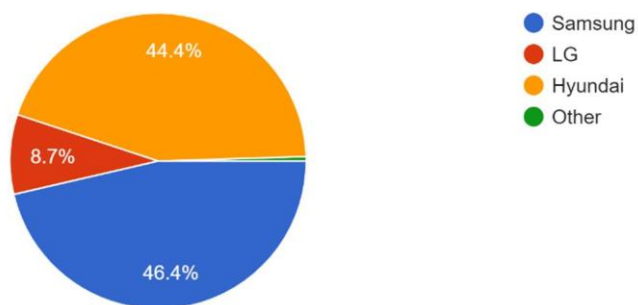


CHART:4.1.8 Korean brand you are most familiar with

Interpretation:

From the above table it is interpreted that 46.4% of the respondents are familiar with Samsung, 8.7% of the respondents are familiar with LG, 44.4% of the respondents are familiar with Hyundai and 0.5% respondent is chosen others.

Inference:

Majority (46.4%) of the respondents are familiar with Samsung.

Table 4.1.9 Success behind the mentioned brands:

On the basis	No. Of respondents	Percentage%
Quality and Durability	96	46.4%
Innovative solutions	58	28%
Consistency and flexibility	31	15%
Range of products	22	10.6%
TOTAL	207	100%

WHAT DO YOU THINK IS THE SUCCESS BEHIND THE MENTIONED BRANDS?(Samsung, LG, KIA, Hyundai, Motorola, TATA, Shinhan, IOB, SBI and other brands)
207 responses

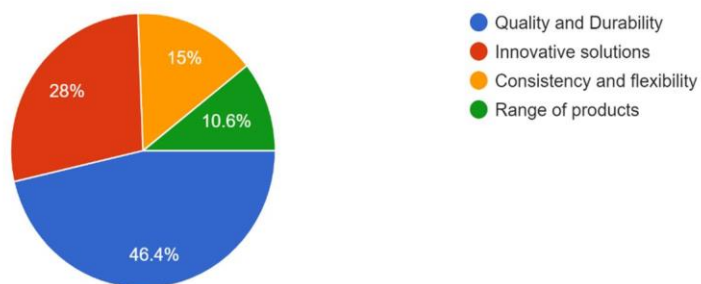


CHART:4.1.9 Success behind the mentioned brands

Interpretation:

From the above table it is interpreted that 46.4% of the respondents think quality and durability is the success behind the mentioned brands, 28% of the respondents think innovative solution, 15% of the respondents think consistency and flexibility and 10.6% of the respondents think it is range of products.

Inference:

Majority (46.4%) of the respondents think quality and durability is the success behind the mentioned brands.

Table 4.1.10 Feature attracts you the most on these products:

On the basis	No. Of respondents	Percentage%
Price range and value for the money	104	50.2%
Global resonance	42	20.3%
Advertisements	44	21.3%
Other economic and personal factors	17	8.2%
TOTAL	207	100%

WHAT FEATURE ATTRACTS YOU THE MOST ON THESE PRODUCTS?
207 responses

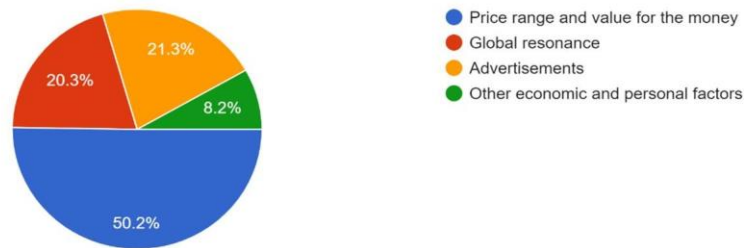


CHART:4.1.10 Feature attracts you the most on these products

Interpretation:

From the above table it is interpreted that 50.2% of the respondents have chosen price range and value for money as a factor which attracts them the most, 20.3% of the respondents have chosen global resonance, 21.3% of the respondents have chosen advertisements and 8.2% of the respondents have chosen other economic and personal factors.

Inference:

Majority (50.2%) of the respondents have chosen price range and value for money as a factor which attracts them the most.

Table 4.1.11 South Korea not only concentrates on telecommunication and electronics but also other products and services in different industries:

On the basis	No. Of respondents	Percentage%
Strongly agree	151	72.9%
Agree	41	19.8%
Neutral	13	6.3%
Disagree	1	0.5%
Strongly disagree	11	0.5%
TOTAL	207	100%

SOUTH KOREA NOT ONLY CONCENTRATES ON TELECOMMUNICATION AND ELECTRONICS BUT ALSO OTHER PRODUCTS AND SERVICES IN DIFFERENT INDUSTRIES.
207 responses

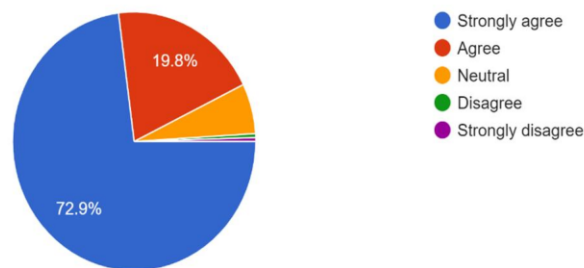


CHART: 4.1.11 South Korea not only concentrates on telecommunication and electronics but also other products and services in different industries

Interpretation:

From the above table it is interpreted that 72.9% of the respondents strongly agree, 19.8% of the respondents agree, 6.3% of the respondents are neutral, 0.5% respondent disagree and 0.5% respondent strongly disagree.

Inference:

Majority (72.9%) of the respondents strongly agree.

Table 4.1.12 What comes to your mind when you hear India/South Korea:

On the basis	No. Of respondents	Percentage%
Historical Figures	87	42%
Food cuisine	32	15.5%
Cultural references	21	10.1%
Entertainment industry(K-drama, k-pop, Bollywood,etc)	67	32.4%
TOTAL	207	100%

WHAT COMES TO YOUR MIND WHEN YOU HEAR INDIA/SOUTH KOREA?
207 responses

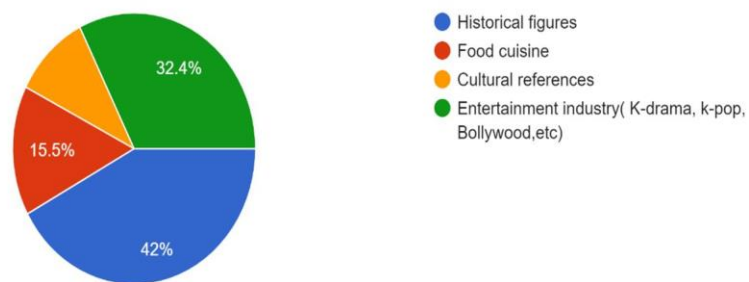


CHART: 4.1.12 What comes to your mind when you hear India/South Korea

Interpretation:

From the above table it is interpreted that 42% of the respondents chosen historical Figures which comes to their when they hear South Korea/ India, 15.5% of the respondents chosen food cuisine, 10.1% of the respondents chosen cultural references and 32.4% of the respondents have chosen entertainment industry.

