

A STUDY ON INTEGRATION OF PRODUCT AND SERVICES SUPPLY CHAIN IN AUTOMOBILE INDUSTRY TO INCREASE WOMEN ENTREPRENEURS EFFICIENCY

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Abstract

The reason for the examination was to comprehend the women investment in car industry and to comprehend the difficulties looked by the women. The examination likewise assists with understanding the way forward to defeat the hardships in auto industry. An example size of 100 respondents was picked. Polls were conveyed to the picked test size. The respondents had a place with the age gathering of 25 to 38 years of ladies working in auto industry. Aside from essential information, auxiliary information was gathered of the most recent five years. In light of the respondents' information, it was tracked down that that greater part of the ladies have confronted difficulties of acclimating to the car business. Sexual orientation refinement, flexi-timings, maternity upholds were proposed as the way forward to defeat the concealed boundaries. There ought to be broadened maternity leaves in the event of entanglements and crèche offices. The sex refinement preparing ought to be given to all representatives to establish a helpful climate at working environment. This examination will help makers of cars in setting better approaches.

Keyword: Women, auto industry, business.

INTRODUCTION

An inventory network manages the transformation of crude materials into completed merchandise and opportune conveyance of the items to end clients (Mabert and Venkataramanan, 1998). This paper initially portrays the development of different meanings of production network. Inventory network Management fundamentally investigates the interrelationship and between linkages between different capacities, cycles and chain individuals and examinations the effect of their cooperation on esteem increments and benefit boost (Ballou, 2007). We next intricate certain examination questions like understanding SCM and its measurements, outlining SCM from other related regions and distinguishing different commitments in SCM hypotheses. We have additionally attempted to examine and distinguish research hole.

DEFINITION OF SUPPLY CHAIN MANAGEMENT

Melnyk et al. (2009) The definition that "SCM is basically liable for dealing with the purchasing just as dealing with the progression of orders and data" is as of now not legitimate. Today every one of the connected angles, for example, further developing client assistance, relieving store network

hazard, decreasing squanders, further developing new item configuration measure and upgrading item administration quality are treated as an indispensable piece of store network the executives.

Sachan and Datta (2005) SCM ought not be concentrated alone and its premium ought not be just mechanical turn of events. Ideas, for example, market direction, relationship advertising ought to be concentrated with SCM. There is a need of new limits of SCM which can join this load of ideas into SCM.

Chen and Paulraj (2004) Supply chain the board isn't simply restricted to coordinations exercises and arranging and control of materials and data stream inside the organization or remotely between organizations. It additionally manages the essential choices like between hierarchical issues, elective authoritative structure to vertical incorporation. It is additionally the administration of connection among providers and clients.

HIERARCHICAL THEORIES IN SUPPLY CHAIN MANAGEMENT

There is a need to comprehend these speculations that go about as mainstays of establishment in store network. There has been research with respect to these basic components (Ketchen Jr. what's more, Giunipero, 2004 and Ketchen and Hult, 2006). These hypotheses will be utilized in understanding the customary view point of SCM and how it has advanced over the long haul.

Resource-Based View: Resource-based View (RBV) is considered as most predominant measurement in inventory network the board. These assets are uncommon, important and hard to buy. Such asset gives upper hand over the contenders who need such assets (Barney, 1991). Upper hand is for the most part considered as the execution of procedures not right now being carried out by different firms that works with decrease of expenses, misusing market openings, and balance of serious dangers. Suitable sending of assets brings about upper hand.

Knowledge-Based Theory: Knowledge-based view gives understanding as far as coordination of supply chains. A conventional association to a great extent depends on the chain of command for coordination. Ordinary way of thinking of inventory network needs formal pecking order. They to a great extent rely upon information to work with for coordinated activities. By and large, the vast majority of the stockpile chains in conventional components are for putting away essential information (data) in an association (Grant, 1996).

Agency Theory: Agency hypothesis proposes that the firm can be seen as inexactly characterized between asset holders. An organization connection emerges when numerous people recruit others (specialists) to play out certain assignments and approve them with dynamic. Both the gatherings get totally different targets, ordinarily the specialist has higher objective than that of the head (Eisenhardt, 1989). Organization costs are brought about to enlist specialists to support a powerful office relationship.

