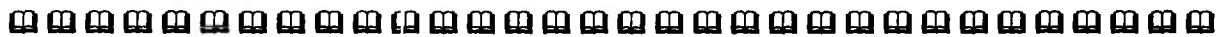
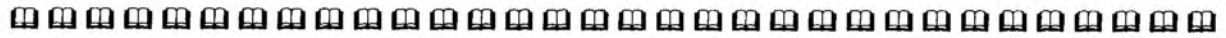




Chapter No. 2

Research Design for Methodology of Thesis



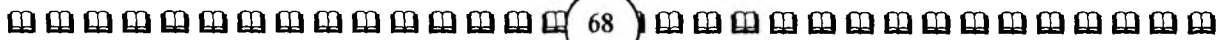


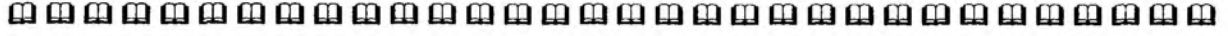
Chapter No. 2

Research Design for Methodology of Thesis

Contents :-

- 2.1 Selection of the Subject
- 2.2. Period of Research
- 2.3 Jurisdiction of Research
- 2.3 A. Identification of Research Problem
- 2.4 Objectives of Research
- 2.5 Hypothesis of Research
- 2.6 Sources of Data Collection
- 2.7 Sampling Technique
- 2.8 Analysis of Data
- 2.9 Consideration of various alternatives
- 2.10 Interpretation of Data
- 2.11 Limitation of Study





Chapter No. 2

Research Design for Methodology of Thesis

The research has undertaken on 'Administration of Publication Industry in Thane, Kalyan and Dombivli'. In order to be systematic, the researcher has prepared a detailed research design which itself explains the methodology of the thesis. The research design includes following points.

2.1 Selection of the Subject

The research study has selected the subject for thesis that is 'A Study of Administration of Publication Industry in Thane, Kalyan and Dombivli.' The reason for selecting this particular subject can be stated as follows:

2.1.1 It was observed that during last ten years, there is great impact of television, Internet, Websites and other audio visual aids on the reading culture of the Marathi people. It is therefore stated by the Marathi people that the sale of Marathi books has been endanger. In order to find out truth in this matter the study has undertaken.

2.1.2 It is generally discussed that in modern days there is no scope for Publication and sale of Marathi books, because there is less demand for Marathi books but some experts from this field predominantly state that this is partially true. For justification of this statement they give examples of Marathi novels and poems for which there is comparatively less demand from the readers but at the same time experts mention the



examples of utility books like books on cooking, health, personality development, entrepreneurial development etc. For which there is an increasing demand in the market. To verify the actual scope of Marathi books this subject is selected.

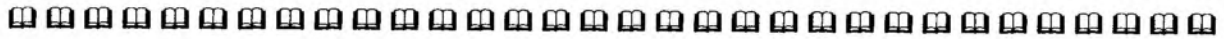
2.1.3 After globalisation, English books have become more popular in Indian market. Many Maharashtra people have started reading English and Hindi books on variety of subject. In order to study the impact of globalisation on Publication in jurisdiction, the subject of Administration of Publication books with special reference to Marathi books and Novels was selected.

2.1.4 The research study has initiated with the interest in reading the Marathi literature and with the interest in knowing all aspects of books right from preparation of manuscript to the printing and publication of books.

2.2. Period of Research

The period for research study which commence from the year 1995 and conclude up to the end of year 2005. This period of eleven years is basically the period of globalisation, Liberalisation and Privatisation of business and Industries in our country.

The Government of India signed the GATT agreement in the year 1991 and it is only after 1991, that the flow of foreign goods and services started in India. The Indian Trade Industry has started noticing the effects of Globalisation and Liberalisation after three, four years of signing of GATT agreement, that is from the year 1994-1995. This is the main reason why



the researcher has selected the period of research which begins from 1995.

The researcher wanted to take review of the globalised and liberalised era of Indian Trade, Commerce and Industry. It is convenient to study the period of a decade for the purpose of research. So the researcher has selected the period from 1995 to 2005, for research work.

As a result of globalisation a number of foreign books have entered in the market after 1995. These books are mainly from England, America, Japan and China. The researcher wanted to study the impact of globalisation on publication firms of Thane, Kalyan and Dombivli.