Inference:

Majority (42%) of the respondents chosen historical Figures which comes to their when they hear South Korea/ India.

Table 4.1.13 Through which mode you came across Indian and Korean culture:

On the basis	No. Of respondents	Percentage%
Through social media	96	46.4%
Through articles	25	12.1%
Through movies and dramas	82	39.6
Others	4	1.9%
TOTAL	207	100%

THROUGH WHICH MODE YOU CAME ACROSS INDIAN AND KOREAN CULTURE?

207 responses

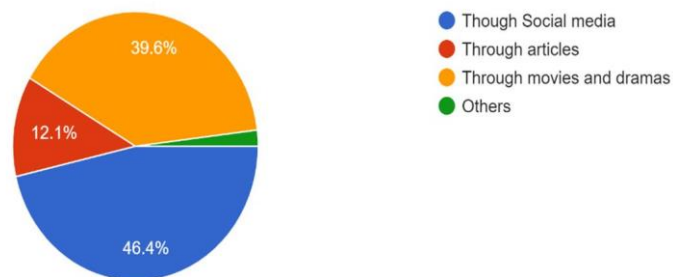


CHART: 4.1.13 Through which mode you came across Indian and Korean culture

Interpretation:

From the above table it is interpreted that 46.4% of the respondents came across Indian and Korean culture through social media, 12.1% of the respondents have chosen through articles, 39.6% of the respondents chosen through movies and dramas and 1.4% of the respondents have chosen others.

Inference:

Majority (46.4%) of the respondents came across Indian and Korean culture through social media.

Table 4.1.14 In what ways do you think there are similarities between our cultures

On the basis	No. of respondents	Percentage%
Family culture and Moral values	114	55.1%
Festivals and birthday celebrations	44	21.3%
Cuisine(Seongpeon-Kozhukattai, Kimchi-Achaar, Yaksik-Sweet pongal, etc.)	43	20.8%
Other similarities	6	2.9%
TOTAL	207	100%

IN WHAT WAYS DO YOU THINK THERE ARE SIMILARITIES BETWEEN OUR CULTURES?
207 responses

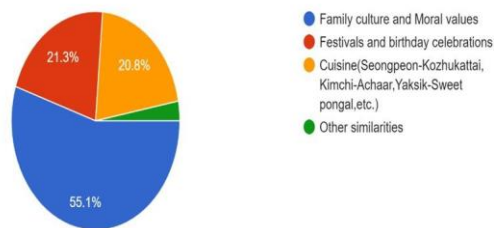


CHART:4.1.14 In what ways do you think there are similarities between our cultures

Interpretation:

From the above table it is interpreted that 55.1% of the respondents think there are similarities between family culture and moral values, 21.3% of the respondents chosen festivals and birthday celebrations, 20.8% of the respondents have chosen cuisine and 2.9% of the respondents have chosen other similarities.

Inference:

Majority (55.1%) of the respondents think there are similarities between family culture and moral values.

Table 4.1.15 Asian industry will grow in the upcoming years:

On the basis	No. of respondents	Percentage%
AI and metaverse	105	50.7%
Entertainment Industry	88	42.5%
Health Industry	8	3.9%
Telecommunication	6	2.9%
TOTAL	207	100%

ACCORDING TO YOU WHICH ASIAN INDUSTRY WILL GROW IN THE UPCOMING YEARS?
207 responses

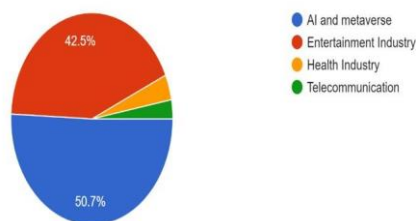


CHART:4.1.15 Asian industry will grow in the upcoming years

Interpretation:

From the above table it is interpreted that 50.7% of the respondents believe that AI and Metaverse will grow in upcoming years, 42.5% of the respondents have chosen entertainment industry, 3.9% of the respondents have chosen health industry and 2.9% of the respondents have chosen telecommunication.

Inference:

Majority (50.7%) of the respondents believe that AI and Metaverse will grow in upcoming years.

Table 4.1.16 Do you agree that the entertainment industry plays an important role in the growth of cultural economy:

On the basis	No. Of respondents	Percentage%
Strongly agree	160	77.3%
Agree	36	17.4%
Neutral	10	4.8%
Disagree	1	0.5%
Strongly disagree	0	0%
TOTAL	207	100%

DO YOU AGREE THAT THE ENTERTAINMENT INDUSTRY PLAYS AN IMPORTANT ROLE IN THE GROWTH OF CULTURAL ECONOMY?
207 responses

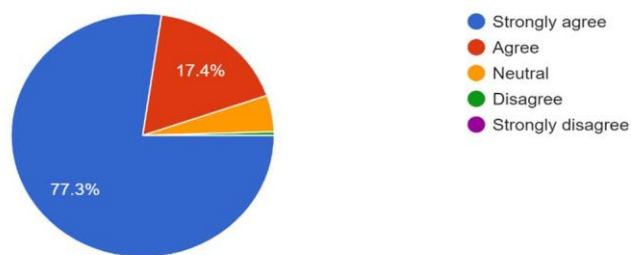


CHART: 4.1.16 Do you agree that the entertainment industry plays an important role in the growth of cultural economy

Interpretation:

From the above table it is interpreted that 77.3% of the respondents strongly agree that the entertainment industry plays an important role in the growth of cultural economy, 17.4% of the respondents agree, 4.8% of the respondents are neutral and 0.5% respondent disagree

Inference:

Majority (77.3%) of the respondents strongly agree that the entertainment industry plays an important role in the growth of cultural economy.

Table 4.1.17 Why do people attracted towards k-drama and K-pop in huge level:

On the basis	No. of respondents	Percentage%
Castings	55	26.6%
Plots and twists	68	32.9%
Availability of different Genres	70	33.8%
Cultural immersion	14	6.8%
TOTAL	207	100%

WHY DO PEOPLE ATTRACTED TOWARDS K-DRAMA AND K-POP IN HUGE LEVEL?
207 responses

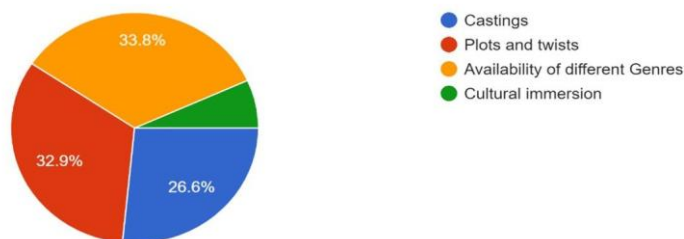


CHART: 4.1.17 Why do people attracted towards k-drama and K-pop in huge level

Interpretation:

From the above table it is interpreted that 26.6% of the respondents are attracted towards castings, 32.9% of the respondents are attracted towards plots and twists, 33.8% of the respondents are attracted towards availability of different genres and 6.8% of the respondents are attracted towards cultural immersions.