Institutional Theory: Institutional hypothesis is generally relied on the outside pressing factors or powers for forming of hierarchical decisions. It underlines on unmistakable production network practices to certain organizations. It gives direction to chiefs and representatives to comprehend

achievement of different associations and to apply fitting potential activities (DiMaggio and Powell, 1983).

Transaction Cost Analysis: This hypothesis gives a standard way to deal with find out the cutoff points inside which a firm ought to work productively (Williamson, 1975, 1985, 1996). TCA can be utilized to give a motivator to the organizations to go into coordinated effort with different associations. By utilizing this hypothesis, we can discover what capacities are to be performed inside the association and what capacities are to be reevaluated. At whatever point a firm re-appropriates a capacity, the firm to which it has reevaluated turns into the accomplice of the parent firm. Hence the exchange costs likewise rely on the conduct of the accomplice whenever it finds some chance. The best approach to diminish these dangers due to unsure conduct of the accomplice is by entering in long haul contracts with the accomplice, having punishment provisions and making joint speculations. This hypothesis is for the most part utilized in taking the essential choice for example regardless of whether to make an item or to rethink its assembling (Maltz, 1993; Andersson, 1997; Halldorsson, 2002). Accordingly basically TCA helps in choosing whether a specific activity ought to be acted in-house (inside as far as possible) or to be rethought (outside as far as possible).

The Network Theory: In the present serious period, the exhibition of a firm doesn't rely just upon its immediate accomplices and backhanded accomplices. Subsequently, the manner by which a firm associates with other firm turns out to be essentially significant in this period. The manner in which the firm associates with different firms chooses the arrangement of another asset. In this way the two firms consolidate together to foster collaborations and to gain from one another's qualities. The organization hypothesis gives a comprehension of the significance of connection between two associations, regardless of whether it is develop of trust or long haul connections or utilizing of one another's frameworks and cycles.

WOMEN IN AUTOMOBILE INDUSTRY

The word auto has a Greek and Latin beginning. Car comprises of two sections: Greek word "cars" which signifies "self" and Latin word "thought processes" which signifies "of movement". In the good 'Todays, it alluded to a vehicle which is self-controlled, dissimilar to horse driven carriages. Those days, there restricted assortment of vehicles. Today, there are an assortment of cars across the globe to oblige the decisions of different clients. The Auto Expos gives a brief look at the excursion of cars throughout the long term. The auto business includes the organizations which does the innovative work for making engine vehicles, and afterward assembling and market their vehicles. They are otherwise called car producer. Acker J.(1990) contends that suspicions about sexual orientation underlie archives and agreements used to build associations and to give conventional ground to conjecturing about them.

In India, during the 1940s Indian car players like Tata Motors, Mahindra and Mahindra and Ashok Leyland were conceived. Further, Maruti Suzuki, Mercedes Benz, Ford Motor Company, Hyundai, BMW, Audi, Land Rover, Jaguar were additionally fabricated in India. Aside from that there are numerous providers of car parts like Delphi, Bosch, and Henkel to name the least. After the globalization in 1991, the car players have been more serious and holding themselves up to

worldwide guidelines. From the underlying days, the auto area has been considered as a manly spot. The climate made in the working environment is more arranged towards manly decisions.

Despite the fact that there are ladies who are specialists and directors, yet they are not supporting in auto industry. Like investigation led by Allen proposed that to exhibit the benefit of evoking knowledge from an "outcast inside, here for this examination additionally such base has been taken. This examination spins around the difficulties confronted my lady and the means to transcend them. The infiltration of ladies in car industry is exceptionally low, particularly in the shop-floor. It has been demonstrated that variety creates benefit. We additionally expectation to establish the obstructions that are as yet winning to limit female to advance and lead ahead. Consequently ladies worker would have lesser possibility of advancement

REVIEW OF LITERATURE

Salomé Ruel and Anicia Jaegler (2021) in their investigate two factors that may influence graduates' profession ways, specifically, their sexual orientation and their exile decisions, and think about their relative significance. By and large, 33.5% ladies enrolled in the MSc and that this has not altogether changed throughout the long term. It likewise shows that sex essentially impacts the quantity of years spent at each level in the profession progressive system and the level came to. As to decision, this variable fundamentally affects profession movement. At long last, measurements demonstrate that sex affects vocation movement than exile decision. Generally, this examination demonstrates the challenges for ladies in partaking in a similar vocation movement as men in the field of Supply Chain Management.

