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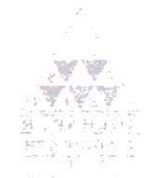
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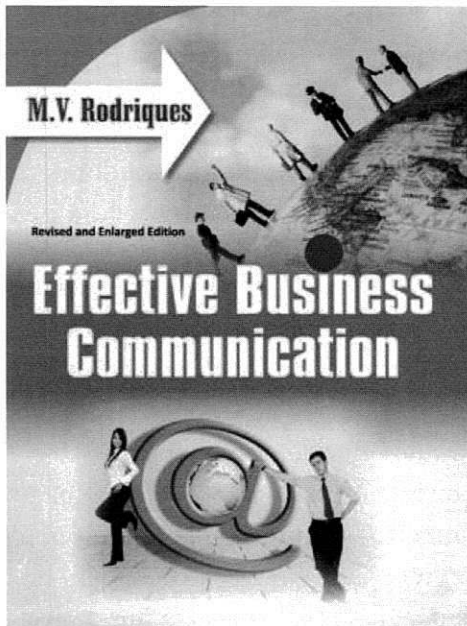
Editorial Note

In India with the change of guard at the centre there is lot of hope and expectations from the new regime. New policies and areas of focus are sending positive signals to the business communities in India and abroad. Discussions are already taking place on various platforms regarding environment protection, improving the business climate, reviving the lagging sectors and others. Accordingly in the present issue we have chosen the research work done on these related themes. The first article takes up the issue of environment. The author summarizes the issues and concerns in this aspect and introduces the reader to the latest terms being introduced world over in this important field. The concept of mergers and acquisitions is examined in the second research study. Based on the primary and secondary level data the authors attempt to throw more light on the trend of mergers and acquisitions taking place in the business world. With the new governments in the different states of India there is unwarranted haste to appease the farmers by way of debt waivers and debt relief. The author in the third article of this issue examines the usefulness of such schemes in the state of Andhra Pradesh. It gives useful insights into the reach and the utility of such schemes. It is concluded that instead of straining the exchequer by floating populist schemes it will be wise to design long-term asset generating schemes for the poor farmers. This will not only reduce the suicide rates being observed in different states but also help the farmer families to rise in their economic status.

In all the present issue covers the latest topics being discussed in the academic and policy making field. The rigor of these research articles and the new observations will definitely benefit the researchers and professionals in these fields.

Dr. T. V. G. Sarma

Editor



EFFECTIVE BUSINESS COMMUNICATION' (Revised and Enlarged Edition)

Dr. Maryan V. Rodrigues

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Communication is a two-way process of giving and receiving information through any number of channels. It plays a significant role in human interactions. It is a key to success in the world of present-day business: in relationships, in the workplace, as a citizen of a country, and across our lifetime. Our ability to communicate comes from our human interactions and experience, and experience can be an effective teacher. Organizations of all kinds look for dynamic personnel with strong communication, to man their key positions. Possession of effective communication skills is rightly perceived as an important asset to a professional. With the integration of Indian economy with the world economy, liberalization and our professionals becoming more cosmopolitan in their approach, the importance of communication is bound to grow further. Today, effective business communication in this corporate world of cut-throat competition is a much sought after

subject among the students and other persons, beginning their professional career.

The Revised and Enlarged Edition of the book entitled '**Effective Business Communication**' by Dr. Maryan Rodrigues, is a natural corollary of the other book in the series: '**Perspective of Communication and Communicative Competence**'. This book has attempted to cover as many aspects of communication as possible. It covers the major aspects of verbal and non-verbal communication as they dominate the human interactions in all the business situations. Even though, a number of books have been published on business communication by various authors, hardly few have gone beyond the theoretical. It is this gap in the literature that this book intends to fill satisfactorily.

The said book has in all three sections, comprising thirty chapters organized in a coherent, manner. The Section I, which has

thirteen chapters, contains a description of basic concepts of communication: 'Meaning and Process of Communication', 'Objectives of Communication', 'The Channels of Communication', 'Media of Communication', 'Barriers to Communication', 'Essentials of Effective Communication', 'Sharpening the Tools of Business-Communication', 'Group Communication', 'Listening', 'Reading', 'Public Speech', 'Interviews', and 'Interpersonal Communication Dynamics'.

While the section II consists of eleven chapters that incorporate 'Business Letters', 'Report Writing', and 'Minutes Writing'- Nine chapters deal with Business Correspondence: 'Nature and Structure of Business Correspondence', 'Enquiries and Replies', 'Orders and Their Execution', 'Credit and Status Enquiries', 'Agency Letters', and 'Sales Letters'. Two separate Chapters deal in depth with 'Reports and Other written Communication' and 'Minutes Writing'.

The section III of the book deals with different dimensions of managerial communication and consists of six chapters: 'Communication in Advertising', 'Leadership Communication', 'Communication in Labour Relations', 'Communication in Conflict Management', 'Communication in Performance Management', and 'Communication in Performance Appraisal'.

The first part of this book deals with the fundamentals of communication, like the Process of Communication, the Channels, the Media Verbal and Non-Verbal, the Obstructions in Communication and the Essentials of Effective Communication. The Second part deals with the various aspects of communicative competence required in the professional areas and throws light upon the

Linguistic, Psycho Linguistics, Socio Culture, Psychological, Socio Linguistic, Socio Philosophical and Socio Semantic aspects of communicative competence. The last part of the book shows how to practically evaluate the communicative competence of the professionals with special reference to the MBA, MSW, Journalism, students and professionals.

As I understand, this book seems to have been designed to meet the requirements of students pursuing professional and management courses in Indian institutes. It covers all the important topics exhaustively in simple, direct, concise and lucid language. A good number of examples and exercises have been provided for practice too. Each of the book's 30 chapters begins with a list of objectives; and chapter ends with a list of questions which would assist them to recapitulate the subject matter and enhance their critical thinking ability to adopt continuously to the new situations and innovative ideas. Each chapter is self-contained, allowing for mix-and-match flexibility and custom or course-specific design. Each chapter focuses on clear aims and goals and skill demonstrations that can be easily linked to ones syllabus and course requirements. Similarly, each chapter features time-saving and learning-enhancement support for instructors and students.

In fact, there are many books in the market, on the topic of 'Business Communication' but this one is different, (An attempt has been made to make this book different by exposing the subject in the way that I would like to learn If I had a fresh opportunity to do so in life) as it offers the readers the standards of evaluating effectiveness of interactive communication that takes place

through different channels and media, used to serve a variety of communicative purposes in business situations. As the author himself states that the aim of this book is to discuss the principles and practice of business communication and to impart to the readers knowledge and skills of putting these principles into use creatively, functionally and effectively in the direction of problem solving and decision making, this book is immensely useful for the students and teachers alike in their subjects and would prove helpful both as a text book for classes and a manual for managerial communication.

Hence, I feel, this is a comprehensive book that deals with all the major aspects of written and oral business communication; and at the same time fulfils the needs of the students, professionals and businessmen alike, as a well-integrated book on the subject. The practical and concise text provides the right quantum of material on a broadening base of communication topics. It captures the

dynamics of effective business communication among the professionals from all walks of life. It presents the subject in a fascinating way, powerfully stimulating and motivating readers; this book gives the foundation for excellent, effective, and practical business communication.

This is a really an excellent book for anyone interested in improving their business communication skills. It is filled with a lot of useful examples and scenarios from everyday business to the not so every day. Therefore, the content of this book initiate the readers to their first step in acquiring business communication, and then takes them step by step through the process, practice and means of improving one's effective business communication skills. I truly enjoyed reading it.

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