Inference:

Majority (33.8%) of the respondents are attracted towards availability of different genres.

Table 4.1.18 How many hours do you spend watching k-drama/ Indian movies or listening to K-pop/Indian music:

On the basis	No. of respondents	Percentage%
Less than an hour	68	32.9%
2-3 Hours	54	26.1%
4-5 Hours	19	9.2%
More than 5 hours	66	31.9%
TOTAL	207	100%

HOW MANY HOURS DO YOU SPEND WATCHING K-DRAMA/ INDIAN MOVIES OR LISTENING TO K-POP/INDIAN MUSIC?
207 responses

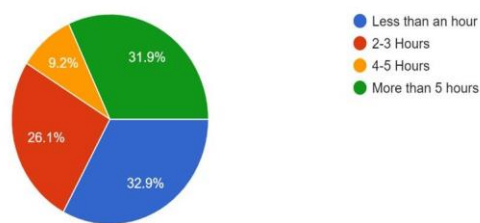


CHART: 4.1.18 How many hours do you spend watching k-drama/ Indian movies or listening to K-pop/Indian music

Interpretation:

From the above table it is interpreted that 32.9% of the respondents spends less than an hour watching or listening to KPOP music /movies, 26.1% of respondents spend 2-3 hours, 9.2% of the respondents spend 4-5 hours and 31.9% of the respondents spend more than 5 hours.

Inference:

Majority (32.9%) of the respondents spends less than an hour watching or listening to KPOP music /movies.

Table 4.1.19 Indian/Korean lifestyles have a significant influence in attitude, behaviours, habits and hobbies. in which way you got influenced:

On the basis	No. of respondents	Percentage%
Fashion trends	58	28%
By using slang words	47	22.7%
Celebrations	29	14%
Fitting into a character after watching a drama or a movie	73	35.3%
Total	207	100%

INDIAN/KOREAN LIFESTYLES HAVE A SIGNIFICANT INFLUENCE IN ATTITUDE, BEHAVIOURS, HABITS AND HOBBIES. IN WHICH WAY YOU GOT INFLUENCED?

207 responses

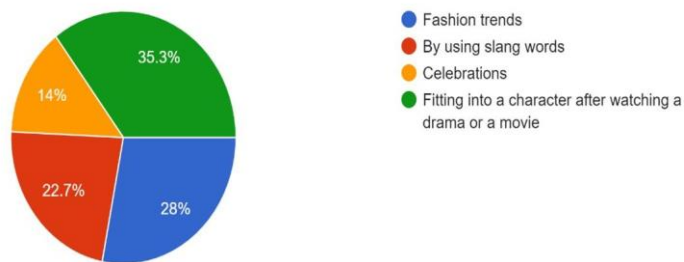


CHART: 4.1.19 Indian/Korean lifestyles have a significant influence in attitude, behaviours, habits and hobbies. in which way you got influenced

Interpretation:

From the above table it is interpreted that 28% of the respondents have chosen fashion trends, 22.7% of the respondents have chosen by using slang words, 14% of the respondents have chosen celebrations and 35.3% of the respondents have chosen fitting into a character after watching a drama or a movie.

Inference:

Majority (35.3%) of the respondents have chosen fitting into a character after watching a drama or a movie.

Table 4.1.20 Which type of Indian/Korean food you prefer:

On the basis	No. Of respondents	Percentage%
Traditional	131	63.3%
Fusion	55	26.6%
Ethnic	17	8.2%
Others	4	1.9%
TOTAL	207	100%

WHICH TYPE OF INDIAN/KOREAN FOOD YOU PREFER?
207 responses

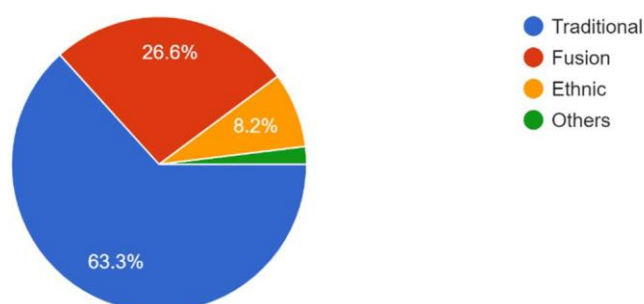


CHART:4.1.20 Which type of Indian/Korean food you prefer

Interpretation:

From the above table it is interpreted that 63.3% of the respondents prefer traditional foods, 26.6% of the respondents prefer fusion foods, 8.2% of the respondents prefer ethnic foods and 1.9% of the respondents prefer others.

Inference:

Majority (63.3%) of the respondents prefer traditional foods.

Table 4.1.21 There are more than 400 words in Korean and Tamil which have same pronunciation and meaning:

On the basis	No. Of respondents	Percentage%
Yes	189	91.3%
No	18	8.7%
TOTAL	207	100%

DO YOU KNOW THERE ARE MORE THAN 400 WORDS IN KOREAN AND TAMIL WHICH HAVE SAME PRONUNCIATION AND MEANING?
207 responses

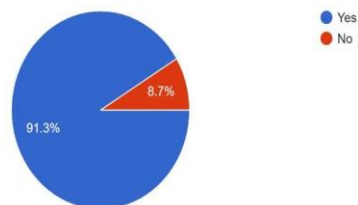


CHART: 4.1.21 There are more than 400 words in Korean and Tamil which have same pronunciation and meaning

Interpretation:

From the above table it is interpreted that 91.3% of the respondents know there are more than 400 words in Korean and Tamil which have same pronunciation and meaning and 8.7% off the respondents are not aware of it.

Inference:

Majority (91.3%) of the respondents know there are more than 400 words in Korean and Tamil which have same pronunciation and meaning.

Table 4.1.22 Have you visited any Indian and Korean related places:

On the basis	No. of respondents	Percentage%
Indian/Korean supermarket	76	36.7%
Restaurants and themed café	88	42.5%
Merch Sites	14	6.8%
No, I haven't	29	14%
TOTAL	207	100%

HAVE YOU VISITED ANY INDIAN AND KOREAN RELATED PLACES?IF YES, CHOOSE THE MOST RECENT ONE.

