

# **NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA**



## **Editors**

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## Introduction

The Green SCM has been standardizing its internal systems and SCM technology to improve efficiency and cut wasted processes. It is likely to draw heavily an integration of the business research, Competitor intelligence and business process management to achieve its environmental aims. Under this initiative, the entire business process is studied and analysed thoroughly right from procurement of raw materials and distribution of finished goods. Surely, this idea will promote a paradigm shift in the outlook of the corporate world. This study enhances the application of Green business strategies in the field of SCM management of books publishing industry. In this era, everything have been come under cost reductions.

## Objectives of the study

- i. To find out the attitude of the book publishing companies to make investments in Green SCM practices.
- ii. To find out the various factors to be considered while making investments in Green SCM
- iii. To estimate the relationship between public and private limited companies in making investments in Green SCM practices.
- iv. To find out the various factors that pulling down the Green SCM practices of the companies

## Research Framework

This is a descriptive research taken the Book publishing companies as simple random samples with sample size 245 in Tamilnadu. The data has been collected through Questionnaire with structured 5 point rating scale questions. The questionnaires are sent through email and the responses are collected using the same mode. The research period is from March 2014 to August 2014. The compiled data are analysed using t-Test, One – way ANOVA, Ranking method and Percentage analysis.

## Analysis and IntSCMretation

### Simple t-Test Analysis

- $H_0$ : There is no relationship between the investments made in various factors between the public limited companies and private limited companies.
- $H_1$ : There is a relationship between the investments made in various factors between the public limited companies and private limited companies.

The relationship between the investments made in various factors between the public limited companies and private limited companies is tested by using simple t- test analysis. The results are tabulated below.

Sl.No.	Investments in various aspects	Public Ltd			Private Ltd			Difference in mean score	Calculated 't' Value	Tabulated value
		Mean	SD	CV (%)	Mean	SD	CV (%)			
1.	Managerial economies of scale	3.90	1.03	26.4	3.16	0.99	31.3	0.66	3.769	2.09
2.	Product nature	4.86	1.23	25.3	4.00	1.19	29.8	.86	3.648	1.098
3.	Order processing	3.91	1.00	25.6	3.24	0.97	29.9	0.67	3.501	2.087
4.	Customer Delight	3.89	0.99	25.4	3.20	0.96	30.0	0.69	3.591	3.501

<sup>1</sup> Assistant Professor, Department of Management Studies, Fatima College (Autonomous), Madurai.  
<sup>2</sup> Director, Department of Management Studies, Fatima College (Autonomous), Madurai