

A STUDY OF BUSINESS ENTREPRENEUR AWARENESS LEVEL TOWARDS INDOLOGY**Rajinder Kapil****Research Scholar, Deptt. of Commerce
Chaudhary Devi Lal University, Sirsa (Haryana)****Abstract**

Business is a pious monetary activity with a motive to lead a peaceful and happy life by earning the money by pious deeds. Privileges, obligations and responsibilities of business organisations are not only limited to trade practices or earn profits but also include social responsibility, crimes eradication, punishments for the defaulters of social justice, adopting fair taxation policies and judicious procedure, etc. Moreover, ideological views, literature, art, languages, economic, social, political, technological environments of India are also applicable to business organizations. The aim of the study is to know the awareness level of enterprises towards Indology. For validate the result of the study, hypothesis has been taken. The study is used descriptive research design. The sample size is 470 respondents from Haryana, Punjab and Chandigarh. The study is based on primary as well as secondary data which are collected through questionnaire, Journals, websites. The study is used mean, std. deviation and analysis of variance (ANOVA) techniques to test the hypothesis. The study found that mostly business entrepreneur strongly believe that doing business honestly is very much desirable as per Indian Philosophy, blessings of the Almighty by arranging propitiations (*pooja-path*) before starting any type of business are helpful, prayers to the almighty provide favourable results for success of business, prayers to God boost and maintain the goodwill of business and some are believed that Offering donations are helpful to enhance overall business, personal and social development. It concluded that there is no significant difference among the awareness level of different gender, age group, qualification, marital status, present positions, total work experiences, experiences at present position and total experiences of the business entrepreneur.

Keywords: Indology, businessmen, social responsibility, god, honesty.

I. INTRODUCTION

The study of Indian sub-continent in terms of language, culture, environment and history is termed as Indology. The study of people will never be sound without study of its inhabited land and neighbouring lands. The Vedic knowledge or study of Indology consisting of four elements such as Language, Culture, Environment and History (LCEH). It also influences directly or indirectly the trade, commerce and economy. In sum, "Indology is a science which makes multidimensional investigation and study about India. It also elaborates the Indians to unravel the mysteries and secrets which enable the Indian culture and civilization to stand unique in the history of mankind". According to Taylor, "Culture is that complex whole which includes knowledge, belief, art, morals, law, customs and any other capabilities acquired by man as a member of society." The present study considered the culture as a set of different societies, customs, traditions, law, habits, fashion festivals, art, music, dance, sculptures, paintings, religions, moral values, human beliefs and patterns of behavior. Culture affects the business in many ways. It provide the business design, set standards of business and enumerate the social responsibility of business.

II. REVIEW OF LITERATURE

Jones (1799) introduced the concept of Indology and formed Bengal Asiatic Society at Calcutta in the year 1784. The members of the society enquired into the history and antiquities, arts, sciences and literature of Asia. The works of Sir William Jones were published in six volumes at London. These volumes contain a wide variety of subjects on which their commentaries, rules and regulations, law of the land, business laws and translation of religious Hindu scriptures like Hitopadesha of Vishnusarman, Bhagwat Geeta and Ramayana, etc. were prominently discussed. **Shastry (1923)** described that the ancient Indian thinkers were not uninterested in practical and theoretical problems of economics and politics. Those thinkers were focused upon the nature of sovereignty, representative institutions, peace and war, the validity of punishment, the principles of taxation, the police and moral functions of the state etc. They also combined idealism with a high degree of realism at the time of strategic development. **Mukherjee (1987)** described four pillars of economy such as (i) self-sufficiency in agriculture, (ii) maximum utilization of the potentiality of agriculture to produce industry's requirements of energy and raw materials, (iii) fiscal measures, higher cost of production and use of non-renewable resources sparingly and with sufficient precautions not only to disrupt agriculture or ecology, but also as per the requirement of true value created by commodities, services, transport, economic activities and economics is tuned with ecology. The scholar advocated that people should line their life by adopting balanced economic order. **Porter (1991)** reviewed the progress of the strategy field towards developing a truly dynamic theory of strategy. It separated the theory of strategy into the cause of superior performance at a given period of time (termed as cross sectional problem) and the dynamic process by which competitive positions are created (termed as longitudinal problem). Strategy is the act of aligning a company and its environment. The environment, as well as, the firm's own capabilities are subject to change. Thus, the task of strategy is to maintain a dynamic not static balance.

