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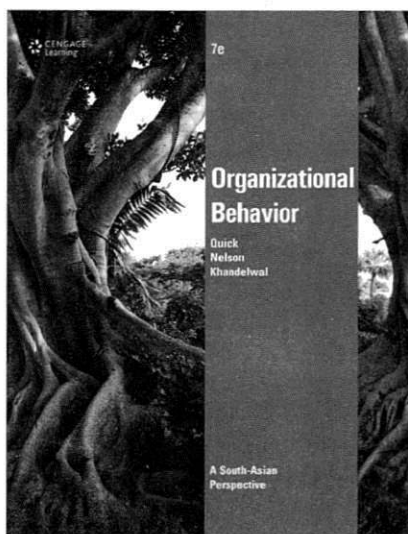
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Editorial Note

The business and investment climate in the country appears to be on the upswing. With government pushing hard the business agenda at the national and international level, the confidence of investing community is bullish. The rise in the contribution of the industrial and service sector to the total national product, since the last few years is the result of the favorable policy climate created by the new regime. In spite of the short term fall in the production indices the analysts predict a quick recovery in the coming months. The coordinated policy decisions regarding the fiscal and monetary policy issues are sending the right signals to the markets. Keeping in view the dynamic changes taking place in the business environment the management concepts of mergers and acquisitions is selected for publication in the present issue.

But the only dark cloud appears to be the weak agriculture sector. The rising trend of farmers' suicide in different states is becoming a cause of concern to the policy makers at the state as well as national level. Accordingly an article on agriculture sector is being published in the present issue of our journal. Such studies on agriculture and their publication are the need of the hour. Discussions and deliberations in different forums as well as publications of findings of studies on agriculture will bring forth new solutions to the current burning problem in India. Keeping in view the issues of national importance articles pertaining to these are selected for publication in the present volume. The published articles will be of use for young researchers, scholars and academicians.

Dr. T. V. G. Sarma
Editor



Organizational Behavior, A South – Asian Perspective, 7th Edition.

**James Campbell Quick
Debra L. Nelson
Preetam Khandelwal**

Cengage Learning India Pvt. Ltd.,
418, F.I.E., Patparganj, Delhi 110092,

Year of Publication : 2013

ISBN-13:978-81-315-1852-6
ISBN-10:81-315-1852-3

This book, *Organizational Behavior: A South – Asian Perspective*, 7th edition, gives special focus on South Asia. It studies individual and group processes in the industrial set up. The book studies the impact of individual on the organisation and vice versa. The book has been divided into four parts to discuss the two-way relationship and its outcomes.

The first part of the book introduces the concept of organizational behavior and discusses the challenges for managers. The second part discusses the individual processes in the organizational environment. It focuses on personality, perception, attribution, attitudes, emotions, motivation, stress, well-being and so on. The reader can visualize organizational environment and take an inside-out approach while going through this part. The third part is about inter-personal processes and behavior, which helps reader to take the outside-in route while studying the OB. This part discusses such themes as communication, teams, power, political behavior, leadership, conflicts etc. The last fourth part of the book consists of intrapersonal and interpersonal processes in a formal organizational structure. It throws light on design of work, organizational design,

organizational culture and issue of change management, among the other related concepts.

The edition contains features like- The Real World, Science, You, Diversity Dialogue, Ethical Dilemma, and Experiential Exercises. These features help students to understand the concept, theories and facts. Students find this type of features valuable and stimulating. The book contains new cases also at the end. These cases are based on the South –Asian experiences, especially Indian experiences. The book contains conceptual as well as practical aspects of the organizational behavior.

Many real world examples are taken from variety of organizations- business, not-for- profit, large and small, private and public sector- for explaining the basic concepts of OB. This feature is a important feature throughout the book. They provide management practices implemented in South Asian and Indian organizations. Many examples relate to the leading corporate houses, such as the Tata Group, Aditya Birla Group, Bajaj Group, ITC, Infosys, WIPRO, and public sector companies such as NTPC.

The special features are designed to

enhance the application of the theory and research in practice to stimulate interest of students. Each chapter contains Science features. "Science" refers to the broad and deep research roots of the discipline. The "The Real World" reflects what is going on in the organisations. Short case studies and examples are given within the chapters. Longer cases are given at the end of the chapters. Some select Indian cases are given at the end of the book.

Experiential exercises at the end of the chapters offer opportunities to develop interpersonal and teamwork skills, and the questionnaires provided in the features "You" within the chapters help the readers get feedback on important aspects of the topics and learn more about them.

Students need help in developing their oral and written communication skills. Discussion and communication questions are included at the end of the each chapter for practice.

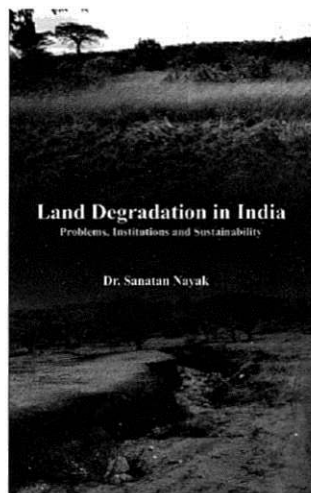
An extensive chapter-by-chapter reference list is given under each chapter at the end of the book for an in-depth study of topics. Thus this book is a good reference book as well as text book useful to researchers and academicians. The book is based on contemporary and classic research literature. Most of the Indian references are of the recent origin.

By giving examples of actual organizational practices throughout the book, an attempt has been made to make the text more interesting and thought provoking. The subject OB has brought to the life for the target audience.

