



Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as Deemed-to-be University under section 3 of UGC Act, 1956)
(Vide Notification No. F.9-5/2000 - U.3, Ministry of Human Resource Development, Govt. of India, dated 4th July 2002)



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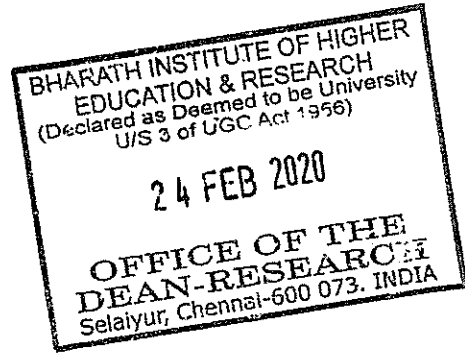
173, Agaram Road, Selaiyur, Tambaram,
Chennai - 600 073. Tamil Nadu.

Ref No.SMS-2018-O-34

Date: 24/02/2020

TO

Mr. Gowtham Aashirwad Kumar,
Asst. Professor/ MBA,
BIHER.



Thro: Concern Head of the Department

Greetings!!!

We are happy to announce that the Research Advisory Committee has approved your proposal for Seed Money Scheme-2018 which was presented by you. You are requested to complete the proposal and send the progress report to the Dean Research in the prescribed time period.

Title of the Project: A Study on Impact of Online Marketing on The Small Scale Industry in Chennai City: A Study With Special Reference to Clothing Industry

Seed Money Amount: Rs.1, 00,000/- (Rupees One Lakh Only)

Approved on: 20/02/2020

Payment details:

Voucher No.34

Dated: 28/02/2020

With Regards

Dean-Research

Shree University

SELAIYUR, CHENNAI - 600 073, TAMIL NADU, INDIA.

CASH / PAYMENT VOUCHER

Date 28/02/20
V.No. 034

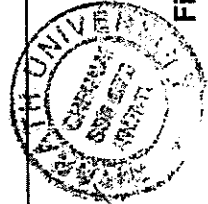
Debit _____ Amount _____

Rs. 1,00,000/-

PAID TO Mr. Gaatham Ashirved Keemar

RUPEES One Lakh only.

TOWARDS Seed Money Scheme - 2018.



[Handwritten Signature]

Authorised by **Finance Manager**



Cashier/Accountant **Payee's Signature**

PROPOSAL SUBMISSION

1. Details of Principal Investigator:

Name : Mr Gowtham Aashirwad Kumar
Designation : Assistant Professor
Highest Qualification : B.Tech.,MBA.,(Ph.D)
Department : Department of Management Studies
E-mail : kgowthamaashirwad123.mba@bharathuniv.ac.in
Contact No : 9003234971
Date of Joining : 31.08.2017

2. Details of Co - Principal Investigator:

Name : Dr S Praveen Kumar
Designation : Professor & Head
Highest Qualification : Ph.D.
Department : Department of Management Studies
E-mail : praveenkumar.mba@bharathuniv.ac.in
Contact No : 9840051344
Date of Joining : 16.06.2014

Technical Details

1. Introduction:

Online Marketing is the latest "buzz" in marketing. India is probably among the first proponents of Online Marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms. Online presence is a must for businesses today. Apart from a basic website; consumers look for a blog, a Facebook page, shopping cart, e-brochures, etc. 92% of micro and small businesses agree that social media is an effective marketing technology tool. They are evenly split on the effectiveness of social media for attracting new customers and engaging existing customers. (e-Strategy Trends). Definitions of Micro, Small & Medium Enterprises In accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two Classes: 1. Manufacturing Enterprises- the enterprises engaged in the manufacture or production of goods pertaining to any industry specified in the first schedule to the industries (Development and regulation) Act, 1951) or employing plant and machinery in the process of value addition to the final product having a distinct name or character or use. The Manufacturing Enterprise are defined in terms of investment in Plant & Machinery. 2. Service Enterprises:-The enterprises engaged in providing or rendering of services and are defined in terms of investment in equipment.. The limit for investment in plant and machinery / equipment for manufacturing / service enterprises.

