

A STUDY ON STRATEGIES ADOPTED TO INCREASE THE CUSTOMER SATISFACTION WITH REFERENCE TO ZAHARA SHIPPING LINES

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with "A" grade by NAAC

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai –600119

APRIL 2022



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **INFANT PHILO RAJULA.B (40410071)** who carried out the project entitled "**A study on strategies adopted to increase the customer satisfaction with reference to Zahara Shipping Lines**" under my supervision from December 2021 to April 2022.

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Submitted for Viva voce Examination held on _____

Internal Examiner

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DECLARATION

I **INFANT PHILO RAJULA.B 40410071**. hereby declare that the Project Report entitled **“A study on strategies adopted to increase the customer satisfaction with reference to Zahara Shipping Lines”** done by me under the guidance of Dr. John Britto, MBA, Mphil, Ph.D. Assistant Professor, School of Business Administration is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:CHENNAI

INFANT PHILO RAJULA.B

ACKNOWLEDGEMENT

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I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

INFANT PHILO RAJULA.B



ZAHARA SHIPPING LINES LLC

CERTIFICATE

This is to certify that **Ms. B. INFANT PHILO RAJULA**, student of MBA Final Year, **Reg.No:40410071** of Sathyabama Institute of Science and Technology, has done her project work titled "A STUDY ON STRATEGIES ADOPTED TO INCREASE THE CUSTOMER SATISFACTION WITH REFERENCE TO ZAHARA SHIPPING LINES" in our organization from December 2021 to February 2022. During the period, her involvement and conduct is **very good**.

This certificate is issued as a proof for having undergone the said training without any further commitment whatsoever on the part of our organization.

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ABSTRACT

The primary objective of the study is to study on strategies adopted to increase the customer satisfaction with reference to Zahara Shipping Lines. And the secondary objective is to analyse the strategy by examining the feedback from the Customers, to understand and improve the service satisfaction level for the customers and to create and improve the strategy for Sales Revenue and Growth of the Business. The methodology followed by the researcher is to conduct a descriptive research. A questionnaire was designed to obtain the necessary data from the respondents. A questionnaire was issued to 155 respondents.

The data was analyzed by using statistical tools like Chi-square, One-way Anova classification and Karl Pearson's Correlation, for analyses and interpretation of the data. The collected data was analyzed, tabulated and interpreted. Based on the response received, researcher analyzed the data's by using comparative study the company could understand how satisfied their clients are with their services and they could create and improve strategies to increase their customer satisfaction.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	Abstract	I
	List Of Tables	IV
	List Of Charts	VII
	List Of Figures	IX
	List Of Abbreviations	X
1	Introduction	1-7
	1.1 Introduction	1
	1.2 Industry Profile	4
	1.3 Company Profile	5
	1.4 Need for the Study	6
	1.5 Statement of the Problem	6
	1.6 Scope of the Study	7
	1.7 Objectives of the Study	7
2	Review Of Literature	8-11
3	Research Methodology	12-17
	3.1 Research Design	12
	3.2 Sources Of Data	12
	3.3 Sampling Methodology	13
	3.4 Method Of Data Collection	13
	3.5 Tools For Analysis	14
	3.6 Statistical Techniques To Be Used	14
	3.7 Structure of Questionnaire	15
4	Data Analysis And Interpretation	18-40
5	Findings And Conclusion	44-46
	5.1 Findings	44
	5.2 Suggestions	45
	5.3 Limitations Of Study	46
	5.4 Conclusion	46

	5.5 Future Direction	46
	References	47-48
	Appendix	49-53
	A.Questionnaire	49-53
	B.Publication	

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
1.3	Company Profile	4
3.7.1	Lead Generation	14
3.7.2	Proposal and Negotiate	15
3.7.3	Vessel Approval	16
3.7.4	Custom Clear and Deliver	17
4.1	Gender Of Respondents	18
4.2	Age Of Respondents	19
4.3	Marital Status Of The Respondents	20
4.4	Factors Considered By Respondents Which Service Customers Opted for	21
4.5	Satisfaction level of customers towards Zahara Shipping Lines Services	22
4.6	Factors Considered By Respondents Whether Zahara Lines cater Freight Forwarding Services Globally	23
4.7	Factors Considered By Respondents Whether the Zahara Freight Forwarder provide competitive rates for their premium services	24
4.8	Factors Considered By Respondents Whether Bill of Lading provided to all the shippers On-Time to clear the cargo at buyer's end	25
4.9	Ratings By Respondents For Zahara CHA provide Value Adds to the shippers by flexibly supporting Last neck moment Freight Consolidation	26

4.10	Factors Considered By Respondents Whether Vessel Schedules provided well in advance to the shippers for planning future consignments	27
4.11	Rating By Respondents For Custom Clearance on time	28
4.12	Factors Considered By Respondents Whether Zahara provide both FCL and LCL service to their shippers	29
4.13	Factors Considered By Respondents whether Zahara supports last minute consolidation for their LCL service to all the shippers	30
4.14	Rating By Respondents For Equal Services has been provided to High and Low volume of	31
4.15	Factors Considered By Respondents Whether Zahara CHA files Export General Manifest (EGM) for their shippers on Customs Intra Portal	32
4.16	Factors Considered By Respondents Whether Zahara support for the clearance of cargo from the customs by collecting the DO from the liners for the Import	33
4.17	Factors Considered By Respondents Whether Zahara procures additional containers from the liners in last moment during the case of excess stuffing cargo for their shippers	34
4.18	:Factors Considered By Respondents Whether Zahara always provide high standard of equipment's based on the shipper's commodity	35
4.19	Factors Considered By Respondents Whether Zahara provide services to all types of Commodities	36
4.20	Factors Considered By Respondents Whether Zahara procure multiple types of containers from the liners for their shippers commodity	37

4.21	Factors Considered By Respondents Whether Zahara provide brokerage to all their shippers	38
4.22	Factors Considered By Respondents Whether Zahara's freight forwarding division avoids the BL manifest Errors during customs filling	39
4..23	Factors Considered By Respondents Whether Zahara provide credit facilities for their specific shippers	40
4.24	Zahara avoids BL(Bill of Lading) manifest Errors during customs filing and provide credit facilities for their specific shipper	41
4.25	Zahara's relationship between CHA(Custom House Agent) and Vessel management	42
4.26	Zahara Provides Equal Services In High , Low Volume, And Custom Clearance On Time To The Shippers	43

LIST OF CHARTS

CHART NO	PARTICULARS	PAGE NO
4.1	Gender Of Respondents	18
4.2	Age Of Respondents	19
4.3	Marital Status Of The Respondents	20
4.4	Factors Considered By Respondents Which Service Customers Opted for	21
4.5	Satisfaction level of customers towards Zahara Shipping Lines Services	22
4.6	Factors Considered By Respondents Whether Zahara Lines cater Freight Forwarding Services Globally	23
4.7	Factors Considered By Respondents Whether the Zahara Freight Forwarder provide competitive rates for their premium services	24
4.8	Factors Considered By Respondents Whether Bill of Lading provided to all the shippers On-Time to clear the cargo at buyer's end	25
4.9	Ratings By Respondents For Zahara CHA provide Value Adds to the shippers by flexibly supporting Last neck moment Freight Consolidation	26
4.10	Factors Considered By Respondents Whether Vessel Schedules provided well in advance to the shippers for planning future consignments	27
4.11	Rating By Respondents For Custom Clearance on time	28
4.12	Factors Considered By Respondents Whether Zahara provide both FCL and LCL service to their shippers	29

4.13	Factors Considered By Respondents whether Zahara supports last minute consolidation for their LCL service to all the shippers	30
4.14	Rating By Respondents For Equal Services has been provided to High and Low volume of	31
4.15	Factors Considered By Respondents Whether Zahara CHA files Export General Manifest (EGM) for their shippers on Customs Intra Portal	32
4.16	Factors Considered By Respondents Whether Zahara support for the clearance of cargo from the customs by collecting the DO from the liners for the Import	33
4.17	Factors Considered By Respondents Whether Zahara procures additional containers from the liners in last moment during the case of excess stuffing cargo for their shippers	34
4.18	:Factors Considered By Respondents Whether Zahara always provide high standard of equipment's based on the shipper's commodity	35
4.19	Factors Considered By Respondents Whether Zahara provide services to all types of Commodities	36
4.20	Factors Considered By Respondents Whether Zahara procure multiple types of containers from the liners for their shippers commodity	37
4.21	Factors Considered By Respondents Whether Zahara provide brokerage to all their shippers	38
4.22	Factors Considered By Respondents Whether Zahara's freight forwarding division avoids the BL manifest Errors during customs filling	39
4.23	Factors Considered By Respondents Whether Zahara provide credit facilities for their specific shippers	40

LIST OF FIGURES

FIGURE NO	PARTICULARS	PAGE NO
Figure 1.1	Strategies Used In Freight Forwarding	3

LIST OF ABBREVIATIONS

ACRONYM	ABBREVIATIONS
SPSS	Statistical Package for the Social Sciences
CHA	Custom House Agent
FCL	Full Container Load
LCL	Less than Container Load
EGM	Export General Manifest
DO	Delivery Order
BL	Bill of Lading

CHAPTER 1

1.1 INTRODUCTION

To move large quantities of goods across the country and around the world, Nations depend on their freight transportation system—a vast network of roads, bridges, rail tracks, airports, seaports, navigable waterways, pipelines, and equipment.

A freight forwarder is an individual or company that dispatches shipments via asset based carriers and books or otherwise arranges space for those shipments. Freight forwarders typically arrange cargo movement to an international destination. Also referred to as international freight forwarders, they have the expertise that allows them to prepare and process the documentation and also perform related activities pertaining to international shipments. Some of the typical information reviewed by a freight forwarder is the commercial invoice, shipper's export declaration, bill of lading and other documents required by the carrier or country of export, import, or trans shipment. Much of this information is now processed in a paperless environment.

In today's competitive world, cost of holding customers is blooming like sky-rocketing. Increasing customer satisfaction is the only way to hold a customer. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. The present study attempted to identify the satisfaction of customer by using questionnaire method and to know how customer satisfied with organization strategy and values. And then after analyzing the data's by using comparative study the company could understand how satisfied their clients are with their services and they could create and improve strategies to increase their customer satisfaction.

Strategies Used In Freight Forwarding

A strategy is a set of principles, attitudes and driving forces that guide the coordination of plans, goals, and policies between the partners across a supply chain. Logistic strategies refer to the process of delivering and receiving goods in the most efficient manner while also maintaining a high level of quality services. In any company, it's important that each aspect of the supply chain runs smoothly, as any communication or operational failure can affect the entirety of the procedure. There are three main strategic roles they play in the business.

Inbound logistics focus on the flow of resources that are coming into the business. These resources will then allow to create the product or provide the service that the company promises. Inbound logistics is typically the most intricate type of logistics due to the nature of production. Referring back to the example of the car manufacturer, you require numerous smaller parts in order to create one finished product. Managing the procurement of several parts is, therefore, more complex than delivering one finished good.

While inbound logistics focuses on bringing resources into your business, outbound logistics work on delivering finished goods to the customers. Inbound and outbound logistics mark the supply chain from beginning to end. This type of logistics is critically important in e-commerce. Companies like Amazon rely on having satisfied customers, so outbound logistics strives to achieve this. One major incentive to attract customers is same-day delivery. Therefore, distribution and transportation must be incredibly fine-tuned to ensure such delivery is possible.

Reverse logistics, meanwhile, accounts for products returning from the customer back to the company. Such instances include defects, recalls, or simple returns. Reverse logistics considers the potential financial loss that returns present and looks for ways to recover value, whether that be through refurbishment, rework, reuse, or government incentives for recycling programs. Return policies are also valuable strategies, as it places a limit on how long the company is held responsible for its products.

A.Strategies-key features

- Lead Generation-Lead has been generated by offering premium to the customer
- Lead Qualification-After collecting the lead ,in this step leads details has been collected and their qualification.
- Need Assessment- In this step leads needs and their requirement has been assessed and gave suggestions.
- Proposal And Negotiate- In this step the proposal will be given by the customer If it's illegal the proposal will be negotiated or else will be further proceeded.
- Vessel Approval- In this step cargo deport and vessels has been arranged.
- Custom Clear And Deliver-This is the final step all the documentation work such as custom clearance bill of lading has been done and the goods are delivered to the respected customer.

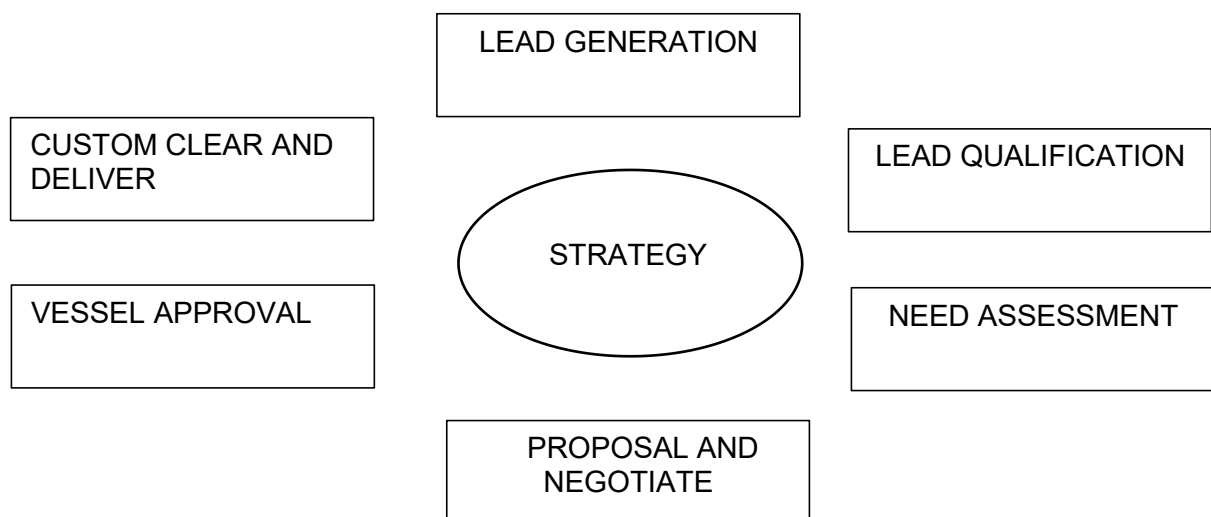


Figure 1.1.Strategies Used In Freight Forwarding

1.2 INDUSTRY PROFILE

Overview of Shipping Line Services

FREIGHT FORWARDING SERVICES

CUSTOMS CLEARANCE

CONTAINER TRADING

NVOCC SERVICES

FREIGHT FORWARDING SERVICES

They have a well-established global freight and trade network, offering a single-source solution to manage and transport freight. With an extensive team of experts supervising operations, with its unparalleled access to a vast agent network of air, ocean, rail or road transport facilities. All of which provides its customers with faster and wider access to vital markets globally.