Siqi Ma, et al (2020), in their article an enormous assemblage of writing has archived sexual orientation contrasts in prosocial practices, however little is thought about the ramifications of various sex pairings of accomplice firm specialists for store network execution. Utilizing a creation choice investigation which highlights deviated data and awry danger sharing, we report three key discoveries. In the first place, ladies are more collective than men in the job of both purchasing specialists and supply specialists. Second, data about partners' sexual orientation influences practices, as the two sexes are more collective when matched with ladies than when combined with men. At long last, all-ladies production network sets outflank any remaining sex pairings in production network productivity. Our outcomes propose that ladies display a benefit over men in inventory network coordinated effort, and that utilizing ladies is beneficial regardless of sex variety concerns.

Naile, et al (2014) One significant factor for inspiration is authority. Authority enables supervisors to influence the conduct of their representatives in an association. As it was referenced previously, inspired representatives are perhaps the main consequences of powerful authority and in this manner effective administrators are likewise fruitful pioneers since they have incredible impact on their workers to help achieving authoritative objectives.

Salomé Ruel, et al (2002) in their examination tends to the expected effect of GD on SMSCs. A writing survey approach is utilized to audit scholarly and proficient articles more than thirty years. The discoveries show that a few investigations have inspected GD and production network the board (SCM) however the spotlight has would in general be on the difficulties experienced by ladies in SCs, like ladies as casualties, yet not ladies as potential change entertainers. Interestingly,

supportability the executives writing conjures the significance of GD and the specificities ladies directors can bring to firms' presentation. An exploration plan is proposed in this examination by consolidating results from the two fields. It infers there is a significant space to fill, particularly concerning the natural and social effects GD may have on SMSCs.

Deborah Gillis, (2017) , in her blog "Lewd behavior: Enough will be sufficient", where she specifies how associations should take up zero resilience strategy, and how casualties of provocation are influenced and will in general connect less and upsets their vocation development. At times sexual and racial stance additionally makes critical effect on ladies venture. Additionally at some point ladies likewise feel the however despite nonattendance of segregation explore working life to oversee sexualized and unfair experiences and remarks.

Objectives of the Study

- To analyses women in business owners productivity and performance
- To Increase their access to socio economic and finance opportunities

Hypothesis

H₀: There is no relationship between the socio-economic characteristics (Age Group, Level of Disability, Martial Status, Nature of Family, Family Size, Nature of Business, Level of Experience, Individual Income Level, Family Income Level, Expenditure Level and Level of Wealth) and Level of Problem of disabled women entrepreneurs for running their business.

RESEARCH METHODOLOGY

Primary Data: The Primary data were collected using self administered questionnaire

Secondary Data: The Secondary data were collected from various research journals and books

Types of Research : Descriptive Research

Sampling Design: Convenience sampling methods

Sample area and size: Chennai & 100 Respondents

Statistical tools used : Simple Percentage, Chi-Square Test and Contingent Coefficient were applied.

FINDINGS

The following are the finding of the study.

FAMILY SUPPORT

Family support is the backbone for the woman entrepreneurs, particularly disabled woman need physical and moral support for their family members. In this view the respondents were asked to mention about the support from their family members. The result is given below.

Table 1: Family support

S.No	Family Support	Number of respondents	Percentage
1	Availed	96	96.00
2	Not Availed	4	4.00
Total		100	100.00

Source: Primary Data

The above table clears that most (96 %) of the woman entrepreneurs get support from their family. The contribution from the family member to disabled women is playing a big role. This is very essential too.

GOVERNMENT SUPPORT

The central and state government are providing various to the entrepreneurs especially for woman. Moreover, various government organizations are also providing financial and consulting support to the woman entrepreneurs. An attempt was made to measure their awareness level about the government support. The percentage of the respondents utilizing the government support is calculated as below.