Businesses are looking to new technologies to meet their unique business requirements and position themselves to take advantage of global changes in business activities. Businesses both large and small need information to succeed in today's rapid changing environment, they need to be able to process data and use information effectively when conducting their day-to-day operations. The growth of the Internet has opened up a vast arena, providing more opportunities for businesses, particularly small to medium-sized enterprises (SMEs) to sell their products and services to a global audience than they would have been able to afford to reach using the traditional methods.

A search of literature reveals that many changes in organization today have been technology driven Clarke (2001) notes that information technology (IT) is really changing the whole nature of business transaction between consumers and suppliers of goods and services. Pigneur (1996) points out that companies especially SMEs are confronted with a number of changes that require innovative answers. These challenges include the emergence of a competitive global economy; the trend towards an information based economy, and the shift from mass production to a customer-driven economy. He adds that to compete in today's global information-based and customer-driven economy, SMEs must be efficient, innovative and competitive: able to respond just in time, focus on quality, and implement mass-customization. He suggests that in order to do this today, they must also be able to leverage the new information and communication technologies (ICTs) to fit better in their environment, establish more co-operative inter-organizational relationships and compete on the international markets (Pigneur, 2006).

There have been many studies and reports published in UK and overseas in the last few years on the Internet usage in business in general. This study is not another examination of the general usage of Internet in business, rather it builds and summarizes the extensive and valuable research already completed in these areas and extracts the essential themes and messages being expressed by most SMEs. The study aims to examine the perceived opportunities and benefits that Internet usage can offer to SMEs.

2. Review of status of Research and Development in the subject:

The traditional methods of marketing seem to have gone beyond the SMEs

In the current times, the traditional methods of marketing seem to have gone beyond the SMEs. Therefore, a trending alternative which is digital marketing has largely been suggested as viable options for several SMEs. This will enable them to reach out to wider market environment for broad awareness of their goods and services. However, it is important for small businesses to know whether digital marketing will contribute to improvement of sales of their products in the competitive environment. It is important for them to know whether digital marketing can impact their business through promotion of goods and improvement of sales. About the growth of the SMEs and their financial performance trade of and pecking order theory is important to take into consider (Jindrichovska, Ugurlu and Kubickova, 2013).

Sales improvement represents an increase in the volume of business revenue generated by an enterprise firm over a period of time.

Improvement could be in form of increase in prices of commodities and sales of more commodities or goods (Mahmood, 2004). In another circumstance, it could be an improvement in both. However, sales improvement that occurs due to increase in price could be linked to adjustment in inflation and could therefore not linked to actual or real growth in sales of products. However, if the costs remain at low level, it could then be described as the real increase in sales. On the other hand, an increase in sales of goods may imply growth in sales and this could be due to expansion in geographical business environment, increase in the number of branches, and expansion of quantity of products as well as the number of services provided.

Digital marketing has been discovered to provide fast.

Consequently, digital marketing has been discovered to provide fast, far reaching and affordable for most businesses. Although a number of findings suggests that size of firms may likely affect applicability of digital channels, with SMEs being the lowest in the adoption cycle.

Large Enterprises May Likely Possess Necessary Resources And Capacity To Successfully Take Advantage Of Existing Digital Channels And Resources.

Most small and medium businesses are usually at the lowest stage of business growth and at this stage, attraction and retention of customer are significant to attain a marketing goal of ensuring operational reach to customers to improve sales. Prior to the current digital world, effective and successful enterprises have thrived on “word-of-mouth” as marketing tool.

However, in the current period of digital technology as a marketing tool, the strategy of marketing has moved mere goods exchange as a means of service provision, interaction and connection with customers.

Effect of digital marketing on sales of small and medium enterprises in Chennai.

Although, limited attempts have been made by several scholars to understand the link between digital marketing and sales improvement, relevance inherent in digital marketing to drive sales improvement in SMEs in Chennai has not been addressed.