CUSTOMS CLEARANCE

The company provides expert and competitive Customs Brokerage services for any type of commodity. And our online system helps us link with the Indian Customs Authorities to ensure high speed processing of all shipments.

CONTAINER TRADING

They provide container Leasing and trading services worldwide. Customers can purchase new and used 20' and 40' dry vans, as well as specialized equipment. Our extensive network of depots provides a variety of pick up and drop off locations which facilitate one-way leasing opportunities.

NVOCC SERVICES

As a fully-bonded and licensed Non-Vessel Operating Common Carrier (NVOCC), The company provides shipping rates for major ocean carriers on a global scale. Through our NVOCC services, they can solve your company's international shipping challenges, including ocean freight consolidations to Middle East and the rest of the world.

1.3 COMPANY PROFILE

ZAHARA SHIPPING LINES:

Zahara Shipping Lines commenced its operations in the year 2013 with an intention to serve the customers in a unique way in the field of Logistics and freight forwarding. Backed with 10 years of experience in shipping, they are leading in the International Freight Forwarding, Shipping agency, Container trading / leasing & CHA work. They are a well reputed NVOCC agent & an international freight forwarder.

Table :1.3:Company Profile

NAME	ZAHARA SHIPPING LINES
YEAR OF INCORPORATION	2013
LOCATION	TUTICORIN
MAIN SERVICE OF THE COMPANY	FREIGHT FORWARDING
ADDRESS	No.97G/2AZ/3, 1St Floor, Teachers Colony, 4th Street West, Tuticorin - 628008. TamilNadu, South India.

VISION:

To serve the customers in a unique way in the field of Logistics and freight forwarding

MISSION:

- To encourage, support and organize Training Programme at local, regional and national level.
- To work closely with Revenue Department i.e. Customs Organization to create confidence and establish integrity & respectability for its members.

- To establish and publicize the code of conduct applicable to its members and suitably modify the constitution to provide strict adherence.
- To promote and educate the Trade & Industry to understand the necessity to engage only licensed and regulated Custom House Agents.
- To focus attention and educate the members on the advantages of computer system over manual systems and move them ahead towards total automation

1.4 NEED FOR THE STUDY

- To increasing overall profitability.
- To predict the needs and desires of its consumers .
- To retain company's beneficial and loyal customers.
- To makes sure that the staff of a company are empowered and well trained.
- To better understand the customers, the services they need and the reasoning behind this behaviour.

1.5 STATEMENT OF THE PROBLEM

Customer satisfaction is one of the most important issues concerning business organizations of all types, which is justified by the customer orientation Philosophy and the main principles of continuous improvement of modern enterprises. Customer is an individual or business that purchases the goods or services produced by a business. The client is the end goal of businesses, since it is the customer who pays for supply and creates demand. Businesses often follow the adage that "the customer is always right" because happy customers will continue to buy goods and services. In today's competitive business environment, customer satisfaction is an increasingly important component of an effective organization. Customer satisfaction is a key component of a successful and prosperous organization. It has been linked to higher profit margins and greater employee satisfaction, customer loyalty, customer retention, and repeat purchases. When measured in financial terms, it is easy to see why customer satisfaction should become the foundation to all other measures of business performance. Satisfied customers will return to buy more, recommend you to others, cost less to sell to, and cost less to service. In short, organizations that actively manage customer

satisfaction are actively managing their ongoing profitability. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. Building customer relationships is one of the customer retention strategies used to improve customer service and reduce customer churn. The problem is that customer satisfaction is seldom expressed in financial terms. Many organizations simply categorize customer satisfaction measurement as a form of “marketing intelligence” instead of using it as a management tool to build the customer into their quality improvement processes and increase profit. As a result, companies often know the cost of providing good service but they rarely know the cost of providing bad service. Many market research companies agree that even “satisfied customers” will defect. Therefore, this study concerns on customer satisfaction to meet customer needs in order to make customers loyal and retain them for better profit.

1.6 SCOPE OF THE STUDY:

This project is an important one when looked at from the Company's perspective. Because it covers all the sectors which are directly attached to the well being of the organization beginning from client prospecting, developing ideas, order collections, and complaints handling. This project gives the company a lot of concrete data regarding the customer satisfaction levels and their strategies which can be further used to improve their service. The chosen samples of one hundred respondents were asked to answer the questionnaire prepared by the researcher in the above focused points and the option given by them which were classified and analyzed.

1.7 OBJECTIVE:

PRIMARY

- ✓ To study on strategies adopted to increase the customer satisfaction with reference to Zahara Shipping Lines

SECONDARY

- ✓ To analyse the strategy by examining the feedback from the Customers.
- ✓ To understand and improve the service satisfaction level for the customers.
- ✓ To create and improve the strategy for Sales Revenue and Growth of the Business.

CHAPTER 2

REVIEW OF LITERATURE

The **literature review** section of an article is a summary or analysis of all the research the author read before doing his/her own research. This section may be part of the introduction or in a section called Background. It provides the background on who has done related research, what that research has or has not uncovered and how the current research contributes to the conversation on the topic. Here the researcher have done the survey with the help of these following literature work.

Author: Agenor S. Santos Neto , Márcio R. C. Reis , A. Paulo Coimbra , Júlio C. V. Soares , Wesley P. Calixto (2022) This study has applied structural equation modeling with partial least squares and based on co-variance to assess the satisfaction of residential electricity consumers. The methodology used compares the results of both structural equation models to indicate the model that best fits the problem of measuring the satisfaction of residential consumers of electricity concessionaires and licensees. Finally, the evaluation of the performance of the service provided by the electric energy concessionaires/licensees, measured by customer satisfaction, allows for the continuous improvement of services and meeting, even if minimally, the expectations of its consumers.

Author: Adi Yudi, Endang Ruswanti (2021) This study will examine the relationship between the impact of service failure and service recovery on customer satisfaction and loyalty. The research objective was to determine the effect of service failure can be up to customer loyalty.

Author: Yanling Xu, Jing-Ping Li, Chien-Chi Chu & Gheorghita Dinca (2021) This paper aims to examine the impact of the COVID-19 virus on the transportation and logistics sector in China. In this regard, the study opted for a quantitative method of research design, along with primary data collection. The explanatory variable here is the COVID-19 virus, whereas, the dependent variables are air freight, ocean freight, and land freight. The findings revealed that the effect of COVID-19 on air freight is statistically negative and significant. Moreover, the

impact of COVID-19 on land freight is statistically negative and significant, whereas the effect of COVID-19 is statistically insignificant in the context of ocean freight, particularly during the period of the COVID-19 pandemic. Therefore, keeping these results in consideration, policymakers can enhance their support, so as to increase the performance of the logistics and transportation sector in China.

Author:Achmad Supriyant,Bambang Budi Wiyono & Burhanuddin Burhanuddin ,Femi Olan (2021) This study aims to examine how service quality influenced customer loyalty; how customers' satisfaction influenced their loyalty to the bank; and examine simultaneous effects of service quality and customer satisfaction on customer loyalty.

Author:Kaushick.A(2020) The intent of this research paper is To identify the importance of freight forwarding in the Indian shipping industry To study the functions and work activities of freight forwarders in India To investigate the factors which hinder the success of the Freight Forwarding Industry in India To suggest possible solutions to the challenges being faced by the Freight Forwarders in India

Author:Richmond Kwesi Ansah, Kwabena Obiri-Yeboah & Grace Akipelu (2020) This research investigates the potential impact the establishment of an inland port will have on a reduction in congestion at the Tema and Takoradi ports and on the efficiency of the freight transport system.

Author:Bashir Ahmad Fida, Umar Ahmed, Yousuf Al-Balushi, Dharmendra Singh(2020) This study attempts to examine the impact of service quality on customer loyalty and customer satisfaction using the SERVQUAL model for four main Islamic banks in the Sultanate of Oman. This is a quantitative nature of a study, which involved a structured, self-administered questionnaire based on a convenience sampling method gathering data from 120 customers of Islamic banks in Oman.

Author:Fearson (2006)as the total management of the key operational functions in the supply chain. It is the process of managing both the movement & storage of

goods & materials from the source to the point of ultimate consumption & the associated information flow. It is part of the supply chain process that plans, implements & controls the efficient & effective flow & storage of goods, services & related information from the point of origin to the point of consumption in order to meet the customers' requirements. Some of the logistical functions are transportation, warehousing, information technology, & inventory management. Efficient logistics will ensure the least cost in the supply chain while meeting or exceeding customer requirements.

Author: Kimberly S. McDonald , Linda M. Hite (2005) Reviving the Relevance of Organizational Development in Human Resource Development The nature of work, organizations, and organizational has evolved significantly in the past decade. In the wake of these changes, organizational-development research and implementation have languished. This article addresses this dearth of discourse and practice from the perspective of human resource development (HRD). The authors suggest a framework for reintegrating organizational development into the HRD function and offer specific learning activities better suited to the needs of individuals and organizations in this turbulent environment. Recommendations for future action are provided.

Author: Hines (2004) defines SCM as supply chain strategies requiring total systems views of the linkages in the chain that work together efficiently to create customer satisfaction. Costs must be lowered across the chain by driving out unnecessary costs and focusing attention on adding value. International freight forwarders can esteem SCM to address problems in distribution network configurations, distribution strategies, tradeoff in logistics activities, information and in cash flows and payments transactions. SCM entails supply chain execution, with managing and coordinating movement of materials, information and funds across the supply chain. The purpose of SCM is to improve trust and collaboration among supply chain partners, thus improving velocity of inventory movement, responsiveness and adaptability. Due to globalization and the proliferation of multinational companies and business partnerships, organizations increasingly find that they must rely on effective supply chains or networks to compete as a global and networked economy and therefore a strong demand for freight forwarding.

Author: Daniel C. Feldman (2002) While most of the human resource management research on downsizing has focused on the short term impact on laid-off workers and survivors, the long term, systematic impact of downsizing on organizational development activities and employees' organizational development opportunities has received much less attention. This article argues that the rationale for downsizing the workforce, the goal of the downsizing and the rate, size and scope of the downsizing differ dramatically across organizations shrinking their work forces. Consequently, this article presents a theoretical framework for understanding when organizations are likely to pursue different strategies for reducing their core work forces, why downsizing organizations are likely to pursue different strategies for changing the emphasis of their organizational development activities and which employees are most likely to experience deteriorating organizational development opportunities as a result. Hypotheses to guide future theory development and empirical research in this area are discussed as well

Author: Mentzer J T, DeWitt W, Keebler J S, Soonhong M, Nancy W, Smith D C and Zacharia Z G (2001) Supply Chain Management (SCM) is the systematic, strategic coordination of the traditional business functions and the tactics across these functions within a particular company and across business within the supply chain, for the purposes of improving the long term performance of the individual companies and the supply chain as a whole.

Author: Nichols & Handfield (1999) point out that the supply chain encompasses all activities associated with the flow & transformation of goods from the raw material stage (extraction), through to the user, as well as the associated information flows. Material & information flow both up & down the supply chain.

CHAPTER 3

RESEARCH METHODOLOGY

Research Methodology is needed for designing the outline and framing the process of project and to design the tools which can be used for this project. Researchers commonly used interviews, focus groups, and surveys as data collection techniques.

3.1 RESEARCH DESIGN

Its of two types Quantitatives and Qualitatives

Quantitative

The standard for a research design is quantitative research design. Most of the researches are conducted based on quantitative design. Especially in scientific experiments, where most of the work is based on mathematical calculation and complex statistical algorithms, quantitative method is always preferred since it gives exact and accurate results.

Qualitative

Whenever research has to be done in order to measure a quality or extent of something, qualitative research design is preferred. It is most commonly used when traits like human behavior, preferences and thoughts have to be analyzed. Whenever trend towards a particular element has to be analyzed, qualitative research design is used.

Research Instruments: Questionnaire

Research Techniques: Survey Method

3.2 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 200 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.3 SAMPLING METHODOLOGY

A sample as the name implies is smaller representation of a larger, where the observation of same phenomenon in competency and organization effectiveness would involve such a mass of data. In present study, the researcher will choose a sample of 155 customers of Zahara Shipping Lines situated in Tuticorin region. Probability Simple Random method for sampling will be used in the present study.

3.4 METHOD OF DATA COLLECTION

Following data collection methods are most commonly used in order to conduct a research:

Experiments

Experiment refers to the method in which certain tasks are performed under controlled environment in order to get some results. The results might be expected or unexpected. Experiments focus on cause-and-effect mechanism. Based on the results of the experiments performed, an analyses are made.

Observational Study

Such a study involves making opinions based on observations from natural resources and previous researches. This is not very accurate data collection method.

Questionnaires

Surveys or questionnaires are the methods that collect data from a sample of population whereas sample refers to the subjects under study that are. The answers given by the sample population are evaluated and analyzed. It is a very effective process since it gives clear decision making ability. Besides, it is a cost effective data collection method.

Analysis Of Data

In order to extract useful results for reaching a strong conclusion and decision-making, it is important to analyze the data. The procedure of transforming all the obtained data into useful data and then obtaining a clear conclusion about the data is the process of analysis. Analysis process also includes examining the data, building relation of different data types with each other and trends of different factors.

3.5 TOOLS FOR ANALYSIS

SPSS is short for Statistical Package for the Social Sciences, and it's used by various kinds of researchers for complex statistical data analysis. The SPSS software package was created for the management and statistical analysis of social science data. It was originally launched in 1968 by SPSS Inc., and was later acquired by IBM in 2009. SPSS is used by market researchers, health researchers, survey companies, government entities, education researchers, marketing organizations, data miners, and many more for processing and analyzing survey data, such as you collect with an online survey platform like Alchemer. Most top research agencies use SPSS to analyze survey data and mine text data so that they can get the most out of their research and survey projects.

3.6 STATISTICAL TECHNIQUES TO BE USED

The analysis of the data helps the researcher to reach conclusion and findings of the study. Appropriate statistical techniques will be used in the study to analyze data. However, the researcher proposes following statistical techniques for data analysis. For this research study, below mentioned statistical techniques will be used to identify competencies and measure its impact on organization effectiveness.