This text through a comprehensive and adequate coverage of each topic and up-to-date research base as well as the national and international real examples, would empower students to succeed in the ever-changing world of work.

The authors are experts in their fields. Dr. James Quick is professor of OB in the University of Texas. Dr. Debra Nelson is professor of management in Oklahoma State University . She has written 90 plus journal articles. Dr. Preetam Khandelwal is an associate professor of organizational behavior in faculty of management studies, University of Delhi. She has immense experience of designing, developing, and conducting management education programs in all types of organizations.

Dr. B. T. Bandgar
CSIBER, Kolhapur.



Land Degradation in India: Problems, Institutions and Sustainability

Dr. Sanatan Nayak

Abhijeet Publications, New Delhi, 2014,

ISBN: 978-93-5074-152-8. Pp 266. Hardback, Rs. 1250.

Land degradation is a serious problem which affects not only the natural resources but also causes for the different kinds of natural disasters. Land degradation occurs due to water erosion, waterlogging, salinisation, deforestation, excess use of chemical fertilizers and pesticides and many other direct and indirect causes. The book, "Land Degradation in India: Problems, Institutions and Sustainability" makes a valuable contribution to the literature on the issue. The main objective of the book is to assess the impacts of sodic / alkaline land on cropping pattern, productivity, employment opportunities and income of the people. For this purpose the book makes an attempt to understand the sustainability of socio-economic conditions of the people living in the fragile regions of sodic reclaimed villages in Uttar Pradesh. The book examines the issue in an organized manner.

The book consists of eight chapters. The first two chapters highlight the macro level land degradation and pattern of change of land use. The third chapter provides the background of the study. Chapter four is based on primary data. In the fifth chapter the author tries to estimate the incidence of poverty under different environmental conditions. Chapter six describes the linkages of adoption of participatory model and its outcome. Chapter seven highlights on sustainability of reclamation and factors for poverty alleviation.

Chapter eight deal with major finding and recommendations for policy implications.

The first chapter 'Land Degradation in India: A Macro Revelation' brings up the different approaches, issues, causes and classification of land degradation at national and state level. It also makes an attempt to measure the extent and dimension of land degradation and finds that instability is highest under current fallow lands due to variation in rainfall, as most of the areas are under rainfed at all India level. Chapter two of the book, 'Agriculture and Environment: State and Regional Level Analysis in Uttar Pradesh' deals with analyzing the factors responsible for agricultural growth and economic development in various regions of Uttar Pradesh. Development of an economy depends on agricultural sector which is affected by economic factors such as occupational pattern, land holding size; ecological factors, i.e., rain fall, temperature and some social and institutional factors. The chapter points out that the deceleration of agricultural growth in recent year at all India level as well as Uttar Pradesh due to instability and decline of average rainfall and some other social and economic factors.

The chapter 'An Introduction to Sustainable Livelihood' deals with analyzing the theoretical review of sustainable livelihood. A livelihood comprises the capabilities, assets

and activities required for a means of living. The author points out that there is no unified approach for sustainable livelihood concept. It also provides the socio, economic and agricultural profile of the survey households. Chapter four 'Land Reclamation and Agriculture: An Economic Analysis' is about the changing scenario of the cropping pattern, intensity, production, productivity, net gain under reclaimed condition to that of non-reclaimed conditions. The author observed that there has been substantial increase of intensity of crops and per-acre productivity in reclaimed land over the non-reclaimed land in the villages. However, the productivity of the reclaimed land for various crops has been still lower than the productivity of normal land. In this book it is argued that there is very strong positive relationship between extent of investment and firm sizes.

The fifth chapter 'Environmental Degradation and Poverty: The Linkages' provides the classical and mainstream views on poverty. According to the classical school of thought poverty is a major cause for environmental degradation, while mainstream economists argue that the demographic, cultural and institutional factors play important role for poverty and land degradation. The study finds that incidence of poverty is 31.46 percent; however, there is marginal difference of poverty incidence in reclaimed and non-reclaimed households. It can be concluded that incidence of poverty is highest in non-reclaimed SCs and marginal farmers.

In the chapter six entitled 'Dynamics of Participatory Model' the author has highlighted the theoretical origin of participatory approach and its application in real life. The author empirically examines the impact of knowledge on participatory model of reclamation and its sustainability on sampled households. Chapter seven of the book 'Sustainability of Reclamation and Factors of Poverty Alleviation' highlights the sustainability which

basically emphasizes to maintain the quality of soil after reclamation. For this purpose soil samples were collected and results reveal that substantial proportion of samples are coming under the sodic category followed by normal and acidic category. The sustainability of the sodic land has been assessed by looking into the existence of extent of patches and its dimensions. In this chapter, the author also examines empirically the poverty alleviation. The logistic regression model has estimated the likelihood of the factors influence on poverty alleviation in reclaimed households and to avoid multi-collinearity problem and hugeness in logistic regression among the factors on awareness development, Principal Component Analysis (PCA) used and developed three indexes, i.e., index of participation, technology and institutions. It is observed that educational qualification and caste of the family played significant role for promoting the household to reach above poverty line. The author concludes that the index of participation, technology and institution helped to reduce poverty as it corroborate with theoretical linkage.

The last chapter of this book provides conclusions and policy recommendations based on the analysis carried out in the previous chapters. The author recommends that most of the landless, marginal and small farmers should be included in reclamation process and subsidized water can help them for higher and sustainable production. Marginal and small farmers should be provided gypsum at total free of costs. The book is written in a very readable style. It has depicted the situation of land degradation in a very systematic manner. This book is useful to researchers, academicians, policymakers and others interested in agriculture as it is based on field study and portrays the problem of land degradation precisely in parts of the country.

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