207 responses

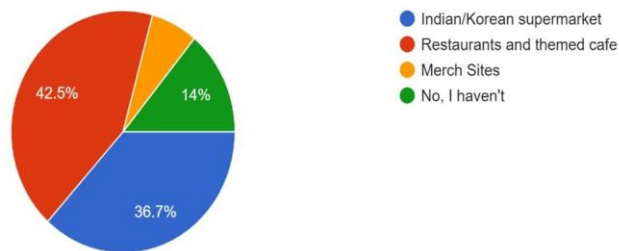


CHART:4.1.22 Have you visited any Indian and Korean related places

Interpretation:

From the above table it is interpreted that 36.7% of the respondents went to Korean supermarkets, 42.5% of the respondents went to restaurants and themed cafes, 6.8% of the respondents visited merch sites and 14% of the respondents never visited any of the places.

Inference:

Majority (42.5%) of the respondents went to restaurants and themed cafes.

Table 4.1.23 In what ways our country can strengthen the relationship between people in the future:

On the basis	No. of respondents	Percentage%
Research and cultural programmes	82	39.6%
Student Exchange Programmes	73	35.3%
By Providing Global certified degrees	30	14.5%
Investments and Collaborations	22	10.6%
TOTAL	207	100%

IN WHAT WAYS OUR COUNTRY CAN STRENGTHEN THE RELATIONSHIP BETWEEN PEOPLE IN THE FUTURE?
207 responses

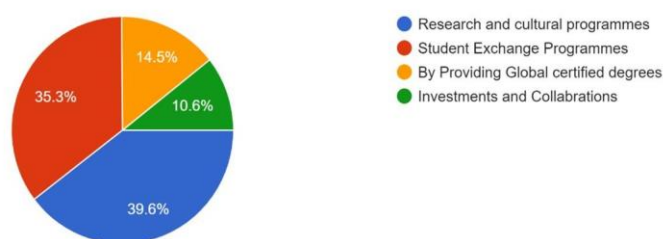


CHART: 4.1.23 In what ways our country can strengthen the relationship between people in the future

Interpretation:

From the above table it is interpreted that 39.6% of the respondents strongly believe that through research and cultural programmes both countries can strengthen our relationship in the future, 35.3% of the respondents chosen student exchange programmes, 14.5% of the respondents chosen by providing global certified degrees and 10.6% of the respondents chosen investments and collaborations.

Inference:

Majority (39.6%) of the respondents strongly believe that through research and cultural programmes both countries can strengthen our relationship in the future.

Table 4.1.24 A vision for people, prosperity, peace and our future" our shared vision will provide a new impetus to the expansion and deepening of engagement between two countries will serve as a cornerstone for a new era of I-ROK partnership in upcoming years

On the basis	No. Of respondents	Percentage%
1	0	
2	2	1%
3	9	4.3%
4	21	10.1%
5	175	84.5%
Total	207	100%

"A VISION FOR PEOPLE,PROSPERITY,PEACE AND OUR FUTURE" OUR SHARED VISION WILL PROVIDE A NEW IMPETUS TO THE EXPANSION AND...A OF I-ROK PARTNERSHIP IN UPCOMING YEARS.
207 responses

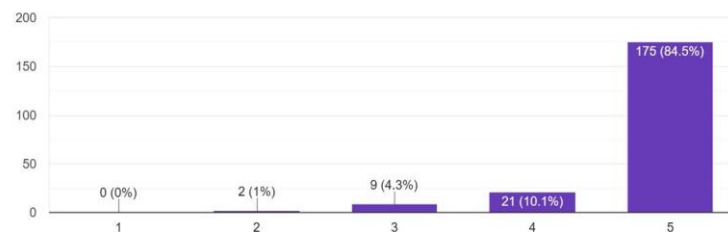


CHART: 4.1.24 A vision for people, prosperity, peace and our future" our shared vision will provide a new impetus to the expansion and deepening of engagement between two countries will serve as a cornerstone for a new era of I-ROK partnership in upcoming years"

Interpretation:

From the above table it is interpreted that 1% of the respondent agrees in the level 2, 4.3% of the respondents agrees n the level of 3, 10.1% of the respondents agrees in the level of 4 and 84.5% of the respondents strongly agrees to the mentioned statement.

Inference:

Majority (84.5%) of the respondents strongly agreed to the statement.

4.2 HYPOTHESIS TESTING TOOLS:

4.2.1 One Way Anova

ANOVA

GENDER

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.804	3	.935	4.121	.007
Within Groups	46.046	203	.227		
Total	48.850	206			

Interpretation:

Since p value is .07 is greater than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted. There is significance relationship between these variables.

4.2.2 Chi Square:

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Education * according to you which factor acts as a bridge between our countries?	307	100.0%	0	0.0%	307	100.0%

Education * according to you which factor acts as a bridge between our countries? Cross tabulation							
Count							
		According to you which factor acts as a bridge between our countries?					Total
			Economic relationship	Historical events	Language and cultural similarities	Technological exchanges	
Education		100	0	0	0	0	100
	Others	0	2	0	6	1	9
	Post graduate	0	32	4	54	35	125
	Under graduate	0	39	3	19	12	73
Total		100	73	7	79	48	307

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	336.387 ^a	12	.000
Likelihood Ratio	407.289	12	.000
N of Valid Cases	307		
a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .21.			

Interpretation:

Since p value is .000 is lesser than 0.05, the alternative hypothesis is rejected and null hypothesis is accepted. There is no significance relationship between these variables.

4.2.3 One Sample T Test:

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Do you agree that the entertainment industry plays an important role in the growth of cultural economy?	207	4.71	.575	.040

One-Sample Test						
	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Do you agree that the entertainment industry plays an important role in the growth of cultural economy?	117.912	206	.000	4.715	4.64	4.79

Interpretation:

Since p value is .000 is lesser than 0.05, the alternative hypothesis is rejected and null hypothesis is accepted. There is no significance relationship between these variables.

CHAPTER-5

FINDINGS AND CONCLUSION

5.1 FINDINGS:

- ❖ Majority (68.1%) of the respondents belongs to the age group of 21-30.
- ❖ Majority (61.8%) of the respondents are females.
- ❖ Majority (60.4%) of the respondents are post graduates.
- ❖ Majority (39.1%) of the respondents chosen that high research and development intensity is the main reason behind the tremendous growth of these two Asian countries.
- ❖ Majority (62.8%) of the respondents chosen entertainment and food industries which played a major role in rebuilding the economy in an extraordinary way in the past decade.
- ❖ Majority (38.2) of respondents chose language and cultural similarities.
- ❖ Majority (57.5%) of the respondents are familiar with Samsung India Electronics Pvt Ltd.
- ❖ Majority (46.4%) of the respondents are familiar with Samsung.
- ❖ Majority (46.4%) of the respondents think quality and durability is the success behind the mentioned brands.
- ❖ Majority (50.2%) of the respondents have chosen price range and value for money as a factor which attracts them the most.
- ❖ Majority (72.9%) of the respondents strongly agree.
- ❖ Majority (42%) of the respondents chosen historical Figures which comes to their when they hear South Korea/ India.