- 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.
- Correlation-Correlation is a statistical measure (expressed as a number) that describes the size and direction of a relationship between two or more variables. A correlation between variables, however, does not automatically mean that the change in one variable is the cause of the change in the values of the other variable.
- One way- ANOVA-One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different.

3.7 STRUCTURE OF QUESTIONNAIRE

Structured questionnaire is a document that consists of a set of standardized questions with a fixed scheme, which specifies the exact wording and order of the questions, for gathering information from respondents. The questionnaire consisted of four sections with the respective research question(s) each section targeted. The first section consist of a set of questions related to the strategy lead generation, the second section consist of a set of questions related to the strategy proposal and negotiate, the third section consist of a set of questions related to the strategy vessel approval and the forth section consist of a set of questions related to custom clearance and delivery.

Table:3.7.1:Lead Generation

LEAD GENERATION				
S.NO	QUESTIONS	OPTIONS		
1	Does The Zahara Lines Cater Freight Forwarding Services Globally?	Yes	No	Can't Decide
2	Does The Zahara Freight Forwarder Provide competitive Rates For Their Premium Services?	Yes	No	Can't Decide
3	As a Value-Add Service, Do Zahara Provide Credit Facilities For Their Specific Shippers?	Yes	No	Can't Decide

Table:3.7.2:Proposal and Negotiate

PROPOSAL AND NEGOTIATE					
S.NO	QUESTIONS	OPTIONS			
1	Which Service You Opted For?	Custom Clearance	Freight Forwarding	Nvocc Operation	Container Trading
2	Do Zahara Provide Services To All Types Of Commodities?	Yes	No	Can't Decide	
3	Do Zahara Always Provide High Standard Of Equipment's Based On The Shipper's Commodity?	Strongly Disagree	Disagree	Neutral	Agree Strongly Agree

Table:3.7.3:Vessel Approval

VESSEL APPROVAL						
S.NO	QUESTIONS	OPTIONS				
1	Are Vessel Schedules provided well in advance to the shippers for planning future consignments?	Yes	No	May Be		
2	Does Zahara provide both FCL and LCL service to their shippers?	Yes	No	Can't Decide		
3	Does Zahara supports last minute consolidation for their LCL service to all the shippers?	Yes	No	May Be		
4	Do Zahara procures additional containers from the liners in last moment during the case of excess stuffing cargo for their shippers?	Yes	No	May Be		
5	Do Zahara procure multiple types of containers from the liners for their shippers commodity?	Yes	No	Can't Decide		
6	Equal Services has been provided to High and Low volume of Shippers?	RATINGS				
		1	2	3	4	5

Table:3.7.4:Custom Clear and Deliver

CUSTOM CLEAR AND DELIVER						
S.NO	QUESTIONS	OPTIONS				
1	Has Bill of Lading provided to all the shippers On-Time to clear the cargo at buyer's end?	Yes	No	Can't Decide		
2	Does Zahara CHA files Export General Manifest (EGM) for their shippers on Customs Intra Portal?	Yes	No	May Be		
3	Does Zahara support for the clearance of cargo from the customs by collecting the DO from the liners for the Import?	Yes	No	May Be		
4	Zahara's freight forwarding division avoids the BL manifest Errors during customs filing?	Yes	No	Can't Decide		
5	Does Zahara CHA provide Value Adds to the shippers by flexibly supporting Last neck moment Freight Consolidation?	RATINGS				
		1	2	3	4	5
6	Is Custom clearance done on time to the shippers?	1	2	3	4	5

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Table 4.1: Gender Of Respondents

S.No	Gender	No.Of Respondents	Percentage
1	Male	136	88
2	Female	19	12
Total		155	100

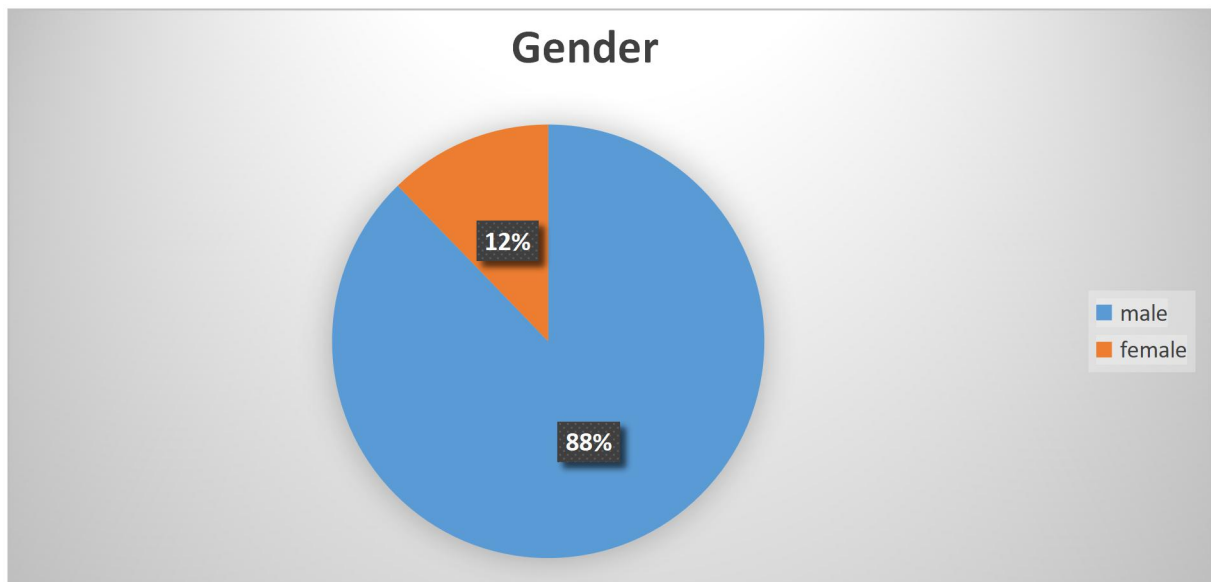


Chart 4.1: Gender Of Respondents

Interpretations

From the above table it is interpreted that the number of respondents male are 88% and female are 12%.

Inference

Majority (88%) of the respondents are male.

Table 4.2:Age Of The Respondents

S.No	Age	No.Of Respondents	Percentage
1	21 To 30	69	44
2	31 To 40	62	40
3	41 To 50	9	6
4	50 Above	15	10
Total		155	100

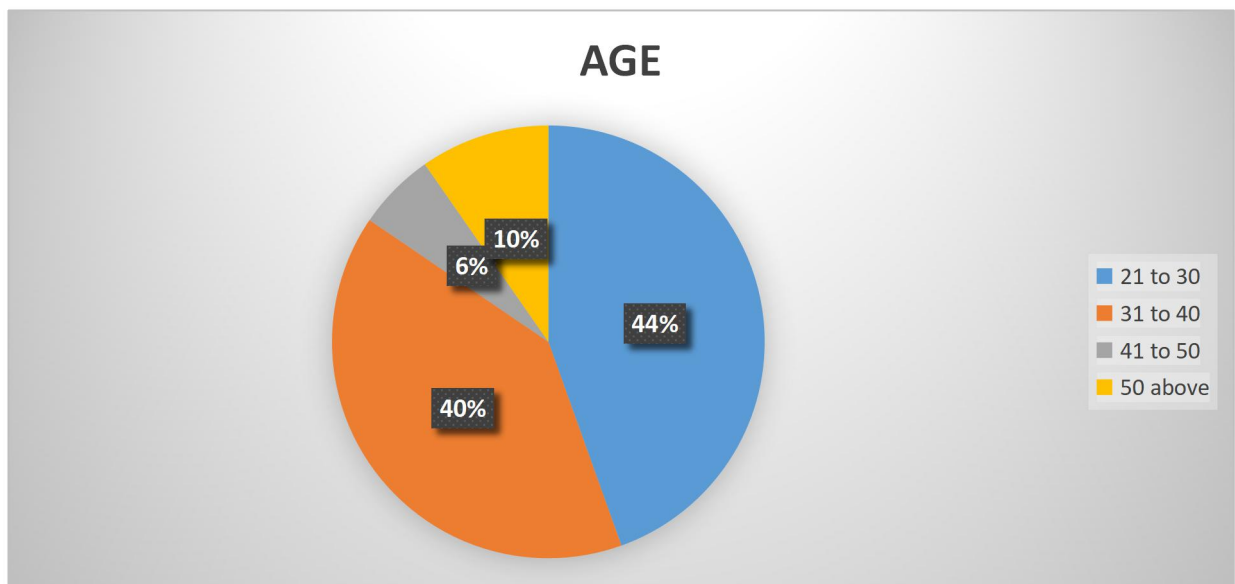


Chart 4.2:Age Of Respondents

Interpretations

From the above table it is interpreted that the number of respondents between (21 to 30) age of respondents are 44%,between (31 to 40) age of respondents are 40%,(50 above) are 10% and between (41 to 50) age of respondents are 6%.

Inference

Majority (44%) of the respondents are age between 21 to 30 years.

Table 4.3:Marital Status Of The Respondents

S.No	Marital Status	No.Of Respondents	Percentage
1	Married	98	63
2	Unmarried	57	37
Total		155	100

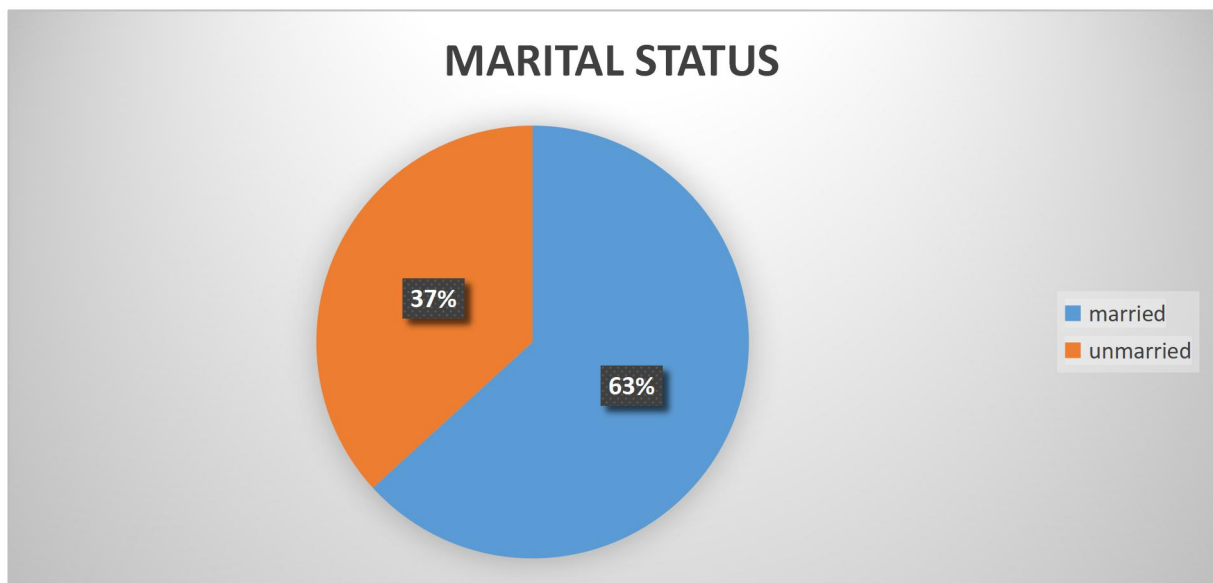


Chart 4.3:Marital Status Of The Respondents

Interpretations

From the above table it is interpreted that the number of respondents married are 63% and unmarried are 37%.

Inference

Majority (63%) of the respondents are married.

Table:4.4:Factors Considered By Respondents Which Service Customers Opted for

S.No	Factors	No.Of Respondents	Percentage
1	Custom Clearance	20	13
2	Freight Forwarding	55	36
3	NVOCC Operation	44	28
4	Container Trading	36	23
Total		155	100

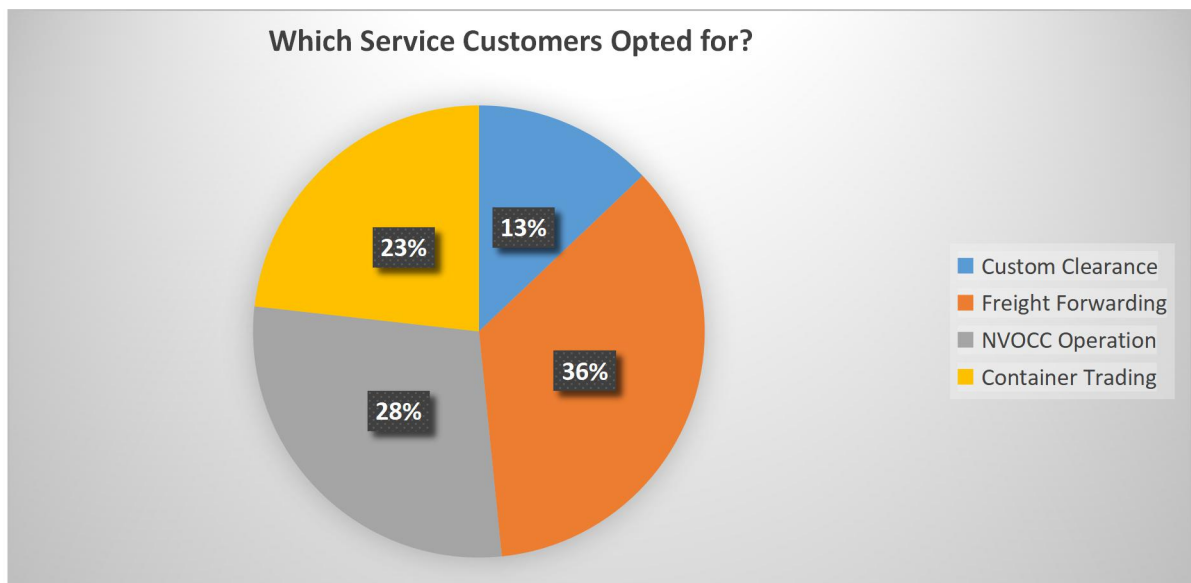


Chart:4.4:Factors Considered By Respondents Which Service Customers Opted for

Interpretations

From the above table it is interpreted that the number of respondents have been opted for freight forwarding(36%),NVOCC operation(28%),container trading(23%) and custom clearance(13%).

Inference

Majority (36%) of the respondents opted for freight forwarding.