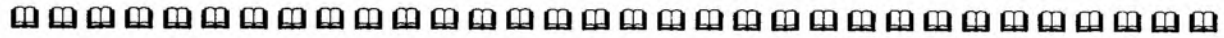
2.3 Jurisdiction of Research

The jurisdiction of researcher is Thane, Kalyan and Dombivli. The reason for selecting this particular area for research can be summarised in brief as follows:

2.3.1 Thane, Kalyan and Dombivli are basically an urban area in which comparatively more number of literate people resides. The percentage of literate people to the total population of this area is shown in the following table:

Area	Total Population	Scale of literacy
Thane	1262551	75%
Kalyan & Dombivli	1193512	79.6%

Source of Information:- Census of India, 2001.



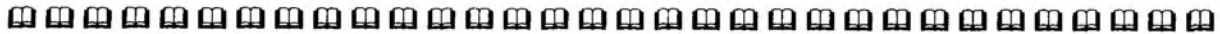
2.3.2 Another reason for selecting this area for research are that the scale of number of Marathi people in these three cities that is in Thane, Kalyan and Dombivli is higher than the other cities in Maharashtra. As the number of readers of Marathi books is higher in this area the research has selected this area for the research.

2.3.3 Dombivli and Kalyan are rich with its Marathi Culture and Tradition. There is a great influence of Marathi literature. Literacy rate of Kalyan-Dombivli is 79%. In the same manner, Thane is also a city with 76% of Marathi population. While literacy percentage is 78%.

2.3.4 The selection of the jurisdiction of Thane, Kalyan and Dombivli areas based on , the number of publication firms in this area are sufficient in number. In Maharashtra majority of the publication firms are situated in Pune and Mumbai. These two cities are well-known as publication centre of Maharashtra State. About 80% books published in Maharashtra are published either in Pune or Mumbai. Next to these two cities Thane, Kalyan and Dombivli is considered as another publication centre in Maharashtra. In this area there are about 60 publication firms are publishing Marathi books, which includes Novels, educational books and Kavya Sanghrah. This is sufficiently a large number for conducting research and arriving at certain conclusion.

2.3. (a) Identification of research problem

The problem located by the research study is concerned with difficulties and hurdles that occur in the way of smooth conduct of administration of publication firms. The research study has gone through the process of administration conducted by the publication firms in the research area and identified the following major problems that arise in the way of administration of publication firms. The administration problems are broadly classified during the process of study are in the following areas:



- (1) Problems of Financial Administration.
- (2) Problems of Production Administration.
- (3) Problems of Sales and Marketing Administration.
- (4) Problems of Advertising Administration.
- (5) Problems of Collection of Credit.
- (6) Problems of Manpower Planning.

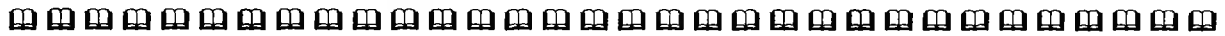
The research has further studied details of each administrative segment and found the following problems in these areas.

(1) Problems of Financial Administration:

- (a) Problem in deciding scale of Owned and Borrowed Capital
- (b) Problem in getting Loans and advances
- (c) High cost of production
- (d) Lack of uniformity in disbursement to commission to booksellers.
- (e) High volume of Credit collection.
- (f) Lack of preparation of budget .
- (g) Problem of deciding margin of profit.
- (h) Problem of Bad-debts.
- (i) Factors affecting obtaining loans from banks.

(2) Problems of Production Administration

- (a) Problem of non- availability of good quality author.
- (b) Dependency on service provider
- (c) Problem in process of production
- (d) Increasing and Fluctuating cost of paper, ink etc.



- (e) Problem of Load Shedding and hurdles in electricity supply.
- (f) Lack of professional qualification Lack of trained personnel.
- (g) Rare incidence of accident in the process of production.

(3) Problems of Sales and Marketing Administration

- (a) Excessive gain to middleman or sales agent.
- (b) Non -availability of proper channel of distribution.
- (c) Ignorance of International Marketing segment
- (d) Problems of pirated copies.
- (e) Dominance of large publication firms.
- (f) Problem of competition with Hindi and English books
- (e) Challenges created by T.V. other media.