- ❖ Majority (46.4%) of the respondents came across Indian and Korean culture through social media.
- ❖ Majority (55.1%) of the respondents think there are similarities between family culture and moral values.
- ❖ Majority (50.7%) of the respondents believe that AI and Metaverse will grow in upcoming years.
- ❖ Majority (77.3%) of the respondents strongly agree that the entertainment industry plays an important role in the growth of cultural economy.
- ❖ Majority (33.8%) of the respondents are attracted towards availability of different genres.
- ❖ Majority (32.9%) of the respondents spends less than an hour watching or listening to KPOP music /movies.
- ❖ Majority (35.3%) of the respondents have chosen fitting into a character after watching a drama or a movie.
- ❖ Majority (63.3%) of the respondents prefer traditional foods
- ❖ Majority (91.3%) of the respondents know there are more than 400 words in Korean and Tamil which have same pronunciation and meaning.
- ❖ Majority (42.5%) of the respondents went to restaurants and themed cafes.
- ❖ Majority (39.6%) of the respondents strongly believe that through research and cultural programmes both countries can strengthen our relationship in the future.
- ❖ Majority (84.5%) of the respondents strongly agreed to the statement.

5.2 CONCLUSIONS:

In recent years we came across so many Korean's skincare products, K-fashion, cuisine and how KPOP music and series is ruling our world but the other side is always hidden. In this study we found so many similarities in food, culture, language and others as well as the technological exchanges and collaborations between our countries, R&D and its overall expenditures. However, there are numerous companies which are establishing year by year, Samsung always have a separate market and through this study its clearly proven. Even though technological inventions, international trade and structural transformations, improved factors of production (land, labour, capital and entrepreneurship) are necessary high research and development intensity is main reason behind the tremendous growth of these two Asian countries. We were always behind the entertainment and food industries which absolutely plays an important role in re-building the country's economy but now step by step we are noticing the growing industries like health industries, telecommunication industries, AI and Metaverse is also making their base and can expect them to grow greatly in the upcoming years. We also found that there are innumerable words which have same meaning and pronunciation where there is no specific study or theory have been found but with the help of the general public its partially proven that there are similarities between Tamil and Korean. With the help of the survey we also received few suggestions for strengthening the relationship among the citizens of both the countries by providing various research and cultural programmes, global certified degrees and other business modes like investments and collaborations. This is our time to show-off and utilise our country's available resources and to develop it in the upcoming years.

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ANNEXURE-I

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A STUDY ON BILATERAL RELATIONSHIP AND CULTURAL SIMILARITIES BETWEEN INDIA-ROK

A STUDY ON BILATERAL RELATIONSHIP AND CULTURAL SIMILARITIES BETWEEN INDIA-ROK

40410066

* Required

1. NAME *

2. AGE *

Mark only one oval.

☐ Above 18

☐ 21-30

☐ 31-40

☐ above 40

3. GENDER *

Mark only one oval.

☐ Female

☐ Male

4. EDUCATION *

Mark only one oval.

☐ Under graduate

☐ Post graduate

☐ Others

5. CITY *

6. WHAT IS THE MAIN REASON BEHIND THE TREMENDOUS GROWTH OF THESE TWO ASIAN COUNTRIES? *

Mark only one oval.

- ☐ High Research and Development intensity
- ☐ Technological inventions
- ☐ International trade and structural transformations
- ☐ Improved factors of production(land,labour,capital and entrepreneurship)

7. IN PAST DECADE THE RELATIONSHIP BETWEEN I-ROK BECAME STRONGER AND REBUILD THEIR ECONOMY IN AN EXTRAORDINARY WAY. ACCORDING TO YOU WHICH INDUSTRY PLAYED A MAJOR ROLE? *

Mark only one oval.

- ☐ Entertainment and food industries
- ☐ Telecommunication industries
- ☐ Medical and Education industries
- ☐ Manufacturing industries

8. ACCORDING TO YOU WHICH FACTOR ACTS AS A BRIDGE BETWEEN OUR COUNTRIES? *

Mark only one oval.

- ☐ Economic relationship
- ☐ Language and cultural similarities
- ☐ Historical events
- ☐ Technological exchanges

9. WHICH INDO-KOREAN COMPANY YOU ARE FAMILIAR WITH? *

Mark only one oval.

- ☐ TATA DAEWOO and TATA consultancy services
- ☐ WIPRO Technologies
- ☐ AIR INDIA ltd
- ☐ Samsung India Electronics Pvt.Ltd

10. WHICH KOREAN BRAND YOU ARE MOST FAMILIAR WITH? *

Mark only one oval.

- ☐ Samsung
- ☐ LG
- ☐ Hyundai
- ☐ Other

11. WHAT DO YOU THINK IS THE SUCCESS BEHIND THE MENTIONED BRANDS? *
(Samsung,LG,KIA,Hyundai,Motrola,TATA,Shinhan,IOB,SBI and other brands)

Mark only one oval.

- ☐ Quality and Durability
- ☐ Innovative solutions
- ☐ Consistency and flexibility
- ☐ Range of products

12. WHAT FEATURE ATTRACTS YOU THE MOST ON THESE PRODUCTS? *

Mark only one oval.

- ☐ Price range and value for the money
- ☐ Global resonance
- ☐ Advertisements
- ☐ Other economic and personal factors

13. SOUTH KOREA NOT ONLY CONCENTRATES ON TELECOMMUNICATION AND ELECTRONICS BUT ALSO OTHER PRODUCTS AND SERVICES IN DIFFERENT INDUSTRIES. *

Mark only one oval.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

14. WHAT COMES TO YOUR MIND WHEN YOU HEAR INDIA/SOUTH KOREA? *

Mark only one oval.

- ☐ Historical figures
- ☐ Food cuisine
- ☐ Cultural references
- ☐ Entertainment industry(K-drama, k-pop, Bollywood,etc)

15. THROUGH WHICH MODE YOU CAME ACROSS INDIAN AND KOREAN CULTURE? *

Mark only one oval.

- ☐ Though Social media
- ☐ Through articles
- ☐ Through movies and dramas
- ☐ Others

16. IN WHAT WAYS DO YOU THINK THERE ARE SIMILARITIES BETWEEN OUR CULTURES? *

Mark only one oval.

- ☐ Family culture and Moral values
- ☐ Festivals and birthday celebrations
- ☐ Cuisine(Seongpeon-Kozhukattai, Kimchi-Achaar,Yaksik-Sweet pongal,etc.)
- ☐ Other similarities

17. ACCORDING TO YOU WHICH ASIAN INDUSTRY WILL GROW IN THE UPCOMING YEARS? *

Mark only one oval.