Table 4.5: Satisfaction level of customers towards Zahara Shipping Lines Services

S.No	Skills	No.Of Respondents	Percentage
1	4	48	31
2	5	107	69
Total		155	100

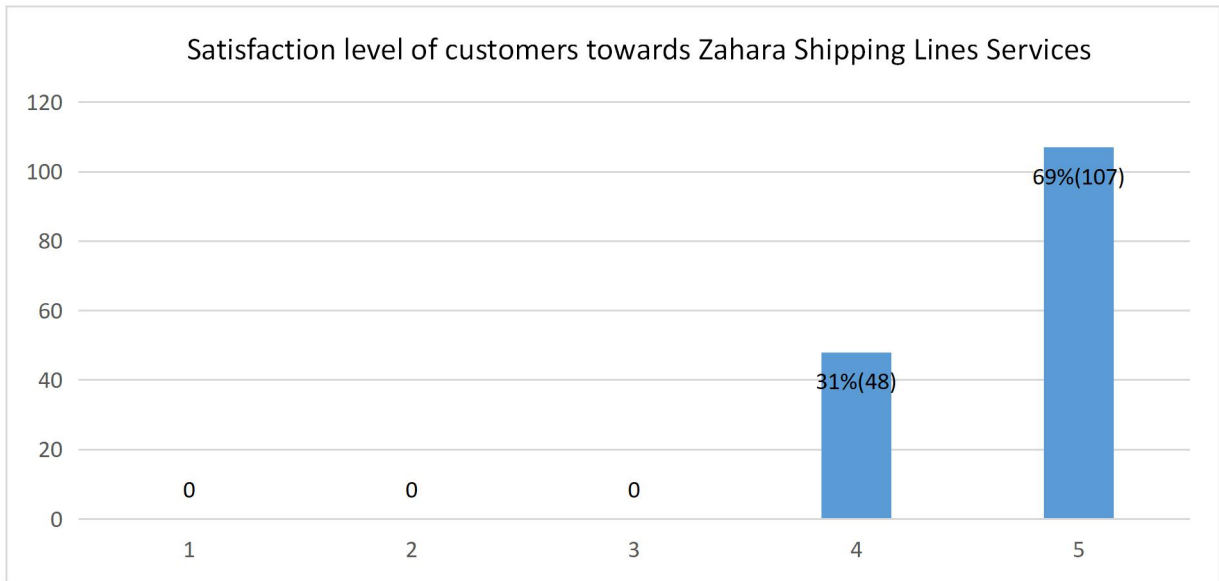


Chart 4.5: Satisfaction level of customers towards Zahara Shipping Lines Services

Interpretations

From the above table it is interpreted that the number of customers rated 5 (69%) and 4(31%) for satisfaction level towards the company.

Inference

Majority (69%) of the respondent rated 5 for their satisfaction level towards the company.

Table:4.6:Factors Considered By Respondents Whether Zahara Lines cater Freight Forwarding Services Globally

S.No	Factors	No.Of Respondents	Percentage
1	Yes	155	100
Total		155	100

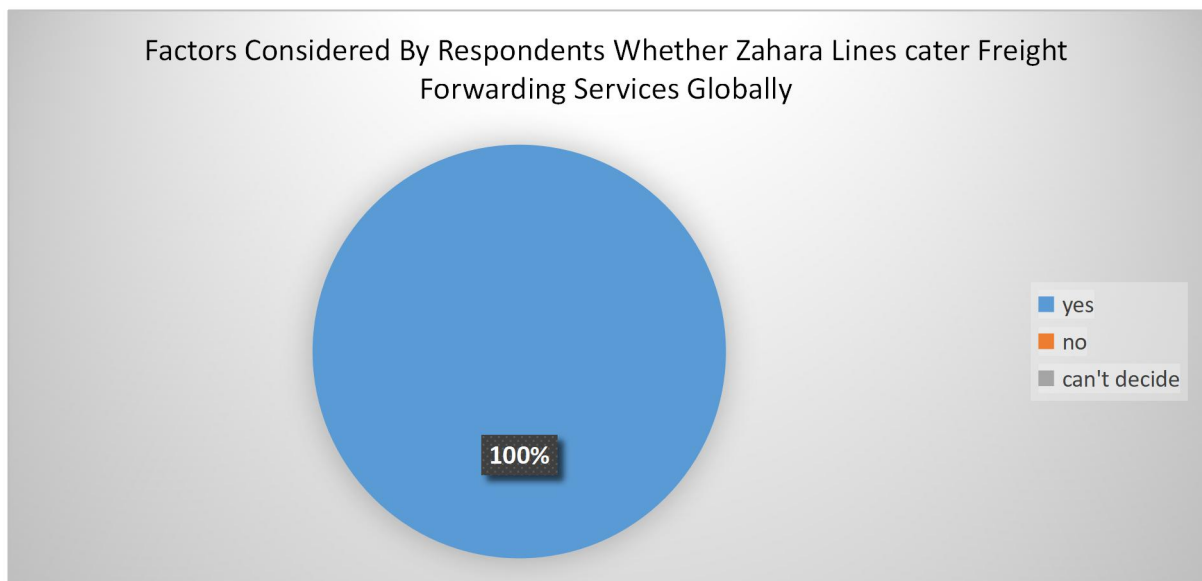


Chart:4.6:Factors Considered By Respondents Whether Zahara Lines cater Freight Forwarding Services Globally

Interpretations

From the above table it is interpreted that the number of respondents says yes (100%) to Zahara Lines cater for providing Freight Forwarding Services Globally.

Inference

Majority (100%) of the respondents says yes to Zahara Lines cater for providing Freight Forwarding Services Globally.

Table:4.7:Factors Considered By Respondents Whether the Zahara Freight Forwarder provide competitive rates for their premium services

S.No	Factors	No.Of Respondents	Percentage
1	Yes	154	99
2	No	1	1
Total		155	100

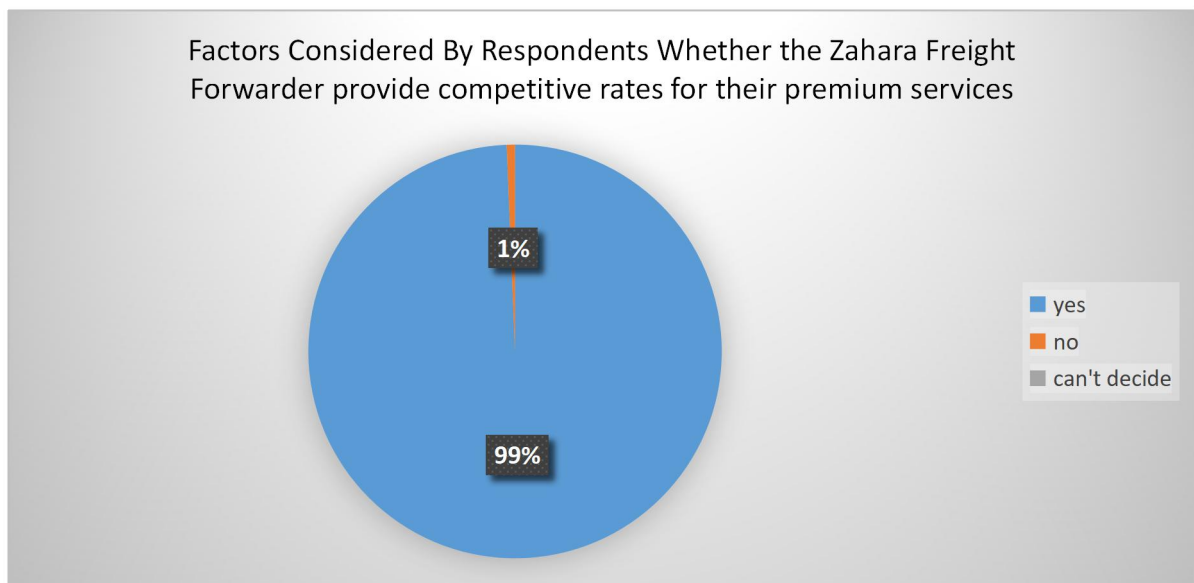


Chart:4.7:Factors Considered By Respondents Whether the Zahara Freight Forwarder provide competitive rates for their premium services

Interpretations

From The Above Table It Is Interpreted That The Number Of Respondents Says Yes (99%) and No(1%) to the company for providing competitive rates for their premium services.

Inference

Majority (99%) of the respondents says yes to the company for providing competitive rates for their premium services.

Table:4.8:Factors Considered By Respondents Whether Bill of Lading provided to all the shippers On-Time to clear the cargo at buyer's end

S.No	Factors	No.Of Respondents	Percentage
1	Yes	154	99
2	No	1	1
Total		155	100

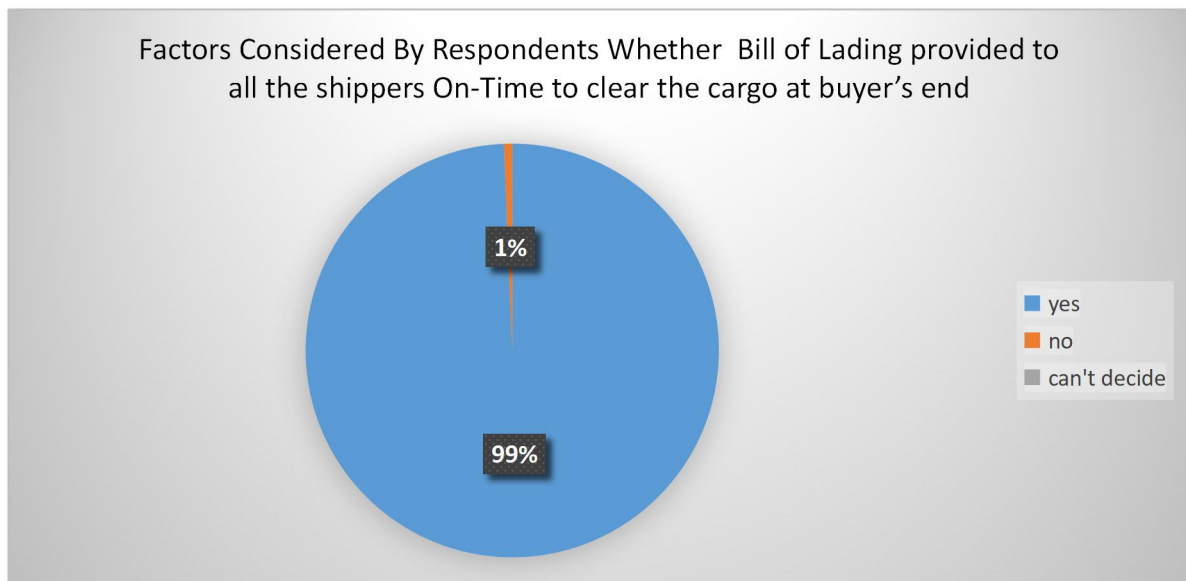


Chart:4.8:Factors Considered By Respondents Whether Bill of Lading provided to all the shippers On-Time to clear the cargo at buyer's end

Interpretations

From the above table it is interpreted that the number of respondents says yes (99%) and no(1%) for providing Bill of Lading to all the shippers On-Time to clear the cargo at buyer's end .

Inference

Majority (99%) of the respondents says yes for providing Bill of Lading to all the shippers On-Time to clear the cargo at buyer's end.

Table:4.9:Ratings By Respondents For Zahara CHA provide Value Adds to the shippers by flexibly supporting Last neck moment Freight Consolidation

S.No	Rating	No.Of Respondents	Percentage
1	4	28	18
2	5	127	82
Total		155	100

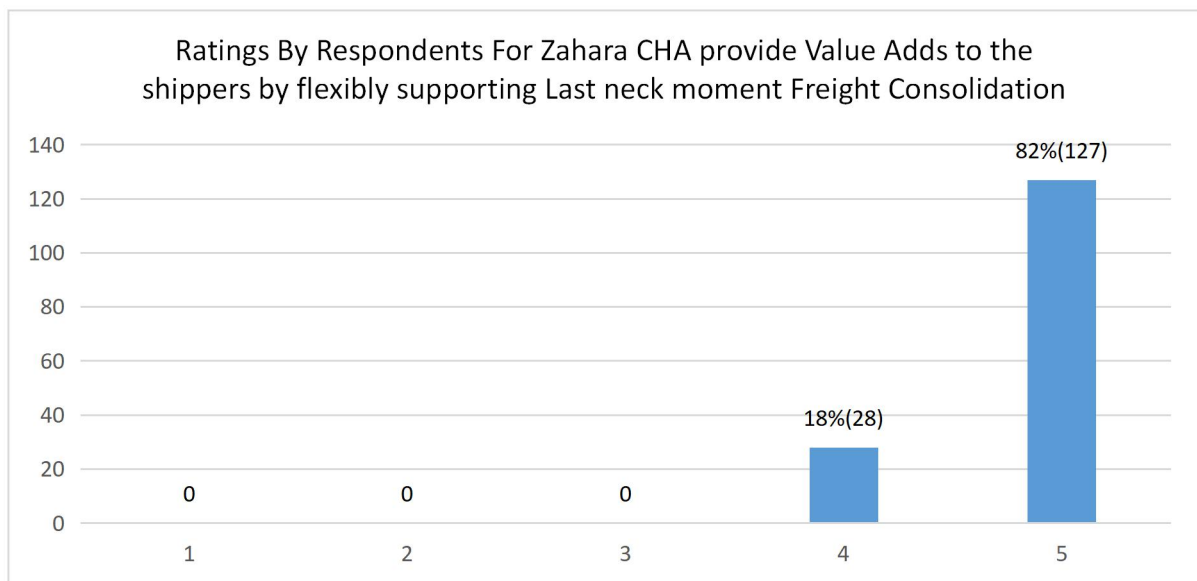


Chart:4.9:Ratings By Respondents For Zahara CHA provide Value Adds to the shippers by flexibly supporting Last neck moment Freight Consolidation Interpretations

From The Above Table It Is Interpreted That The Number Of Respondents Gave Ratings 5 (82%),2(18%)

Inference

Majority (82%) of the respondents gave rating 5 for providing Value Adds to the shippers by flexibly supporting Last neck moment Freight Consolidation.