Table:2 Percentage of Respondents Aailed Government Support

S.No	Government Support	Number of respondents	Percentage
1	Aailed	74	74.00
2	Not Aailed	26	26.00
Total		100	100.00

Source: Primary Data

The above table shows that majority 74 % of the disabled woman entrepreneurs are aware of the government schemes and utilizing the same. It is a positive which will promote and develop more women entrepreneurs.

Support form Bankers

Financial support is very important to the disabled women entrepreneurs for the smooth running of the business. The study area is a most backward area in the state. Hence the need financial support is mostly required. The bankers are providing loans to the entrepreneurs for establishment, working capital and expansion. In this background, this is an attempt to know the percentage of disabled women entrepreneurs aailed bank loan.

Table: 3 Percentage of Respondents Aailed Bank Loan

S.No	Government Support	Number of respondents	Percentage
1	Aailed	26	26.00
2	Not Aailed	74	74.00
Total		100	100.00

Source: Primary Data

The Table 3 depicts that only 26% of the respondents have aailed bank loan and majority 74% of the respondents has not. It could be due to no requirement or difficulty in getting the loan form bankers.

Established under Government Schemes

Government and government supporting organizations are offering various scheme for promoting business by the disabled women entrepreneurs. The respondents were asked to mention that they have established their business under any scheme.

Table :4 Percentage of Respondents Established Business under Government Schemes

S.No	Established under Scheme	Number of respondents	Percentage
1	Availed	32	32.00
2	Not Availed	68	68.00
Total		100	100.00

Source: Primary Data

The above the table shows that women entrepreneurs have not established their business under any government scheme 68 % of the respondents are not utilized any government schemes for establishing their business.

Relationship between Socio – Economic Characteristics and Level of Problem

The socio-economic characteristics of the disabled women entrepreneurs will have some relationship with their level of problem. To test the relationship, the following null hypothesis is framed.

H₀: There is no relationship between the socio-economic characteristics (Age Group, Level of Disability, Marital Status, Nature of Family, Family Size, Nature of Business, Level of Experience, Individual Income Level, Family Income Level, Expenditure Level and Level of Wealth) and Level of Problem of disabled women entrepreneurs for running their business.

The null hypothesis is tested with the help of Chi-Square test and contingent coefficient at 90% level of significance. The result is given below.

Table 5 Distribution of Respondents According to Their Socio-Economic Characteristics and Level of Problems: Chi-Square Test

Socio-Economic Characteristics		Level of Problems			Total	X ² Value	Cont. Coeff
		Minimum	Moderate	Maximum			
Age Group	Young	14 (38.9)	14 (38.9)	8 (22.2)	36 (100)	5.992	0.325
	Middle	6 (15.8)	20 (52.6)	12 (31.6)	38 (100)		
	Old	6 (23.1)	6 (23.1)	14 (53.8)	26 (100)		
Level of Disability	Less	10 (17.9)	30 (53.6)	16 (28.6)	56 (100)	5.105	0.304
	More	16 (36.4)	10 (22.7)	18 (40.9)	44 (100)		
Marital Status	Unmarried	4 (25.0)	8 (50.0)	4 (25.0)	16 (100)	0.469	0.096
	Married	22 (26.2)	32 (38.1)	30 (35.7)	84 (100)		
Nature of Family	Nuclear	16 (25.8)	28 (42.2)	18 (29.0)	62 (100)	1.137	0.149
	Joint	10 (23.6)	12 (31.6)	16 (42.1)	38 (100)		
Nature of Business	Proprietor	8 (20.0)	18 (31.6)	14 (35.0)	40 (100)	4.325	0.282
	Partnership	8 (40.0)	10 (50.0)	2 (10.0)	20 (100)		
	JHF	10 (25.0)	12 (30.0)	18 (45.0)	40 (100)		
	Less	10 (31.2)	16 (50.0)	6 (18.8)	32 (100)	3.194	0.245