- ☐ AI and metaverse
- ☐ Entertainment Industry
- ☐ Health Industry
- ☐ Telecommunication

18. DO YOU AGREE THAT THE ENTERTAINMENT INDUSTRY PLAYS AN IMPORTANT ROLE IN THE GROWTH OF CULTURAL ECONOMY? *

Mark only one oval.

- ☐ Strongly agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly disagree

19. WHY DO PEOPLE ATTRACTED TOWARDS K-DRAMA AND K-POP IN HUGE LEVEL? *

Mark only one oval.

- ☐ Castings
☐ Plots and twists
☐ Availability of different Genres
☐ Cultural immersion

20. HOW MANY HOURS DO YOU SPEND WATCHING K-DRAMA/ INDIAN MOVIES OR LISTENING TO K-POP/INDIAN MUSIC? *

Mark only one oval.

- ☐ Less than an hour
☐ 2-3 Hours
☐ 4-5 Hours
☐ More than 5 hours

21. INDIAN/KOREAN LIFESTYLES HAVE A SIGNIFICANT INFLUENCE IN ATTITUDE, BEHAVIOURS, HABITS AND HOBBIES. IN WHICH WAY YOU GOT INFLUENCED? *

Mark only one oval.

- ☐ Fashion trends
- ☐ By using slang words
- ☐ Celebrations
- ☐ Fitting into a character after watching a drama or a movie

22. WHICH TYPE OF INDIAN/KOREAN FOOD YOU PREFER? *

Mark only one oval.

- ☐ Traditional
- ☐ Fusion
- ☐ Ethnic
- ☐ Others

23. DO YOU KNOW THERE ARE MORE THAN 400 WORDS IN KOREAN AND TAMIL WHICH HAVE SAME PRONUNCIATION AND MEANING? *

Meaning	Word in Korean	Word in Tamil
Mother	Omma 엄마	Amma/Umma அம்மா/உம்மா
Father	Appa 아빠	Appa அப்பா
Sister / Sister in Law	Umma 언니	Amm அண்ணா
Me/I	Ni 나	Nani நான்
Day	Nal 날	Nal நாள்
Teeth	Oppal 아랫	Pal புல்
Mind	Maeum 마음	Manam மனம்
Come	Wa 와	Wa வா
Grass	Pul 풀	Pul புல்

Mark only one oval.

- ☐ Yes
- ☐ No

24. HAVE YOU VISITED ANY INDIAN AND KOREAN RELATED PLACES?IF YES, CHOOSE THE MOST RECENT ONE. *

Mark only one oval.

- ☐ Indian/Korean supermarket
- ☐ Restaurants and themed cafe
- ☐ Merch Sites
- ☐ No, I haven't

25. IN WHAT WAYS OUR COUNTRY CAN STRENGTHEN THE RELATIONSHIP BETWEEN PEOPLE IN THE FUTURE? *

Mark only one oval.

- ☐ Research and cultural programmes
- ☐ Student Exchange Programmes
- ☐ By Providing Global certified degrees
- ☐ Investments and Collabrations

26. "A VISION FOR PEOPLE,PROSPERITY,PEACE AND OUR FUTURE" OUR SHARED VISION WILL PROVIDE A NEW IMPETUS TO THE EXPANSION AND DEEPENING OF ENGAGEMENT BETWEEN TWO COUNTRIES WILL SERVER AS A CORNERSTONE FOR A NEW ERA OF I-ROK PARTNERSHIP IN UPCOMING YEARS. *

Mark only one oval.

	1	2	3	4	5	
Agree	☐	☐	☐	☐	☐	Strongly agree

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ANNEXURE-II

A STUDY ON BILATERAL, R&D AND TECHNOLOGICAL EXCHANGES BETWEEN I-ROK.

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ABSTRACT

In recent years we came across various articles and magazines stating the healthy relationship between India and the Republic of Korea in different sectors. Both India and the Republic of Korea came across so many difficulties in the past century but the way they rebuild their economy inspires other Asian countries which ultimately proves their stability and promising growth rates. During the early 20th century there was an improved trade pattern which led to bilateral trade which crossed 20.5 USD and it registered 70 percent growth in a short period of time. Gradually South Korea became the largest source of FDI in India. Nowadays unknowingly we people are using technologies that are produced in South Korea as well as in India. More than capital structure and ideas it is about the new technologies and competitive market for the investors. There is a term trending in India in past years which is the

"HALLY WAVE". Entertainment and food industries also play an important role in the cultural economy. So, this study gives us light on the events of trade and commerce and the knowledge about the Technological exchanges between our countries.

I INTRODUCTION

1.1 INTRODUCTION:

INDIA AND SOUTH KOREA EARLY YEARS OF COOPERATION:

I-ROK Bilateral relationship was established in the year 1962 which gradually upgraded to ambassador level in the year 1973. This diplomatic relationship took trade and commerce to the next level. South Korea became the largest source of Foreign Direct Investment in India and India became the biggest source of export and import for South Korea in the past four decades. South Korea has achieved astonishing progress by transforming its economy into an export-driven powerhouse. This Economic transformation has been achieved despite its dependence on the import of natural resources including minerals and other resources. 40 percent of its trade is with Japan, the USA, and China. Other major trading partners are India, Saudi Arabia, Germany,

Australia, Vietnam, Singapore, Hong Kong, and Taiwan.

At an early-stage Indian ministers just viewed South Korea as an economic partner and mainly concentrated on Trade and Commerce. Later when South Korea emerged as a Technological

powerhouse, along with time India discovered a clear path for its greatest goal *Industrialization*. In a particular period of time the South Korean's *new southern policy and open market policy* found a great impact with India's liberalization, *Act east and look east policy*.

In 2006 February Indian president DR.APJ Abdul Kalam foreshadowed a vibrant phase in India and South Korea relations which led to the launch of

Joint task force to conclude **CEPA** (Comprehensive Economic Partnership Agreement) operationalized in the year 2010. As years pass Civil Nuclear Energy Cooperation Agreement was also signed. Presidents of both countries paid the regular visits and it was also followed by other ministers till date.

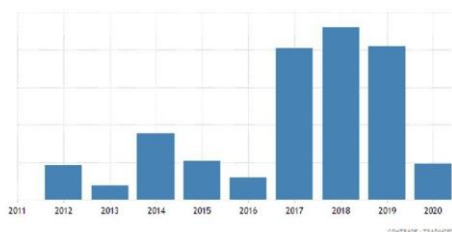
Later in the year 2015 Prime minister Narendra Modi paid his visit to South Korea during his first year of government. During his visit he upgraded the Bilateral relationship to *Special Strategic Partnership*.