2.1 International Status:

NIL

2.2 National Status:

NIL

3. Progress/Achievement so far:

- a) Reference papers was collected
- b) Literature Survey was studied
- c) Proposal work has started

This study is mainly based on the analysis made from the data collected. The data will be primary in nature, using Questionnaire. The questionnaire is designed and would be administered to obtain data on work-life balance policies and practices, productivity status and work-life balance needs of employees. The tools used for the analysis are, Chi-Square, Regression, and Correlation.

4. Work Plan

4.1 Methodology:

THE MAIN OBJECTIVE ARE AS FOLLOWS

- a. To study the concept of Small Scale Industries.
- b. To study the concept of Internet Marketing.
- c. To Study the impact of Online Marketing in marketing the goods.
- d. To find the suggestions for the negative impact of social media on Small Scale Industries.

4.2 Time schedule of activities: 1 Year

Work is phased as below:

- Identification of the problem.
- Analysis of the organizational context for finding a solution to the problem.

- Allocation of resources for the purpose in terms of time and finances.
- A detailed plan of implementation.
- Follow up

4.3 Expected Outcome within the Time Period of Seed Money:

OUTCOME

A) Impact of Online Marketing on Small Scale Industries can be determined within the time period of Seed Money Scheme.

B) Real Time Field Work can be done within the time period of Seed Money Scheme

5. Suggested Plan of action starting the name of funding agency where the project will be communicated for financial support within the time period of the project.

NIL

6. Bibliography:

Nil

7. List of Projects submitted /implemented by the Investigators (Separate for PI and CO PI)

Nil

7.1 Details of the Project Submitted to Various Funding Agencies:

S.No	Title	Cost in Lakhs	Month of Submission	Role of PI/Co - PI	Agency	Status
	NA	NA	NA	NA	NA	NA

7.2 Details of the Project under Implementation:

S.No	Title	Cost in Lakhs	Duration	Role of PI/Co - PI	Agency
	NA	NA	NA	NA	NA

7.3 Details of the Project completed during the last 5 years:

S.No	Title	Cost in Lakhs	Duration	Role of PI/Co - PI	Agency
	NA	NA	NA	NA	NA

8. List of Publications published by the Investigators if any:

Publication details of PI

S. No	Title of the Paper	Name of the Journal	Vol. No, Page Nos.	Year of Publication	Impact Factor	Specify Scopus indexed/Web of science/UGC listed journals
1	A Study On Building Brand Awareness in Social Media Industry	International Journal of Electrical Engineering and Technology (IJEET)	Vol 10 Issue 02 Pg 5	2018	8.26	Scopus
2	A Study On Efficiency of Distribution Network of Hatsun Products	International Journal of Electrical Engineering and Technology (IJEET)	Volume 11, Issue 5	2019	8.26	Scopus

Publication details of CO PI

S. No	Title of the Paper	Name of the Journal	Vol. No, Page Nos.	Year of Publication	Impact Factor	Specify Scopus indexed/Web of science/UGC listed journals
1	Research on strategic transformation of marketing organic and herbal products with respect to Chennai city	Indian Journal of Public Health Research and Development		2019	0.06	Scopus Indexed
2	Consequences towards E-pharmacy and its validated growth firms on herbal and organic	Indian Journal of Public Health Research and Development		2019	0.06	Scopus Indexed

	products					
3	Production and marketing of coffee crops with special reference to coffee plantations in Dindigul district	International Journal of Recent Technology and Engineering		2019	6.02	Scopus Indexed
4	Examination on maintenance the board in coca-cola company	International Journal of Recent Technology and Engineering		2019	6.02	Scopus Indexed
5	Perception about unit linked insurance plan from the customer at Kotak Mahindra Bank	International Journal of Recent Technology and Engineering		2019	6.02	Scopus Indexed

9. BUDGET

S.No.	Item	Estimated Expenditure
i)	Hiring Charges <ul style="list-style-type: none"> - Sample Analysis - Stenographic Services for Questionnaire / Schedule preparation - Photocopying charges - Skilled / Unskilled field worker (including payment to field workers/data collection personnel) - Consultancy fees 	25,000
ii)	Travel & Field work	10,000
iii)	Contingency	10,000
iv)	Books & Journals	10,000
v)	Equipment <ul style="list-style-type: none"> - Desktop PC with preloaded OS - Printer cum photocopier (LaserJet) 	10,000

vi)	Organizing/Attending/Presenting a Conference or Seminar or Symposium	10,000
vii)	Publication of Proceedings as an edited book through a reputed publisher	10,000
viii)	University Overhead Charges	15,000
	Total	1,00,000

10. Name at least 2 subject experts from the Institute and 1 from outside Institute with their contact details:

a) Ms Magdalene Peter, Assistant Professor, Department of Management Studies, Bharath Institute of Higher Education and Research, Chennai – 600073. Mobile: 9940655183.