Table 4.10: Factors Considered By Respondents Whether Vessel Schedules provided well in advance to the shippers for planning future consignments

S.No	Factors	No.Of Respondents	Percentage
1	Yes	151	97
2	No	1	1
3	May Be	3	2
Total		155	100

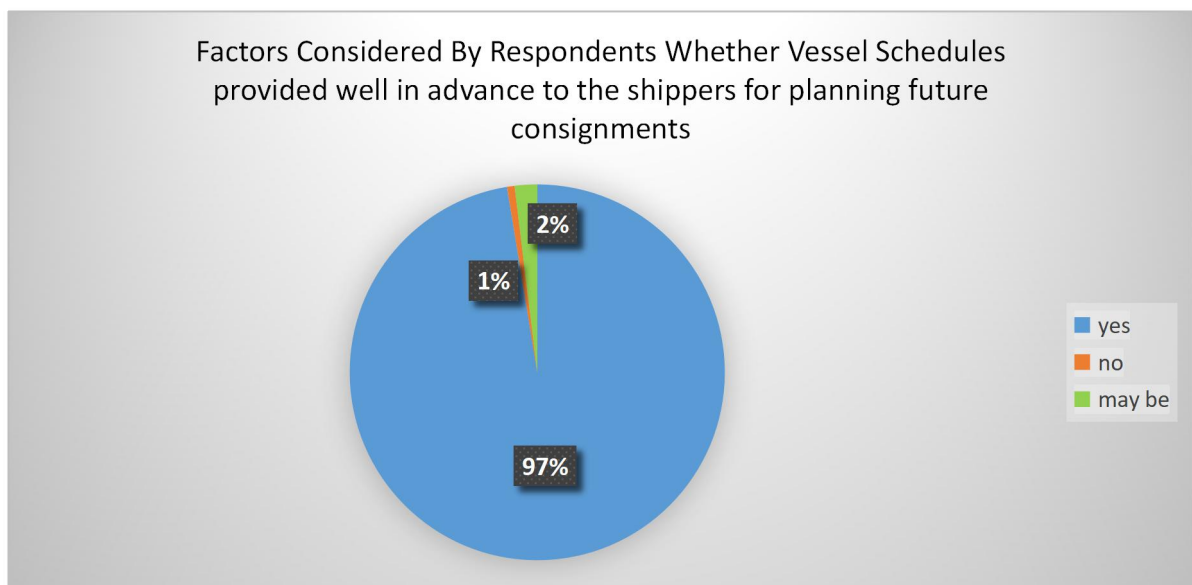


Chart 4.10: Factors Considered By Respondents Whether Vessel Schedules provided well in advance to the shippers for planning future consignments

Interpretations

From the above table it is interpreted that the number of respondents says yes (97%) ,may be(2%) and no(1%) for providing Vessel Schedules well in advance to the shippers for planning future consignments

Inference

Majority (97%) of the respondents says yes for providing Vessel Schedules well in advance to the shippers for planning future consignments.

Table 4.11:Rating By Respondents For Custom Clearance on time

S.No	Rating	No.Of Respondents	Percentage
1	4	26	17
2	5	129	83
Total		155	100

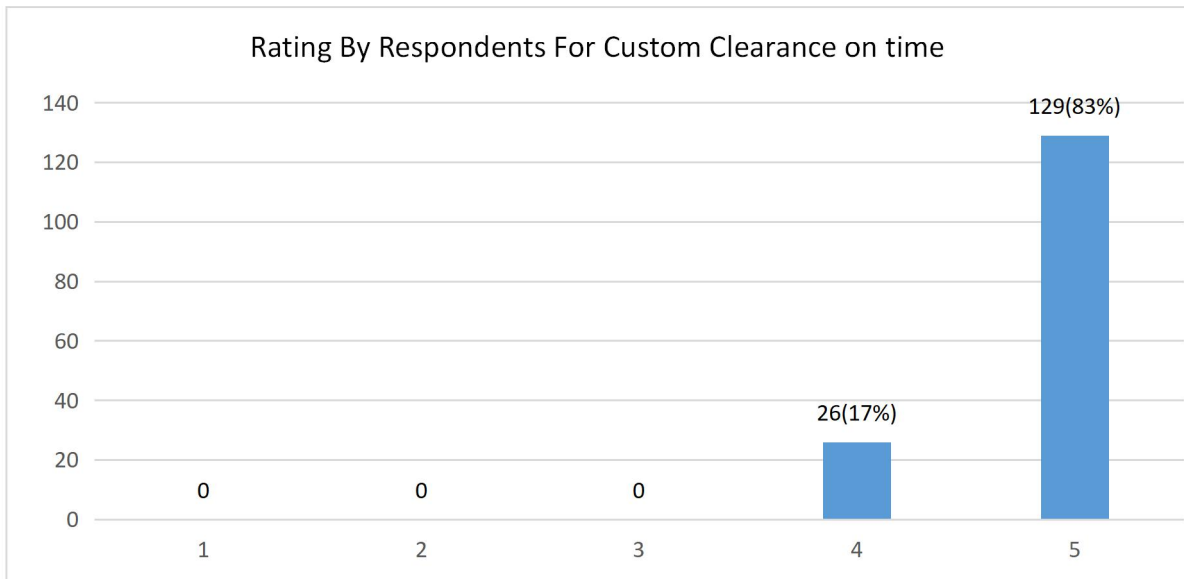


Chart 4.11:Rating By Respondents For Custom Clearance on time

Interpretations

From the above table it is interpreted that the number of respondents gave ratings 5(83%),4(17%) For Custom Clearance on time.

Inference

Majority (83%) of the respondents gave rating 5 For Custom Clearance on time.

Table:4.12:Factors Considered By Respondents Whether Zahara provide both FCL and LCL service to their shippers

S.No	Factors	No.Of Respondents	Percentage
1	Yes	117	75
2	Can't Decide	38	25
Total		155	100

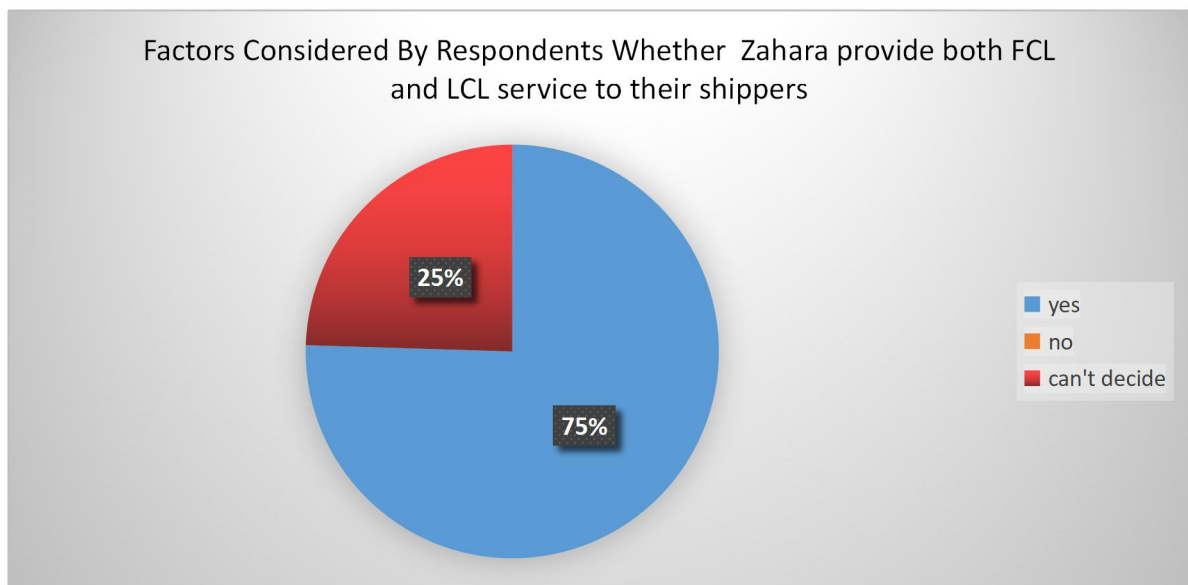


Chart:4.12:Factors Considered By Respondents Whether Zahara provide both FCL and LCL service to their shippers

Interpretations

From the above table it is interpreted that the number of respondents says yes(75%) and can't decide (25%) for providing both FCL and LCL service to their shippers.

Inference

Majority (75%) of the respondents says yes for providing both FCL and LCL service to their shippers.

Table:4.13:Factors Considered By Respondents whether Zahara supports last minute consolidation for their LCL service to all the shippers

S.No	Factors	No.Of Respondents	Percentage
1	Yes	120	77
2	May Be	35	23
Total		155	100

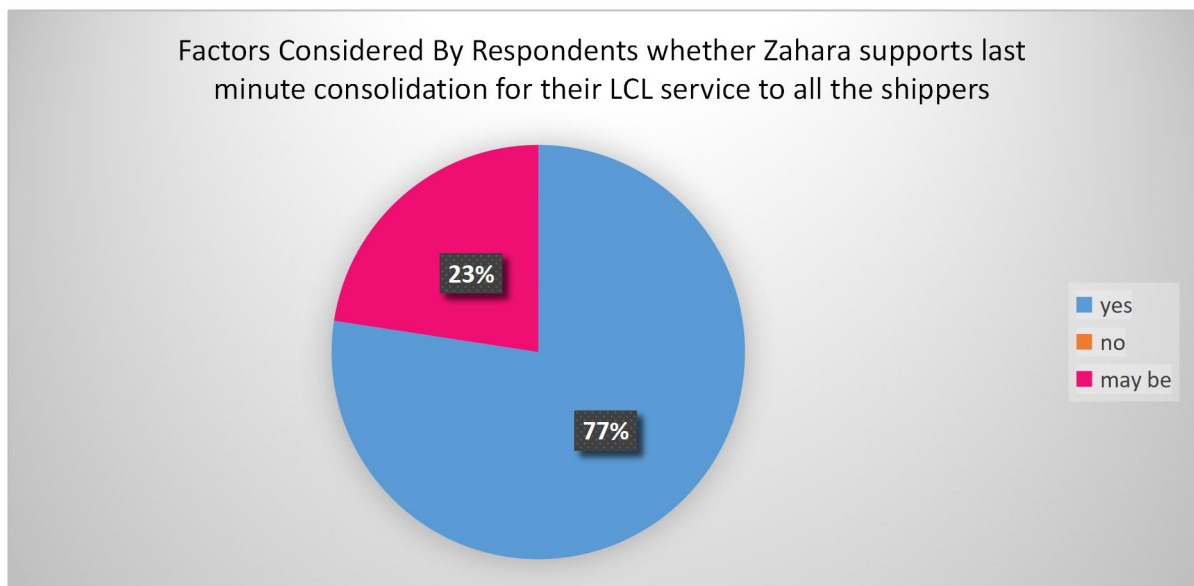


Chart:4.13:Factors Considered By Respondents whether Zahara supports last minute consolidation for their LCL service to all the shippers

Interpretations

From the above table it is interpreted that the number of respondents says yes(77%) and No(23%) for supporting last minute consolidation for their LCL service to all the shippers.

Inference

Majority (77%) of the respondents says yes for supporting last minute consolidation for their LCL service to all the shippers.

Table:4.14:Rating By Respondents For Equal Services has been provided to High and Low volume of Shippers

S.No	Rating	No.Of Respondents	Percentage
1	4	24	16
2	5	131	84
Total		155	100

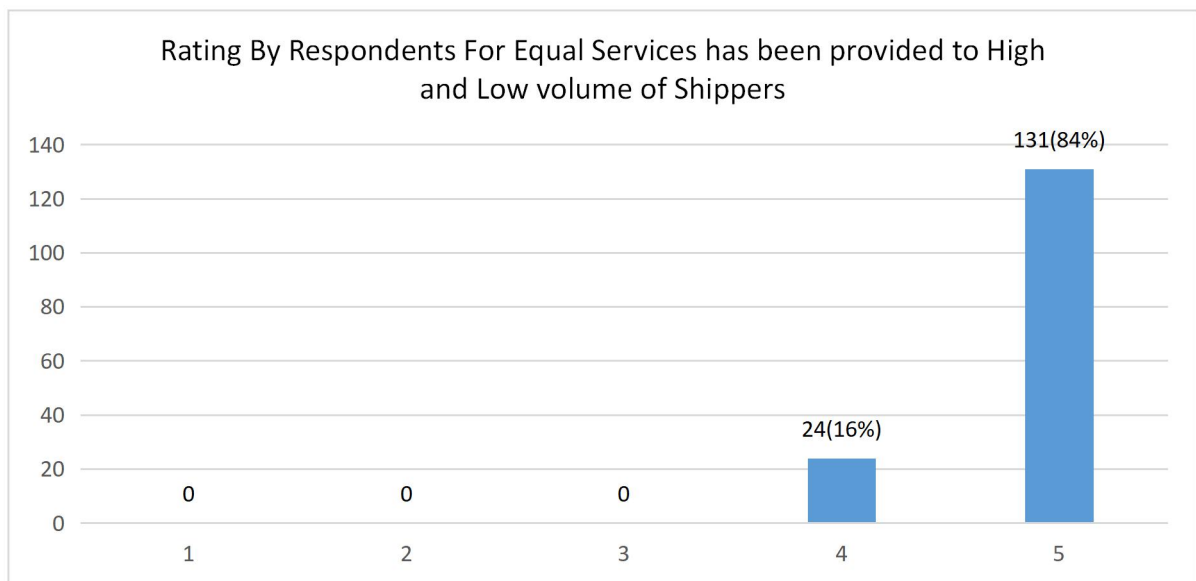


Chart:4.14:Rating By Respondents For Equal Services has been provided to High and Low volume of Shippers

Interpretations

From the above table it is interpreted that the number of respondents gave ratings 5(84%) and 4(16%) For Equal Services has been provided to High and Low volume of Shippers

Inference

Majority (84%) of the respondents gave rating 5 For Equal Services has been provided to High and Low volume of Shippers

Table:4.15:Factors Considered By Respondents Whether Zahara CHA files Export General Manifest (EGM) for their shippers on Customs Intra Portal

S.No	Factors	No.Of Respondents	Percentage
1	Yes	143	92
2	May Be	12	8
Total		155	100

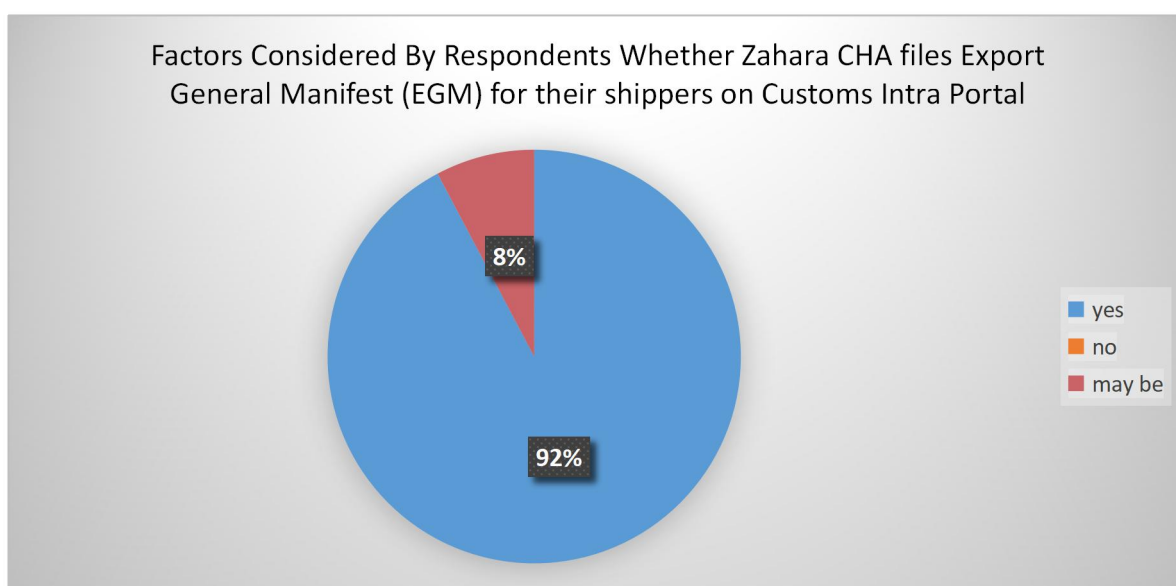


Chart:4.15:Factors Considered By Respondents Whether Zahara CHA files Export General Manifest (EGM) for their shippers on Customs Intra Portal

Interpretations

From the above table it is interpreted that the number of respondents says yes (92%) and may be(8%) for providing Zahara CHA files Export General Manifest (EGM) for their shippers on Customs Intra Portal.