Level of Experience	Moderate	6 (17.6)	14 (41.2)	14 (41.2)	34 (100)		
	High	10 (29.4)	10 (29.4)	14 (41.2)	34 (100)		
Size of Family	High	16 (25.0)	30 (46.9)	18 (28.1)	64 (100)	1.987	0.195
	Small	10 (27.8)	10 (27.8)	16 (44.4)	36 (100)		
Level of Income	Low	12 (54.5)	6 (27.3)	4 (18.2)	22 (100)	8.304	0.377
	Middle	10 (17.2)	22 (37.9)	26 (44.8)	58 (100)		
	High	4 (20.0)	12 (60.0)	4 (20.0)	20 (100)		
Total		26 (26.0)	40 (40.0)	34 (34.0)	100 (100)	-	-

Source: Computer Data

Table 5 B Distributions of Respondents According to Their Socio-Economic Characteristics and Level of Problems: Chi-Square Test

Family Income	Low	14 (36.8)	10 (26.3)	14 (36.8)	38 (100)	4.391	0.284
	Middle	8 (20.0)	22 (55.0)	10 (25.0)	40 (100)		
	High	4 (18.2)	8 (36.4)	10 (45.5)	22 (100)		
Expenditure Level	Low	0 (0.0)	10 (45.5)	12 (54.4)	22 (100)	7.466	0.360
	Middle	16 (27.6)	24 (41.4)	18 (31.0)	58 (100)		
	High	10 (50.0)	6 (30.0)	4 (20.0)	20 (100)		
Level of Wealth	Low	14 (25.9)	26 (48.1)	14 (25.9)	54 (100)	2.100	0.201
	High	12 (26.1)	14 (30.4)	20 (43.5)	46 (100)		
Total		26 (26.0)	40 (40.0)	34 (34.0)	100 (100)	-	-

The table 5 reveals that the socio-economic characteristics except marital status, nature of family and size of family have relationship with their level of problem. Old age group respondents have more problem than other age groups. When the percentage of disability increase, the problem level also increases. Sole proprietors and JHF found more problem than partnership concerns. It is also found that problem increases according to the level of experience. Problem increases when level of individual and family income increase. It is found that level of problem decreases when their level of wealth and expenditure increases. The chi-square value and the contingent coefficient value are also support the findings from the cross table.

SUGGESTIONS

From the findings of the study the following suggestions are made.

1. It was found that some 26 % of the disable women entrepreneurs are not aware of government schemes. Hence it is suggested that government should initiate steps to extend that awareness among the disable women entrepreneurs regarding various scheme of the government and other government organizations.
2. It was found that 74 % of the respondents have not availed bank loan. This might be done to inconveniences in getting bank loan. Banker support it very essential and cheaper capital. If they are any hurdles for getting loan from the banker, the government should take necessary steps to simplify the process.

3. It was found that the level of problem is increasing; it shows that old ages and disabled women entrepreneurs are having more problems in running their business. Hence, it is suggested that the government and the family member of those entrepreneurs should help them in all the way to easy their business activities.
4. It was also found that level of problem increase when level of disability increases. It can be understood that disability is cause for the problem. Hence, the stakeholder's i.e. family member's bankers and the government give priority according to the level of Income.

CONCLUSION

The examination recognized both positive and negative viewpoints in regards to how ladies business visionaries see their workplace. The ladies business people should be taught about the ladies agreeable approaches of the public authority, which will assist the ladies with acquiring much better admittance to the public authority plans and arrangements, which are intended to make the business a lot simpler and useful for ladies. The initial phase in making the work environment more fair and obliging for ladies business visionaries is to perceived that female directors have communicated various sexual orientation concerns. This examination ought to empower inventory network the executives both male and female to creatures an exchange concerning the issues. When these issues are perceived and inspected impartial troughs focused on sex variety will be capable enhance if not tackle these sex based concerns.

The current Government has begun the "Make in India" crusade with upholds Indian Manufacturing Industry. In this way, the Indian car industry has got support from the Government to further develop their assembling offices and foundation. It is about time that ladies are given equivalent regard and worth in the car business. The auto business overall has far to go prior to accomplishing genuine correspondence between all kinds of people in places of force. Yet, it's easy to get it going. Ladies are now powering in the car business and soon ladies will turn out to be half of the quantity of workers in auto industry

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