III. OBJECTIVE AND HYPOTHESIS

The objective of the study is to know the awareness level of business entrepreneur towards Indology. For validate the result of the study, hypothesis has been taken as Null Hypothesis, There is no significance difference among the awareness level of business entrepreneur towards Indology (H_{01}).

• METHODOLOGY

The present study is used descriptive research design. The sample size is 470 respondents from Haryana, Punjab and Chandigarh. Non-Probability Sampling has been used in this study. The study is based on primary as well as secondary data which are collected through questionnaire, Journals and

websites. The present study is used mean, std. deviation and analysis of variance (ANOVA) techniques to test the hypothesis.

IV. ANALYSIS AND INTERPRETATION

Table 4.1 shows that 59 per cent respondents strongly believe that doing business honestly is very much desirable as per Indian Philosophy (Mean = 4.47, S.D. = 0.740). 31 per cent respondents mostly believe in God and honest business operations. 8 per cent respondents believe somewhat and about 2 per cent respondents are those who are not in favour to the statement that belief in God and doing the business honestly is desirable as per Indian vision.

48 per cent of the respondents strongly believe that blessings of the Almighty by arranging propitiations (*pooja-path*) before starting any type of business are helpful (Mean =4.26, S.D. =0.898).36 per cent respondents mostly believe and 12 per cent believe somewhat in the said statement.3 per cent respondents rarely believe and less than 2 per cent do not believe that blessings of the Almighty are helpful in business. 44 per cent of the respondents strongly believe that prayers to the almighty provide favourable results for success of business (Mean= 4.26, S.D. = 0.932). 35 per cent also mostly believe and 15 per cent believe somewhat whereas 5.5 per cent of the respondents rarely believe or are nonbelievers that prayers to Almighty for success of business provide favorable results. 41 per cent of the respondents strongly believe that prayers to the Almighty provide favourable results for keeping the property and infrastructure safe from all odds (Mean = 4.06, S.D. = 1.007). 35 per cent of the respondents mostly believe the same and 16 per cent believe somewhat whereas the rest about 10 per cent are not in favour of the statement. 41 per cent of the respondents strongly believe that prayers to God boost and maintain the goodwill of business (Mean = 4.06, S.D. = 1.022), supported by 33 per cent of the respondents who mostly believe the statement. 19 per cent believe somewhat whereas the rest about 8 per cent of the respondents rarely believe or are nonbelievers. 27 per cent of the respondents strongly believe that offering donations are helpful to enhance overall business, personal and social developments (Mean = 3.74, S.D. = 1.245) and 41 per cent of the respondents support the statement and mostly believe the same. Nearly 21 per cent of the respondents believe somewhat and the rest belongs to the non-believers category.

Table 4.2 indicates that statistically, there is no significant difference among the awareness level of different Gender, Age group, Qualification, Marital Status, Present positions, Total Work Experiences, Experiences at Present Position and Total Experiences as a Strategist of business entrepreneur towards Indology at 5 percent level of significance by accepting the Null hypothesis (H_{01} .)

V. CONCLUSION

Privileges, obligations and responsibilities of business organisations are not only limited to trade practices or earn profits but also include social responsibility, crimes eradication, punishments for the defaulters of social justice, adopting fair taxation policies and judicious procedure, etc. Moreover, ideological views, literature, art, languages, economic, social, political, technological environments of India are also applicable to business organizations. The study found that mostly businessmen strongly believe that doing business honestly is very much desirable as per Indian Philosophy, blessings of the Almighty by arranging propitiations (*pooja-path*) before starting any type of business are helpful, prayers to the almighty provide favourable results for success of business, prayers to God boost and maintain the goodwill of business and some are believe that Offering donations are helpful to enhance overall business, personal and social development. It concluded that there is no significant difference among the awareness level of different gender, age group, qualification, marital status, present positions, total work experiences, experiences at present position and total experiences of the businessmen.