(4) Problems of Advertising Administration

- (a) High cost of advertising.
- (b) Less use of new technology
- (c) Unethical Advertising.
- (d) Negative and Measly attitude of firms.

(5) Problems of Collection of Credit

- (a) Demand of exclusive Credit facility.
- (b) Diversified area coverage.
- (c) Self-centric Attitude and selfish motives of Booksellers.
- (d) Efforts for credit collection.



(6) Problems of Manpower Planning

- (a) Less managerial work force
- (b) High rate of commission on sales.
- (c) Scarcity of editors.
- (d) Delay in implementation
- (e) Turnover of Employees
- (f) Lack of Training facilities
- (g) Dependency on sales executive

2.4 Objectives of Research:

The research has undertaken Ph.D. research on “The Study of Administration of Publication Industry in Thane, Kalyan and Dombivli” with specific objectives. The total research process is undertaken by the researcher in order to achieve these objectives.

These objectives are summarized as follows:

2.4.1 To study the importance of publication industry in human life.

Human life is very vast which consists of different areas. It is the knowledge and wisdom which guides the human life, to act in different ways in different situation. This knowledge and wisdom is inculcated in human life by way of books and knowledge transformed in printed material. It may be in the form of periodical or newspapers, these books, periodicals and newspapers are published by different publication firms. Thus publication firms play very important role in expanding the boundaries of knowledge of human being.



Apart from the books publication firms also publish some printed materials which are very useful for the readers. It includes diaries, calendars, handbills, pamphlets, brochures, notebook, register, dictionaries etc. All this material play very important role in the life of the readers in one way or the other.

The researcher has studied the importance of role of this publication firms in enriching the human life. Right from the ancient days, the various devotional Granthas, like Ramayana, Mahabharata, Rugveda, Athurveda, Bhagvad Geeta, Kurana, Bible etc. are made available in the printed form. These granthas are made available by the publication firms and made valuable contribution to the human life. These granthas are guiding force in performing different activities even today.

In modern days publication firms are publishing books on various utility books such as Education, Health, Home-Science, Child Development, Computer Technology and other related matters. All these books are playing very vital role in developing the human life in all aspect. .Such books provide valuable information and guidelines on various issues in the life .

The publication firms have also enlightened the Marathi literature in many perspectives. The publication firms also undertake important work of translating the well-known international books in Marathi language . This translation resulted into international knowledge and information of various countries has been assimilated in Marathi literature.

Thus, the research study had an object of studying the importance of publication firms in human life for the purpose of research.



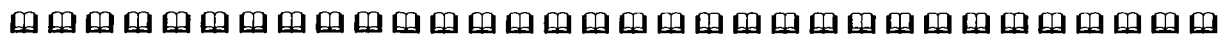
2.4.2 To observe the competition in the field of publication with special reference to Marathi Novels and books.

In every type of business, competition is the universal and natural phenomenon. In case of publication firms publishing Marathi books and novels also face competition in the jurisdiction of researcher.

It was observed that in Thane, Kalyan and Dombivli there are 60 publishing firms. This figure is increasing slowly and steadily day by day and each firm is also covering various aspect of marketing for their own growth.

The research studied and observed the competition prevailing in the field of publication with special reference to Marathi books with the objective of observing these competitions, the researcher has undertaken detailed survey of various publication firms. Researcher has contacted 30 publication firms by way of Personal interview, Telephonic interview and questionnaire. The competition in the literature market is having different dimensions, one dimension is the competition among the Marathi Publication firm within themselves. Another dimension is the competition between Marathi, Hindi and English Publication Firms. In modern days, especially after of 1991 i.e. in globalization era, various International book publishing firms entered in the market, in its original form i.e. in English. Later on for the conveniences of Marathi reader, some of the English books were translated in Marathi.

The research study has made a study of impact of Hindi and English books on Publication of Marathi books. Marathi publication firms are facing keen competition from Hindi and English books publication firms. Research study was undertaken to understand whether Publication firms of Marathi books still require to struggle very hard in such scenario of competition.