Email: magdalene.bsb@gmail.com

b) Dr S Fabiyola Kavitha, Associate Professor, MBA, SRM Trichy Arts and Science College. Mobile: 7904836069.

Email: fabiyolakavitha@gmail.com

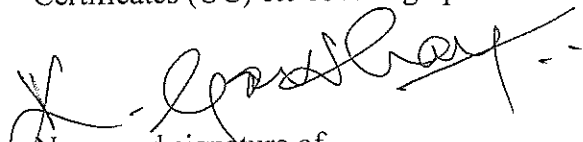
c) Mr Shree Balaji.K, Assistant Professor, Department of Management Studies, Bharath Institute of Higher Education and Research, Chennai – 600073. Mobile: 8939788397.

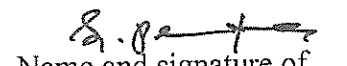
Email: shreebala08bu@gmail.com

PROJECT Title: A Study On Impact Of Online Marketing On The Small Scale Industry In Chennai City: A Study With Speacil Reference To Chennai City

Name(s) of the PI's and Co-PI's: PI: Mr Gowtham Aashirwad Kumar
CO PI: Dr S Praveen Kumar


1. I/We agree to abide by the terms and conditions of the grant.
2. I/We did not submit this or a similar project proposal elsewhere for financial support.
3. I/we have explored and ensured that equipment and basic facilities will actually be available as and when required for the purpose of the project. I/We shall not request financial support under this project for procedure for procurement of these items.
4. I/We undertake that spare time on permanent equipment and will be made available to other Researchers/ users.
5. I/We undertake to submit progress reports, Statement of Expenditure (SE)/ accounts, Utilisation Certificates (UC) etc covering upto till completion of the project as prescribed by.



Name and signature of
Principal Investigator


Name and signature of
Co-Principal Investigator

Date: 23/12/2019

Place: Chennai


Forwarded by Head of the Department


Signature of the HEAD

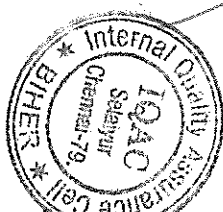
PROJECT EVALUATION FORMAT

Recommendation Sheet

Name of the Principal Investigator:	Mr. Gowtham Aashirwad Kumar
Name of the Co-Investigator:	Dr S Praveen Kumar
Name of the Department:	MBA
Title of project:	<u>A Study on Impact of Online Marketing on The Small Scale Industry in Chennai City: A Study With Special Reference to Clothing Industry.</u>
Recommendation of the evaluation Committee:	<i>Recommended</i>
Financial allocation recommended:	<i>Rs. 1 lac</i>

S.No.	Item	Estimated Expenditure
i)	Hiring Charges <ul style="list-style-type: none"> - Sample Analysis - Stenographic Services for Questionnaire/ Schedule preparation - Photocopying charges - Skilled / Unskilled field worker (including payment to field workers/data collection personnel) - Consultancy fees 	25,000
ii)	Travel & Field work	10,000
iii)	Contingency	10,000
iv)	Books & Journals	10,000
v)	Equipment <ul style="list-style-type: none"> - Desktop PC with preloaded OS - Printer cum photocopier (LaserJet) 	10,000
vi)	Organizing/Attending/Presenting a Conference or Seminar or Symposium	10,000
vii)	Publication of Proceedings as an edited book through a reputed publisher	10,000
viii)	University Overhead Charges	15,000
	Total	1,00,000

Name and Signature of the Research Advisory Committee members with date



[Signature]
 (Dr. P. Naveen Chandra)