Inference

Majority (92%) of the respondents says yes for providing Zahara CHA files Export General Manifest (EGM) for their shippers on Customs Intra Portal.

Table:4.16:Factors Considered By Respondents Whether Zahara support for the clearance of cargo from the customs by collecting the DO from the liners for the Import

S.No	Factors	No.Of Respondents	Percentage
1	Yes	155	100
Total		155	100

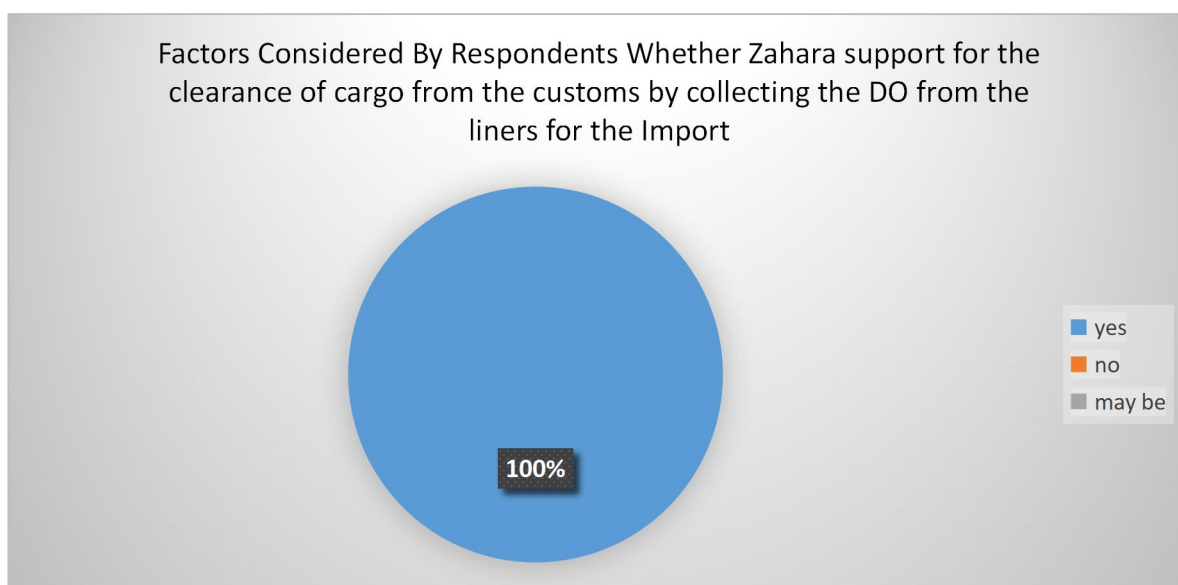


Chart:4.16:Factors Considered By Respondents Whether Zahara support for the clearance of cargo from the customs by collecting the DO from the liners for the Import

Interpretations

From the above table it is interpreted that the number of respondents says yes(100%) for supporting clearance of cargo from the customs by collecting the DO from the liners for the Import

Inference

Majority (100%) of the respondents says yes for supporting clearance of cargo from the customs by collecting the DO from the liners for the Import

Table:4.17:Factors Considered By Respondents Whether Zahara procures additional containers from the liners in last moment during the case of excess stuffing cargo for their shippers

S.No	Factors	No.Of Respondents	Percentage
1	Yes	155	100
Total		155	100

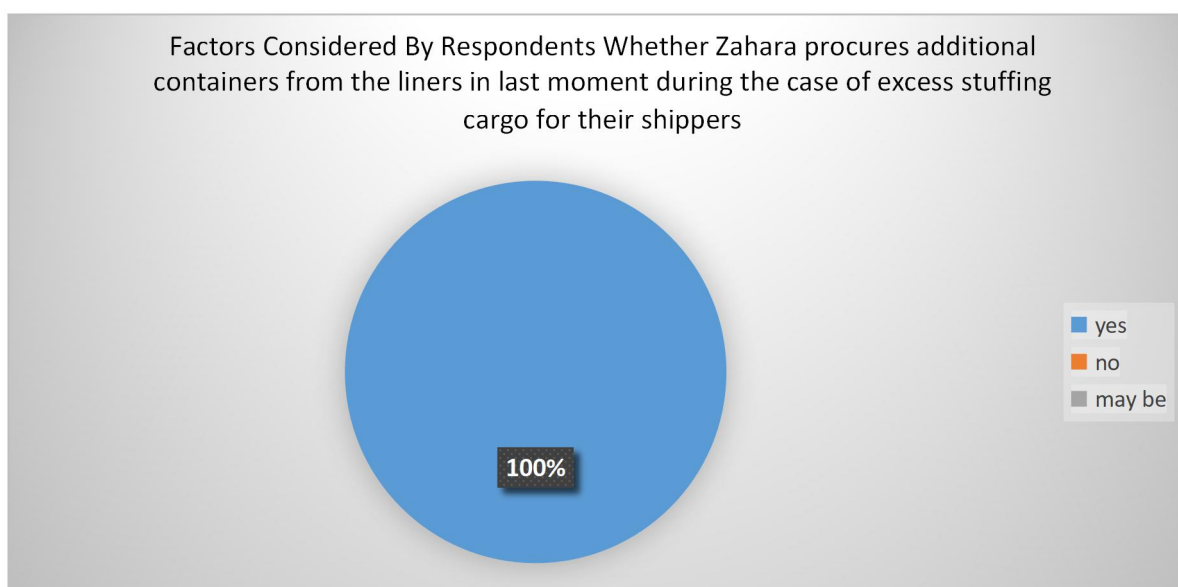


Chart:4.17:Factors Considered By Respondents Whether Zahara procures additional containers from the liners in last moment during the case of excess stuffing cargo for their shippers

Interpretations

From the above table it is interpreted that the number of respondents says yes(100%) for procuring additional containers from the liners in last moment during the case of excess stuffing cargo for their shippers.

Inference

Majority (100%) of the respondents says yes for procuring additional containers from the liners in last moment during the case of excess stuffing cargo for their shippers.

Table:4.18:Factors Considered By Respondents Whether Zahara always provide high standard of equipment's based on the shipper's commodity

S.No	Factors	No.Of Respondents	Percentage
1	Agree	29	19
2	Strongly Agree	126	81
Total		155	100

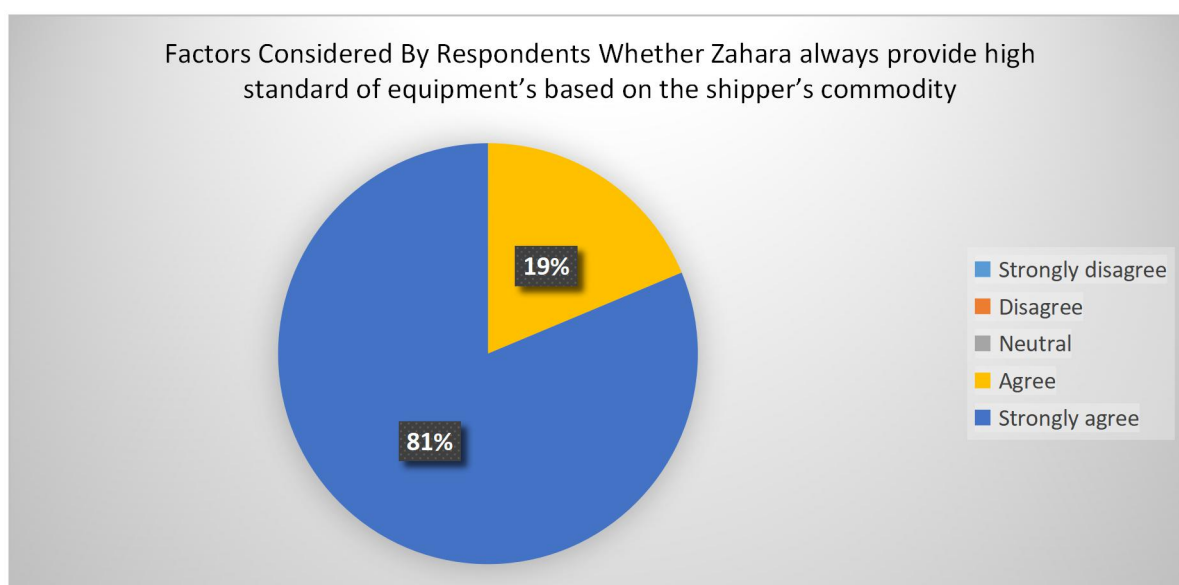


Chart:4.18:Factors Considered By Respondents Whether Zahara always provide high standard of equipment's based on the shipper's commodity

Interpretations

From the above table it is interpreted that the number of respondents strongly agree(81%) and agree(19%) for providing high standard of equipment's based on the shipper's commodity.

Inference

Majority (81%) of the respondents strongly agree for providing high standard of equipment's based on the shipper's commodity.

Table:4.19:Factors Considered By Respondents Whether Zahara provide services to all types of Commodities

S.No	Factors	No.Of Respondents	Percentage
1	Yes	155	100
Total		155	100

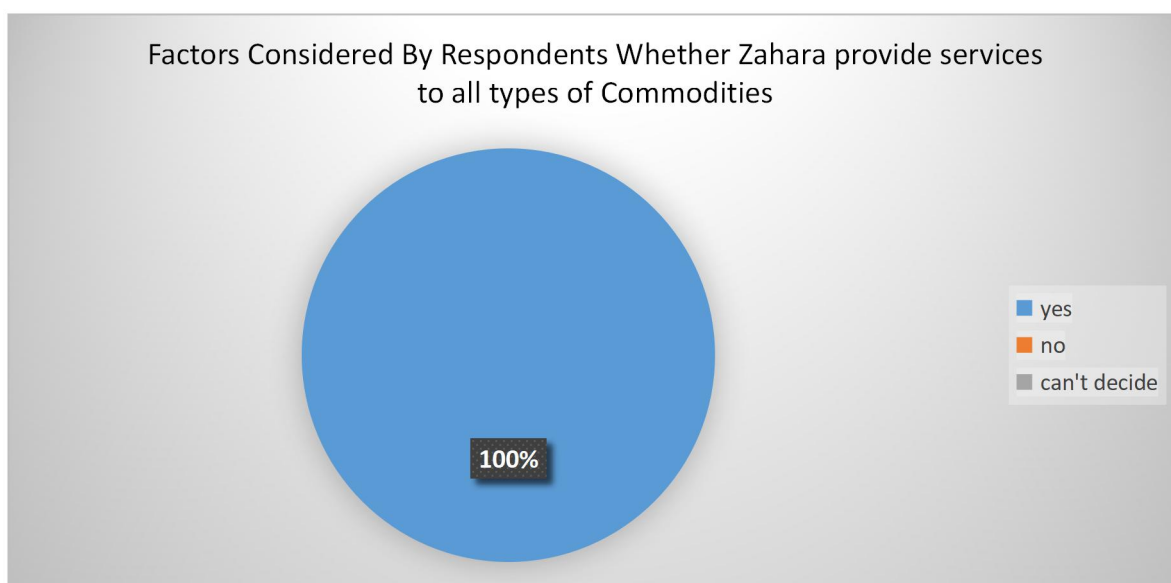


Chart:4.19:Factors Considered By Respondents Whether Zahara provide services to all types of Commodities

Interpretations

From the above table it is interpreted that the number of respondents says yes (100%) for providing services to all types of Commodities.

Inference

Majority (100%) of the respondents says yes for providing services to all types of Commodities.

Table:4.20:Factors Considered By Respondents Whether Zahara procure multiple types of containers from the liners for their shippers commodity

S.No	Factors	No.Of Respondents	Percentage
1	Yes	155	100
Total		155	100

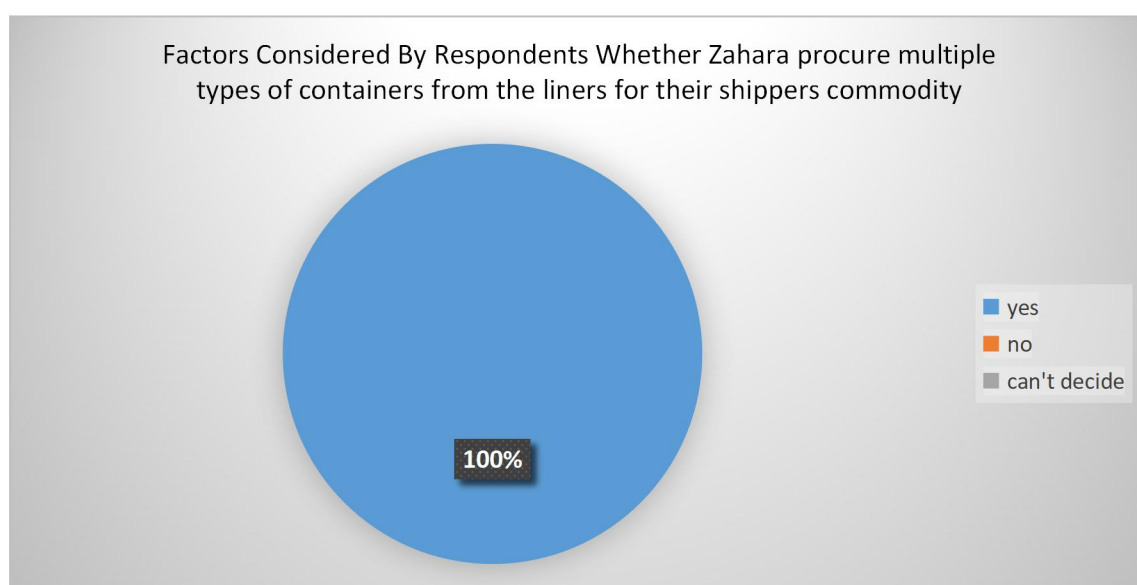


Chart:4.20:Factors Considered By Respondents Whether Zahara procure multiple types of containers from the liners for their shippers commodity

Interpretations

From the above table it is interpreted that the number of respondents says yes (100%) for procuring multiple types of containers from the liners for their shippers commodity.