Chun Sye-Kyun, Speaker of national assembly visited India on the invitation of Sumitra Mahajan, Speaker of Lok Shaba further strengthened the relationship. On July 2018 President Moon Jae-In paid a special visit on the invitation from Narendra Modi. During that visit both countries mainly discussed about the major regional and global issues and about the expectations of the future demands. Later in the 2019 they also discussed about the defence, culture, economic, and science cooperation.

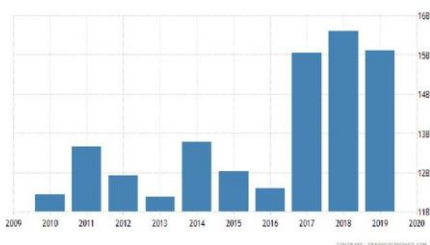
In the following years ministers from different department visited India as well as South Korea and discussed about the various issues and formed partnerships. In 2020 South Korea became the 10th largest foreign exchange reserves at \$443.1 billion according to the Bank of Korea.

1.2 AREA OF STUDY:

EXPORTS AND IMPORTS:



SOUTH KOREA EXPORTS TO INDIA BETWEEN 2010-2019



INDIA EXPORTS TO SOUTH KOREA BETWEEN 2010-2019

As we know Korea mainly concentrated on telecommunication and automobiles sector but it also exported other products and services to India as follows

South Korea exports	Except basic, Perishable and luxury items they also export Petroleum refined products, nuclear reactors, Iron products, Mechanical appliances, Electrical machinery, Iron and steel products, Base lubricating oils, Plastics, Aluminium, Zinc, Lead, Fertilizers, Organic chemicals, Rubber, Aircrafts, Space craft's etc,
India Exports	Except basic, Perishable and Luxury items they also export Mineral fuels, Iron and steel, cereals and oil distillates mainly naphtha, precious metal compound, medical apparatus, Inorganic chemicals, Miscellaneous articles for base metal, etc,

Especially Naphtha emerged as the important items which India exported to South Korea commanding over 20 percent.

Most countries underestimate ROK's Defence industrial base. They are well versed in Radar

systems, Military robots, Tanks, Armoured fighting vehicles, Engineering vehicles, Night vision systems, Artillery, Frigates, Destroyers and Submarines. Samsung, Daewoo, Hyundai and posca also involved in defence production and have familiar ancestry.

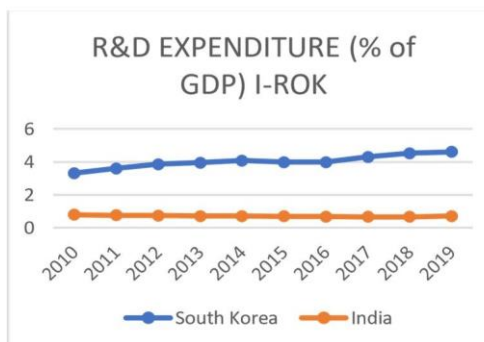
AUTOMOBILES AND TELECOMMUNICATION SECTOR:

Mainly South Korea concentrated on Automobiles and telecommunication sectors, Companies like Hyundai, Samsung, LG, Honda motor, and Motorola are well known brands in India. ROK's telecommunication industry is controlled by three main companies *SK Telecom*, *LG U+* and *KT corporation*.

Hyundai company was founded in the year 1967 and its famous *Sandro* car model got famous in the year 1998. It is the 2nd largest car manufacturer in South Korea as well as major exporter of automobiles.

RESEARCH AND DEVELOPMENT EXPENDITURE:

The R & D expenditure of a country is correlated with research and development and expenses incurred during the process of generating and discovering a different types of products and services.



TECHNOLOGICAL COLLABORATIONS:

KOREA	INDIA
Hyundai motor India Pvt Ltd	TATA Consultancy services
Samsung India Electronics Pvt Ltd	Indian Overseas Bank Seoul Branch
LG electronics India Pvt Ltd	State Bank of India
Motorola	Air India Ltd
Hyundai Steel Pvt Ltd	Himalaya Korea
Shinhan Bank	Wipro Technologies
LG Soft India Pvt Ltd	Nuclear Software Solutions Ltd
Lotte Choco	TATA Daewoo Commercial Vehicle co Ltd.

1.3 OBJECTIVES:

1. To examine the bilateral relationship between IROK.
2. To analyze the R&D expenditure of GDP in different sectors.
3. To identify various collaborations between the countries.

II REVIEW OF LITERATURE

NILESH S MHATRE (2021) This report explores India-South Korea's bilateral investment connections and speculates on potential possibilities of collaboration between the two nations.

AROKIYARAJ (2021) The parallels in language, food, and culture are discussed in this article. These two powerful maritime nations were most likely linked through the Iron Age trading ties and the introduction of Buddhism from Tamil Nadu.

PHILPPE MUFF (2018) With an emphasis on smartphones, the current study explores how South Korea became a hub of technical growth and innovation.

NAWNIT KUMAR (2021) This paper argues not only the current scenario of the Korean language, but it also tries to look at the commencement of it.

HYEJUNG JU (2018) The Korean Wave has been acknowledged in various areas of the world for the past two decades, and it has articulated dynamic junctures of globalisation, regionalization, and localization in media and popular culture.

III RESEARCH METHODOLOGY

Descriptive research has been used, it involves survey and fact-finding enquiries of different kinds, the purpose of descriptive research are the descriptive of state of affairs, as it exists at present. Questionnaire method have been used as a tool for a data collection in this research.

The secondary data for the study was collected from book, company websites, magazines and other sources.

Sample size :207

A pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required. A duration of the study is from August 2021 to November 2021. Location of the study is India and above 18 age group people were targeted.

TYPE OF QUESTIONS:

- Linear scaling question • Multiple choice questions
- Agreeability scale.

CHI-SQUARE:

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

ONEWAY ANOVA:

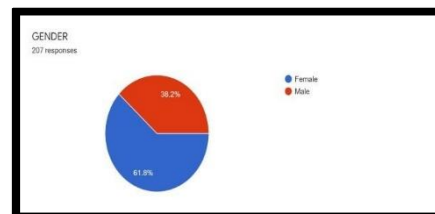
One-way analysis of variance is a technique that can be used to compare whether two samples mean are significantly different or not.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1. Table Indicating the Gender of the respondents:

Gender of the Respondents	No. Of Respondents	Percentage %
Female	128	61.8%
Male	79	38.2%
TOTAL	207	100%

Figure 1. Chart Representing the Gender of the respondents:



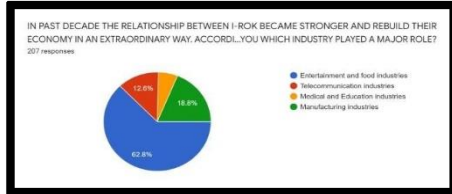
Inference: Majority (61.8%) of the respondents are females.