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Table 4.1: Frequency Distribution and Descriptive Analysis towards Indological Awareness

| Sr. No. | Statement | N/ % | Strongly Believe | Mostly Believe | Somewhat Believe | Rarely Believe | Not at All Believe | Total | Mean | S.D. |
|---------|---|------|------------------|----------------|------------------|----------------|--------------------|-------|------|-------|
| 1 | Believe in God and doing business honestly is desirable as per Indian vision. | N | 279 | 144 | 40 | 4 | 3 | 470 | 4.47 | .740 |
| | | % | 59.4 | 30.6 | 8.5 | 0.9 | 0.6 | 100 | | |
| 2 | Blessings of the Almighty by arranging propitiations (<i>Pooja-Path</i>) before starting any type of business are helpful | N | 227 | 167 | 54 | 14 | 8 | 470 | 4.26 | .898 |
| | | % | 48.3 | 35.5 | 11.5 | 3 | 1.7 | 100 | | |
| 3 | Prayers to the Almighty for success of business provide favourable results. | N | 205 | 165 | 74 | 19 | 7 | 470 | 4.15 | .932 |
| | | % | 43.6 | 35.1 | 15.8 | 4 | 1.5 | 100 | | |
| 4 | Prayers to Almighty for keeping property and infrastructure safe from all odds provide favourable results. | N | 192 | 165 | 74 | 28 | 11 | 470 | 4.06 | 1.007 |
| | | % | 40.9 | 35.1 | 15.7 | 6 | 2.3 | 100 | | |
| 5 | Prayers to God boost and maintain the Goodwill of business. | N | 192 | 153 | 88 | 29 | 8 | 470 | 4.06 | 1.022 |
| | | % | 40.9 | 32.6 | 18.7 | 6.2 | 1.7 | 100 | | |
| 6 | Offering donations are helpful to enhance overall business, personal and social development. | N | 127 | 192 | 97 | 35 | 19 | 470 | 3.74 | 1.245 |
| | | % | 27 | 40.9 | 20.7 | 7.4 | 4 | 100 | | |
| | | % | 54.5 | 24.5 | 12.1 | 4.9 | 4 | 100 | | |

Source: Survey (Data were analyzed through SPSS 19.0)

Table 4.2: ANOVA Values towards Indological Awareness

| Sr. No. | Statement | Gender | Age | Qualification | Marital Status | Present Position | Total Work Experience | Experience at Present Position | Experience As Strategist |
|---------|---|--------|-------|---------------|----------------|------------------|-----------------------|--------------------------------|--------------------------|
| | Degree of Freedom (df) | 2 | 5 | 14 | 1 | 8 | 5 | 5 | 5 |
| 1 | Believe in God and doing business honestly is desirable as per Indian vision. | 0.105 | 0.637 | 0.633 | 0.403 | 0.018* | 0.486 | 0.947 | 0.660 |
| 2 | Blessings of the Almighty by arranging propitiations (Pooja-Path) before starting any type of business are helpful | 0.353 | 0.410 | 0.519 | .021* | 0.138 | 0.486 | 0.921 | 0.775 |
| 3 | Prayers to the Almighty for success of business provide favourable results. | 0.345 | 0.251 | 0.546 | 0.102 | 0.215 | 0.664 | 0.978 | 0.783 |
| 4 | Prayers to Almighty for keeping property and infrastructure safe from all odds provide favourable results. | 0.720 | 0.227 | 0.707 | 0.799 | 0.621 | 0.996 | 0.992 | 0.938 |
| 5 | Prayers to God boost and maintain the Goodwill of business. | 0.809 | 0.539 | 0.170 | 0.304 | 0.466 | 0.593 | 0.974 | 0.412 |
| 6 | Offering donations are helpful to enhance overall business, personal and social development. | 0.160 | 0.525 | 0.068 | 0.719 | 0.761 | 0.378 | 0.180 | 0.574 |

Source: Survey (Data were analyzed through SPSS 19.0); * Significant at 5 % level of significance.