Inference

Majority (100%) of the respondents says yes for procuring multiple types of containers from the liners for their shippers commodity.

Table:4.21:Factors Considered By Respondents Whether Zahara provide brokerage to all their shippers

S.No	Factors	No.Of Respondents	Percentage
1	Yes	154	99
2	No	1	1
Total		155	100

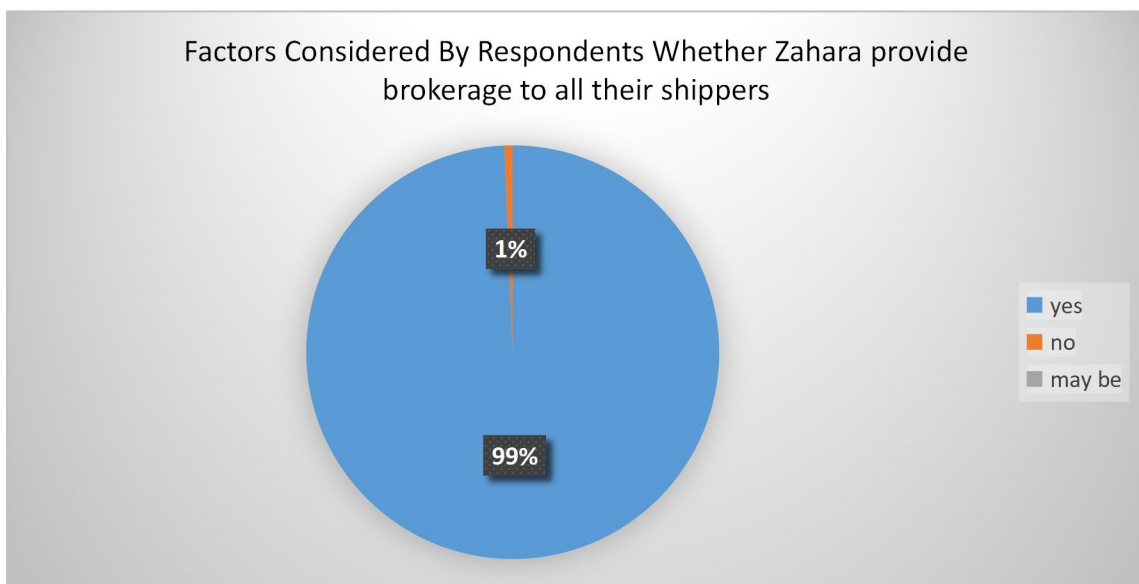


Chart:4.21:Factors Considered By Respondents Whether Zahara provide brokerage to all their shippers

Interpretations

From the above table it is interpreted that the number of respondents says yes (99%) and no(1%) for providing brokerage to all their shippers.

Inference

Majority (99%) of the respondents says yes for providing brokerage to all their shippers.

Table:4.22:Factors Considered By Respondents Whether Zahara’s freight forwarding division avoids the BL manifest Errors during customs filing

S.No	Factors	No.Of Respondents	Percentage
1	Yes	124	80
2	No	1	1
3	Can't Decide	30	19
Total		155	100

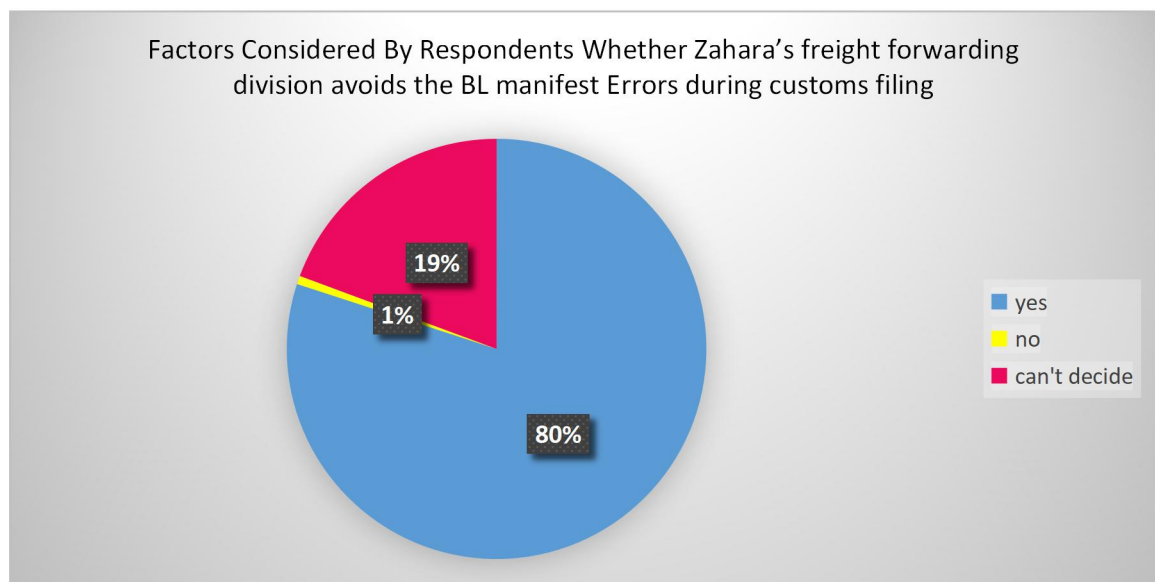


Chart:4.22:Factors Considered By Respondents Whether Zahara’s freight forwarding division avoids the BL manifest Errors during customs filing

Interpretations

From the above table it is interpreted that the number of respondents says yes (80%),can't decide(19%) and no(1%) for forwarding division avoids the BL manifest Errors during customs filing.

Inference

Majority (80%) of the respondents says yes for forwarding division avoids the BL manifest Errors during customs filing.

Table:4.23:Factors Considered By Respondents Whether Zahara provide credit facilities for their specific shippers

S.No	Factors	No.Of Respondents	Percentage
1	Yes	146	94
2	May Be	9	6
Total		155	100

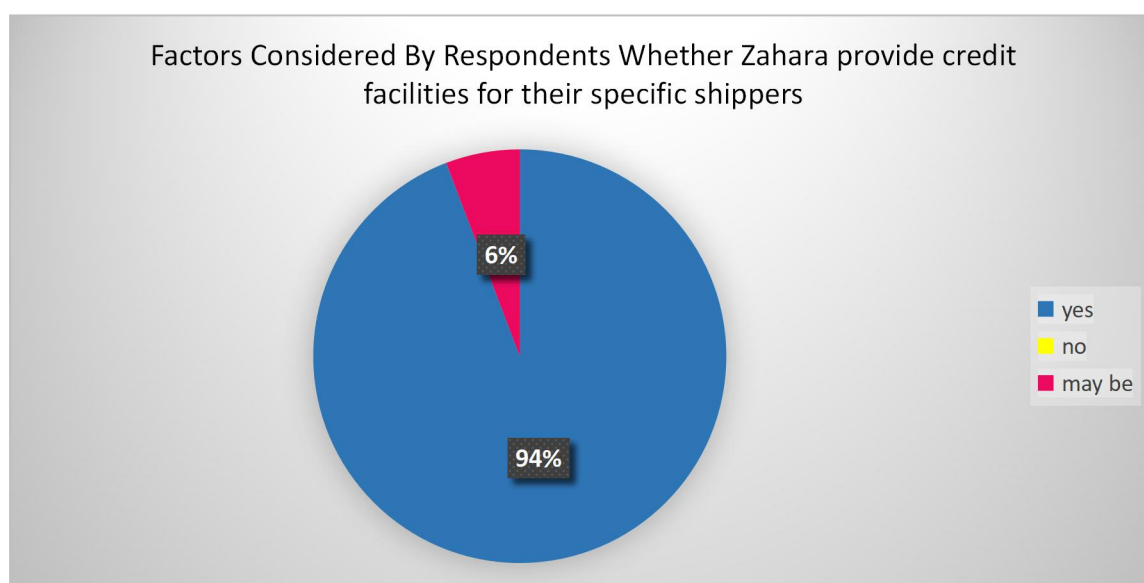


Chart:4.23:Factors Considered By Respondents Whether Zahara provide credit facilities for their specific shippers

Interpretations

From the above table it is interpreted that the number of respondents says yes (94%) and may be (6%) for providing credit facilities for their specific shippers .

Inference

Majority (94%) of the respondents says yes for providing credit facilities for their specific shippers.

Chi-Square Analysis

Table:4.24:Zahara avoids BL(Bill of Lading) manifest Errors during customs filing and provide credit facilities for their specific shippers

Null hypothesis (Ho): There is no significant difference in avoiding BL(Bill of Lading) manifest errors during customs filing and provide credit facilities for specific shippers.

Alternate hypothesis (H1): There is significant difference in avoiding BL(Bill of Lading) manifest errors during customs filing and provide credit facilities for specific shippers.

Zahara’s freight forwarding division avoids the BL manifest Errors during customs filing? * As a value-add service, Do Zahara provide credit facilities for their specific shippers? Crosstabulation					
			As a value-add service, Do Zahara provide credit facilities for their specific shippers?		Total
			Maybe	Yes	
Zahara’s freight forwarding division avoids the BL manifest Errors during customs filing?	can't decide	Count	6	24	30
		Expected Count	1.7	28.3	30.0
	No	Count	0	1	1
		Expected Count	.1	.9	1.0
	yes	Count	3	121	124
		Expected Count	7.2	116.8	124.0
Total		Count	9	146	155
		Expected Count	9.0	146.0	155.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.713 ^a	2	.001
Likelihood Ratio	10.418	2	.005
N of Valid Cases	155		
a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .06.			

Inference:

Since p value(0.001)<0.05 at 5% significant level,so alternate hypothesis (H1) is accepted .Hence its is concluded that there is significant difference in avoiding BL(Bill of Lading) manifest errors during customs filing and provide credit facilities for specific shippers.

Correlation Analysis

Table:4.25: Zahara's relationship between CHA(Custom House Agent) and Vessel management

Null hypothesis (Ho): There is no significant relationship between CHA(Custom House Agent) and Vessel management.

Alternate hypothesis (H2): There is significant relationship between CHA(Custom House Agent) and Vessel management.

Correlations			
		Does Zahara CHA provide Value Adds to the shippers by flexibly supporting Last neck moment Freight Consolidation?	Equal Services has been provided to High and Low volume of Shippers?
Does Zahara CHA provide Value Adds to the shippers by flexibly supporting Last neck moment Freight Consolidation?	Pearson Correlation	1	.263**
	Sig. (2-tailed)		.001
	N	155	155
Equal Services has been provided to High and Low volume of Shippers?	Pearson Correlation	.263**	1
	Sig. (2-tailed)	.001	
	N	155	155
**. Correlation is significant at the 0.01 level (2-tailed).			

INFERENCE:

Since p value(0.001)<0.05 at 5% significant level,so alternate hypothesis (H2) is accepted .Hence its is concluded that there is significant relationship between CHA(Custom House Agent) and Vessel management.

Oneway - Anova Analysis

Table:4.26: Zahara Provides Equal Services In High , Low Volume,And Custom Clearance On Time To The Shippers

Null hypothesis (Ho): There is no significant difference in providing equal services in high , low volume,and custom clearance on time to the shippers.

Alternate hypothesis (H3): There is significant difference in providing equal services in high , low volume,and custom clearance on time to the shippers.

Descriptives								
Equal Services has been provided to High and Low volume of Shippers?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
4	26	4.62	.496	.097	4.41	4.82	4	5
5	129	4.89	.312	.027	4.84	4.95	4	5
Total	155	4.85	.363	.029	4.79	4.90	4	5

ANOVA					
Equal Services has been provided to High and Low volume of Shippers?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.649	1	1.649	13.543	.000
Within Groups	18.634	153	.122		
Total	20.284	154			

INFERENCE:

Since p value(0.000323)<0.05 at 5% significant level,so alternate hypothesis (H3) is accepted .Hence its is concluded that there is significant difference in providing equal services in high , low volume,and custom clearance on time to the shippers.

CHAPTER 5

FINDINGS AND CONCLUSION

5.1 FINDINGS

- 88% of the respondents are male and 12% are female customers.
- 44% of the respondents are between 21 to 30 age, 40% are between 31 to 40 , 6% are between 41 to 50 and 50 above are 10%.
- 63% of the respondents are married and 37% are unmarried.
- 36%of the respondents opted for freight forwarding,NVOCC operation 28%,container trading 23% and custom clearance 13%.
- 69% of the respondent rated 5 and 31% rated 4 for their satisfaction level towards the company.
- 100% of the respondents says yes to Zahara Lines cater for providing Freight Forwarding Services Globally.
- 99% of the respondents says yes and 1%says no to the company for providing competitive rates for their premium services.
- 99% of the respondents says yes and 1%says no for providing Bill of Lading to all the shippers On-Time to clear the cargo at buyer's end.
- 82% of the respondents gave rating 5 and 18% gave 4 rating for providing Value Adds to the shippers by flexibly supporting Last neck moment Freight Consolidation.
- 97% of the respondents says yes and 3% says no for providing Vessel Schedules well in advance to the shippers for planning future consignments.
- 83% of the respondents gave rating 5 and 17% rated 4 For Custom Clearance on time.
- 75% of the respondents says yes and 25% says no for providing both FCL and LCL service to their shippers.
- 77% of the respondents says yes and 23% says no for supporting last minute consolidation for their LCL service to all the shippers.
- 84% of the respondents gave rating 5 and 16% rated 4 For Equal Services has been provided to High and Low volume of Shippers.
- 92% of the respondents says yes and 8% says no for providing Zahara CHA files Export General Manifest (EGM) for their shippers on Customs Intra

Portal.