Table.2 Table indicating the statement that in past decade the relationship between I-ROK

became stronger and rebuild their economy in an extraordinary way. according to you which industry played a major role:

On the basis	No. Of Respondents	Percentage%
Entertainment and food industries	130	62.8%
Telecommunication industries	26	12.6%
Medical and Education industries	12	5.8%
Manufacturing industries	39	18.8%
TOTAL	207	100%

Figure.2 Figure representing the statement that in past decade the relationship between I-ROK became stronger and rebuild their economy in an extraordinary way. according to you which industry played a major role:

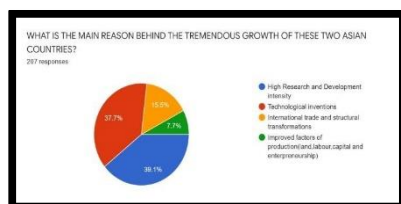


Inference: Majority(62.8%) of the respondents chosen entertainment and food industries which played a major role in rebuilding the economy in an extraordinary way in the past decade.

Table 3.Table indicating the main reason behind the tremendous growth of these two Asian countries:

On the basis	No. Of Respondents	Percentage %
High Research and Development intensity	81	39.1%
Technological inventions	78	37.7%
International trade and structural transformations	32	15.5%
Improved factors of production (land, labour, capital and entrepreneurship)	16	7.7%
TOTAL	207	100%

Figure.3. Chart representing the main reason behind the tremendous growth of these two Asian countries

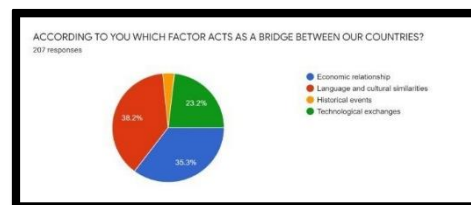


Inference: Majority of (39.1%) 81 respondents chosen that high research and development intensity is the main reason behind the tremendous growth of these two Asian countries.

Table.4.Table indicating factor which acts as a bridge between our countries

On the Basis	No. Of Respondents	Percentage%
Economic relationship	73	35.3
Language and cultural similarities	79	38.2
Historical events	7	3.4
Technological exchanges	48	23.2
TOTAL	207	100%

Figure.4.Chart representing the factor which acts as a bridge between our countries



INFERENCE: Majority (38.2) of respondents chose language and cultural similarities.

ONE WAY ANOVA:

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.804	3	.935	4.121	.007
Within Groups	46.046	203	.227		
Total	48.850	206			

Since p value is .07 is greater than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted. There is significance relationship between these variables.

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	336.387 ^a	12	.000
Likelihood Ratio	407.289	12	.000
N of Valid Cases	307		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .21.

Since p value is .000 is lesser than 0.05, the alternative hypothesis is rejected and null hypothesis is accepted. There is no significance relationship between these variables.

V. CONCLUSIONS

In recent years we came across so many Korean's skincare products, K-fashion, cuisine and how KPOP music and series is ruling our world but the other side is always hidden. In this study we found so many similarities in food, culture, language and others as well as the technological exchanges and collaborations between our countries, R&D and it is overall expenditures. However, there are numerous companies which are establishing year by year, Samsung always have a separate market and through this study its clearly proven. Even though technological inventions, international trade and structural transformations, improved factors of production (land, labour, capital and entrepreneurship) are necessary high research and development intensity is main reason behind the tremendous growth of these two Asian countries. We were always behind the entertainment and food industries which absolutely plays an important role in re-building the country's economy but now step by step we are noticing the growing industries like health industries, telecommunication industries, AI and Metaverse is also making their base and can expect them to grow greatly in the upcoming years. We also found that there are innumerable words which have same meaning and pronunciation where there is no specific study or theory have been found but with the help of the general public its partially proven that there are similarities between Tamil and Korean. With the help of the survey we also received few suggestions for strengthening the relationship among the citizens of both the countries by providing various research and cultural programmes, global certified degrees and other business modes like investments and collaborations. This is our time to show-off and utilise our country's available resources and to develop it in the upcoming years.

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ANNEXURE III

Summary

Highly proactive and coherent student currently pursuing my MBA in HR and Finance. Having an outstanding academic record along with good written and oral communication skills, I believe my enthusiasm, competency and interest would make me an asset to your team.

Education

Sathyabama Institute of Science and Technology

MBA (HR and Finance)

Shri Shankarlal Sundarbai Shasun Jain College For Women

B.Com (Bank Management)- May 2020

Qualification & Year of Passing	Institution	% of Marks Obtained or CGPA
MBA (HR and Finance)-2022	Sathyabama Institute of Science and Technology	9.1
B.COM (BM) -2020	S.S.S Shasun Jain College for Women	7.8
HSSLC -2017	Vidyodaya Girls Higher Secondary School	92%
SSLC -2015	Vidyodaya Girls Higher Secondary School	80%

Academic Achievements

- ❖ Completed my **FIRST STEP IN KOREAN** with 94% and certified under **YONSEI UNIVERSITY**.
- ❖ Mini project- **A STUDY ON DIGITALIZATION IN INDIA A MISSION WHICH MADE OFFLINE NATION INTO ONLINE**.
- ❖ Main project- **A STUDY ON BILATERAL RELATIONSHIP AND CULTURAL SIMILARITIES BETWEEN I-ROK**.
- ❖ Completed my **FUNDAMENTALS OF CYBERSECURITY** offered by **IBM**
- ❖ **GUIDED PROJECTS: Introduction to data analysis using google spreadsheet and Business analysis and process management**.
- ❖ Completed the **FUNDAMENTALS OF CAPITAL MARKETS** with 75% under **NATIONAL STOCK EXCHANGE**.
- ❖ Completed the **RETAIL BANKING** course with an A grade.
- ❖ Completed the financial markets exam and the courses details in the **CONCEPTS OF MONEY MANAGEMENT UNDER NSE**.

Other Activities

- ❖ Team Captain for
 - Paper presentation and case study (finance and HR)
 - Mini and main project (all specialization)
 - Research methodology (Marketing and HR)
- ❖ Organized technical and Non-technical events within the institution.
- ❖ Completed **Pyramids of Giza: Ancient Egyptian Art and Archaeology** from **HARVAD**.
- ❖ Attended the **17th PRAVASI BHARATIYA DIVAS (INDIAN EMBASSY)**
- ❖ **UN Volunteer**.
- ❖ **SECRETARY OF NATIONAL SERVICE SCHEME** for the 2019-2020 batch (NSS) under **MADRAS UNIVERSITY**
- ❖ Elected at **district level Youth Parliament** at Stella Maris college on the topic of Corruption and also participated at **State level Parliament** on the topic of Climatical condition. (myGov)
- ❖ Completed the **SMART GIRL** course which helped us to build the leadership qualities.