- 100% of the respondents says yes for supporting clearance of cargo from the customs by collecting the DO from the liners for the Import.
- 100% of the respondents says yes for procuring additional containers from the liners in last moment during the case of excess stuffing cargo for their shippers.
- 81% of the respondents strongly agree and 19% says agree for providing high standard of equipment's based on the shipper's commodity.
- 100% of the respondents says yes for providing services to all types of Commodities.
- 100% of the respondents says yes for procuring multiple types of containers from the liners for their shippers commodity.
- 99% of the respondents says yes and 1% for providing brokerage to all their shippers.
- 80% of the respondents says yes and 20% says no for forwarding division avoids the BL manifest Errors during customs filing.
- 94% of the respondents says yes and 6% says no for providing credit facilities for their specific shippers.

5.2 SUGGESTION

Customer satisfaction is a measurement that determines how well a company's products or services meet customer expectations. It's one of the most important indicators of purchase intentions and customer loyalty. As such, it helps predict business growth and revenue. The following suggestions may be taken into consideration to maintain the same status and strengthen the existing system of customer satisfaction in future.

- The company should introduce various premium schemes to increase their lead.
- The company should provide bill of lading before clearing the cargo at buyer's end.
- The organization is required to pay attention on customer relationship and services.

5.3 LIMITATIONS OF STUDY

- There is chance for personal bias.
- The data collected for the research is fully on primary data given by the respondents
- Due to storage of time and other constraints, the study has been limited 155 respondents only.
- The study contains 155 customer's data. Studying all 155 customer's individually is not feasible and would not add much value. Thus, there is a risk of ignoring few very prominent data.
- Many customer's shown less interest in providing information and haven't cooperated.

5.4 CONCLUSION

The study concentrated on the customer satisfaction with special reference to Zahara Shipping Lines LLC. This study has been done to know whether Zahara Shipping Lines services satisfied the customer. On the basis of the study and observation the researcher found that the company is very much progressive in satisfying the customer. They have maintained all the strategies with a good remark from the customer. And from the statistical test it has been proved that they have good relationship with the custom house agent, vessel management and freight forwarder. After analyzing the data researcher would suggest the company should concentrate in the vessel approval and customer clearance strategy this will increase the customer satisfaction.

5.5 FUTURE DIRECTION

Effect of implementing strategies to increase the customer satisfaction is needed as it will help in improving and gaining insight of the concept. This project can be extended to enhance the company's performance

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APPENDIX

A.QUESTIONNAIRE

1.Email *

2.Name *

3.Gender *

☐ Male

☐ Female

4.Age *

☐ 21 to 30

☐ 31 to 40

☐ 41 to 50

☐ 50 above

5.Marital Status *

☐ Married

☐ Unmarried

6.Which Service You Opted for? *

☐ Custom Clearance

☐ Freight Forwarding

☐ NVOCC Operation

☐ Container Trading

7. Are you satisfied with the overall services provided by the Zahara Shipping Lines?*

	1	2	3	4	5	
Unsatisfied	☐	☐	☐	☐	☐	Satisfied

8. Are you satisfied with the overall services provided by the Zahara Shipping Lines?*

	1	2	3	4	5	
Unsatisfied	☐	☐	☐	☐	☐	Satisfied

9. Does the Zahara Lines cater Freight Forwarding Services Globally? *

- ☐ Yes
- ☐ No
- ☐ Can't decide

10. Does the Zahara Freight Forwarder provide competitive rates for their premium services? *

- ☐ Yes
- ☐ No
- ☐ Can't decide

11. Has Bill of Lading provided to all the shippers On-Time to clear the cargo at buyer's end? *

- ☐ Yes
- ☐ No
- ☐ Can't decide

12. Does Zahara CHA provide Value Adds to the shippers by flexibly supporting Last neck moment Freight Consolidation? *

1	2	3	4	5
☐	☐	☐	☐	☐

Strongly disagree

Strongly Agree

13. Are Vessel Schedules provided well in advance to the shippers for planning future consignments? *

☐	Yes
☐	No
☐	May be

14. Is Custom clearance done on time to the shippers? *

1	2	3	4	5
☐	☐	☐	☐	☐

Strongly disagree

Strongly Agree

15. Does Zahara provide both FCL and LCL service to their shippers? *

☐	Yes
☐	No
☐	Can't decide

16. Does Zahara supports last minute consolidation for their LCL service to all the shippers? *

☐	Yes
☐	No
☐	Maybe

17. Equal Services has been provided to High and Low volume of Shippers? *

1	2	3	4	5
☐	☐	☐	☐	☐

Strongly disagree

Strongly Agree

18. Does Zahara CHA files Export General Manifest (EGM) for their shippers on Customs Intra Portal? *

- ☐ Yes
- ☐ No
- ☐ Maybe

19. Does Zahara support for the clearance of cargo from the customs by collecting the DO from the liners for the Import? *

- ☐ Yes
- ☐ No
- ☐ Maybe

20. Do Zahara procures additional containers from the liners in last moment during the case of excess stuffing cargo for their shippers? *

- ☐ Yes
- ☐ No
- ☐ Maybe

21. Do Zahara provide services to all types of Commodities? *

- ☐ Yes
- ☐ No
- ☐ Can't decide

22. Do Zahara always provide high standard of equipment's based on the shipper's commodity? *

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

23. Do Zahara procure multiple types of containers from the liners for their shippers commodity? *

- ☐ Yes
- ☐ No
- ☐ Can't decide

24. Do Zahara provide brokerage to all their shippers? *

- ☐ Yes
- ☐ No
- ☐ Maybe

25. Zahara's freight forwarding division avoids the BL manifest Errors during customs filing? *

- ☐ Yes
- ☐ No
- ☐ Can't decide

26. As a value-add service, Do Zahara provide credit facilities for their specific shippers?*

- ☐ Yes
- ☐ No
- ☐ Maybe



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Techniques Adopted To Identify The Competency Of Employees In IT Sector

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ABSTRACT

In a fast changing world, companies and organisations are increasingly relying on human capital as a competitive advantage. As a result, businesses are increasingly investing in their own workers' education so that they may advance and develop within the organization, making it more lucrative. This study on the techniques adopted to identify the competency of employees in IT sector. Understanding a variety of abilities is essential to determining which one is most suited for a given task in the workplace. These are some of the techniques used Assessment Centre, Critical Incidents technique, Interview Techniques, Questionnaire, Psychometric Tests. The goal of this study is to determine the essential skills needed by Chennai-based IT firms (Shollinganallur). The sampling is done among various IT company employees' between the age (20 to 50). To attain increasing productivity and efficiency at the workplace competency will be helpful for the researcher to identify the employees' skills of every individual with the actual skill set of the job.

KEYWORDS: Competency, Techniques.

1. INTRODUCTION

Competency is one of the tools used by the company to identify employee talents. In the process of competence, successful skill handling is a good experience that allows individuals to learn about themselves and others. How well employees are able to understand company requirements and goals, management's setting of clear standard achievable goals, motivating employees to perform their jobs better and identifying gaps in employee roles and looking for solutions, the effect on employees accepting and challenging jobs that are attainable in the short and long term, and has an impact on not only setting targets but also assessing employee effectiveness and efficiency. However, in today's society, the key issue is that everyone has different sorts of capabilities, and understanding how to cope

with them is essential for maintaining those skills. In an organization, the talents may have the potential to be either productive or detrimental.

Assessment Center, Critical Incidents Technique, Interview Approaches, Questionnaire, and Psychometric Tests are some of the techniques employed. At an assessment centre, a large number of candidates are evaluated simultaneously and in the same area using a range of different selection processes. Key behaviours are examined to assess whether or not a task is accomplished successfully. In this case, documentation includes a succinct description of events (incidents) that demonstrate either successful or unsuccessful actions. Interview techniques are the procedures we use before, during, and after an interview to persuade hiring managers that you are the best candidate for the job. One-on-one in-person interviews and group interviews are only two examples of interview formats that may be used. For graduates, psychometric tests may help you identify your abilities, expertise, and personality. In general, there are two types of categories: (personality tests and aptitude tests). It is important to know what drives you and how your personality interacts with the job and the company. Personality evaluations do this. Emotional, behavioural and social connections are all examined in a variety of situations by them. You can tell whether you're suited for a profession by taking an aptitude test that measures your reasoning or intellectual capabilities. A questionnaire is a list of questions that are framed by HR. Depending on the questions answered in the questionnaire, this strategy can be employed at any stage of growth.

STATEMENT OF THE PROBLEM

Currently, millions of individuals are being recruited in Chennai, primarily in the IT sector. The fundamental issue in the IT industry is that every person has a distinct set of talents, and understanding how to deal with them is critical to maintaining those skills. In an

organization, the talents may have the potential to be either productive or detrimental. Employees must be aware of several sorts of abilities to choose which one is most suited for achieving productive work in the firm. This study is being undertaken to assist the business in better understanding the talents that its workers possess, as well as to enable people to identify their competencies and map them to occupations that are suitable for them.

II. OBJECTIVE

- ✓ To study on techniques adopted to identify the competency of employees in IT sector.
- ✓ To measure the current level of competencies among the IT employees.
- ✓ To determine the influence of competencies on the effectiveness of an organization.
- ✓ To discover several criteria that are used to increase IT staff proficiency.

III. REVIEW OF LITERATURE

Currently, millions of individuals are being recruited in Chennai, primarily in the IT sector. Employees have a variety of talents, and understanding how to deal with them is essential for keeping them up to date. With the aid of the following material, I completed the survey. According to a study conducted by **Dr. Saikumari V, Ms. Sunitha V, Kirthika S V, and Jayakrishna A R in the year 2021**, "organisations must adopt more current teaching approaches so that employees can get practical training and particular learning tasks or projects.

The process of determining whether a person has the requisite underlying attributes to operate at a high level in the workplace is known as "assessing competence," according to **Ms. Agnihotri Shikha, Dr. Sareen Puja, and Dr. Sivakumar P (2018)**. A thorough competence mapping model is proposed by the author based on the numerous studies in this field that the author has conducted. The suggested approach shows the pervasiveness of competency mapping across an enterprise.

Awasthi Shraddha, Prof. Dr. Sharma R C(2017) states that employee development is a key factor for the achievement of organizational goals and employee skill development is dependent on competency mapping. Here the author explains the concept of competency mapping and its impact on Human Resource practices.

Any industry that wants to keep up with the times must have the ability to improve and expand their workers' capabilities, as stated by **P.Nagesh, Sridevi Kulenur, and Keerthana Jagadeesh (2017)**. To eliminate or bridge employee competence gaps, the author studies and analyses workers' anticipated and actual abilities and maps them, identifies the competency gaps, and analyses the gaps to provide necessary measures.

Silvia Mayumi Takey Marly Monteiro de Carvalho (2015) The project management competence map is offered as a seven-step approach in this study. This method, which includes the following elements, may be beneficial to managers in a wide range of industries: An assessment procedure, diagnostics of current proficiency, a

description of competence levels that define professional categories and their related professional profiles, the development of anticipated profiles, and a gap analysis are all part of the competence and performance criteria.

There are several studies that show that companies are only as good as their people, and the quality of those individual people is directly related to the organization's ability to perform, according to **Vikram Singh Chouhan & Sandeep Srivastava (2014)**. Here the author delves deeper into the concept of competency.

IV. STATISTICAL TOOL CALCULATION FROM THE STUDY

1) **Aim:** To test the relationship among the team members.

Null hypothesis (Ho): When it comes to creating relationships with coworkers and sharing ideas with them, there isn't much difference between employees.

Alternate hypothesis (H1): When it comes to building relationships with their coworkers and sharing their thoughts, there is a big difference between the employees.

Inference: From(TABLE:1) Since the p value (0.001) is less than 0.05 at the 5% significance level, the alternative hypothesis (H1) is accepted. As a result, it can be said that employees differ greatly in their ability to form connections with one another and communicate their ideas to their coworkers.

2) **Aim:** To test the employees in considering people's feelings while making decisions and others to listen when the employee speaks.

Null hypothesis (Ho): Consideration for others' sentiments when making a choice does not differ much between employees and others who are listening when employees speak.

Alternate hypothesis (H2): Taking into account the feelings of others when making decisions is a big difference between employees and those who listen to them when they speak.

Inference: From(TABLE:2) Because the p-value (0.001) is less than 0.05 at a significance threshold of 5%, this hypothesis (H2) is accepted. Employees are more likely to consider the sentiments of others while making decisions, whereas others are more likely to listen when an employee speaks.

3)**Aim:** To test the relationship between owing up employees' mistakes is difficult and accepting their organization as a great place to work.

Null Hypothesis (Ho): There is no substantial correlation between the difficulty of owing workers their mistakes and their organization's reputation as a great workplace.

TABLE:1					
Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact sig.(2-sided)	Exact sig.(1-sided)
Pearson Chi-Square	54.464 ^a	1	<.001		
Continuity Correction ^b	43.165	1	<.001		
Likelihood Ratio	26.748	1	<.001		
Fisher's Exact Test				<.001	<.001
No of Valid Cases	81				

TABLE:2			
Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.278 ^a	1	<.001
Likelihood Ratio	20.911	1	<.001
No of Valid Cases	81		

TABLE:3					
ANOVA Test					
	Sum of squares	df	Mean Square	F	Sig.
Between Groups	16.175	4	4.044	4.387	0.003
Within Groups	70.048	76	0.922		
Total	86.222	80			

Alternate hypothesis (H3): There is a high correlation between employees' reluctance to accept responsibility for their own mistakes and their view of their company as a great place to work.

Inference: From (TABLE:3) The alternative hypothesis (H3) is accepted since the p value (0.003) is less than 0.05 at the 5% level of

V. SUGGESTION

- Employees may be encouraged to use a variety of competency techniques.
- Some employees believe they require additional soft skill training to execute their jobs effectively.
- To boost their productivity, the organization will hold career development programs at regular intervals.

significance. We may thus deduce that there is a strong correlation between employees' difficulty in owning up to their own mistakes and their acceptance of their business as a great place to work.

- Employees should be motivated to instill a greater interest in knowledge growth and management.

VI. CONCLUSION

For businesses to thrive in today's competitive environment, the literature review states that competency is a new way for employee training to become more proficient in their jobs. Competency has shown to be a useful tool for HR in terms of improving

organizational performance. Individual and organizational performance have both benefited from the integration of competence methodologies with the HR function. It also guarantees that individuals develop and evolve. A person can check his or her skills and choose the career that best matches him. A less competent individual can become a more competent one through training and assessment if the best candidate is chosen and placed in the ideal position for their abilities.

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