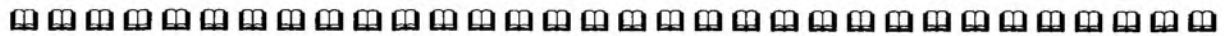
2.4.3 To study the problems in administration of publication firms

Another objective of research was to study thoroughly, the problems in administration of publication firms. With this objective the researcher has gathered valuable information on process and various administrative problems faced by Publication firms of Thane, Kalyan and Dombivli Areas. The researcher has gathered this information through different sources such as Personal, Telephonic interviews and Questionnaire, method. The researcher has considered administrative problems and for researcher convenience classified and analyzed these problems, into different categories such as problems in Financial Administration, Production Administration, Sales and Marketing Administration, Advertisement Administration, Manpower Administration

Research study is craved with intention that, whether these problems affect the growth of publication business in Thane, Kalyan and Dombivli is hampered.

2.4.4 To suggest the solutions to the administrative problems of publication firms in Thane, Kalyan and Dombivli Area.

The Research has studied different administrative problems faced by various publication industries in the research jurisdiction. The researcher has not only studied the administrative problems faced by the publication firms in the jurisdiction, but also considered various alternative solutions to solve these problems. In fact, it was another important objective to suggest the appropriate solutions to various administrative problems of publication firms with special reference to sub segment of administrative problems. In order to suggest these solutions the research report has made analysis of various alternative course of actions and has ultimately selected the best alternative course of action.



2.4.5 To study challenges created by T.V & other media.

Another objective of this research work was to make overall study of the challenges created by Television, Computers, Internet, and other media. For this purpose the researcher has interviewed Publishers. The questionnaire prepared for Publishers .(Please see question No.11 of Sales & Marketing section of questionnaire .) It was noted the result regarding the challenges of T.V. and other media in the forth coming chapters.

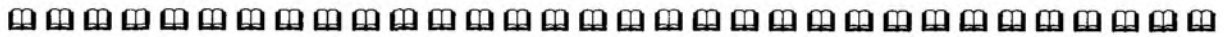
2.4.6 To make a SWOT analysis of performance of various publication firms in Thane, Kalyan and Dombivli.

Another goal of the research study was to make SWOT analysis of the performance shown by various publication firms in Thane, Kalyan and Dombivli. The research study has collected data relating to annual turnover, establishment year, Number of books published Number of copies sold. With the help of this collected data researcher has made a SWOT analysis of all publication firms.

The SWOT analysis of performance of various publication firms is made with the help of primary data collected in the research study systematically. For collecting these data interview and questionnaire method was used which contains questions related to the criteria of performance.

2.4.7 To Observe style of functioning of various publication firms.

The Research has completed with another important objective that was to observe and study the style of functioning of various publication firms. For this purpose out of the total publication units of 60 publication firms in Thane, Kalyan and Dombivli area, the research has



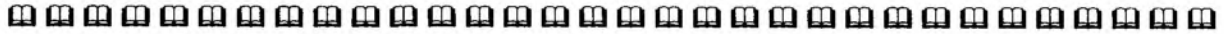
selected sufficient ratio of sample i.e. 50% of total publication firms. In order to observe the style of functioning of the various publication firms. Researcher has systematically collected the information about Structure of the firm, Nature of publication, financial status of the firms through questionnaire method.

2.4.8 To study the impact of globalisation on publication firms

The Research study was initiated with keen interest to observe the effect of globalisation on the publication industry as a whole or in general and on publication industry in the jurisdiction. For this purpose the study period of research selected from year 1995 to 2005. This period reveals the effect of globalisation on different aspects of publication industries. The process of globalisation started in 1991 after India signed GATT agreement as proposed by “Dunkel”.

The research study has two fold objective of studying the effect of globalisation on publication industry .One of the object is to study effect of globalisation on publication on National level and other objective is to study effect of globalisation on publication industry in area of researcher’s jurisdiction i.e. Thane, Kalyan & Dombivli.

With these objectives the research study has prepared a detailed questionnaire which consists of a couple of questions asked by the researcher to the respondents i.e. publishers of Books. The researcher has also tried to use the statistical tool which reveals the detail effect of globalisation on the publication firms in Thane, Kalyan and Dombivli areas.



2.5. Hypothesis of the research

The following are the points of Hypothesis considered for the research work.

2.5.1 Survival of publication industry is in danger since there is keen competition in this field:-

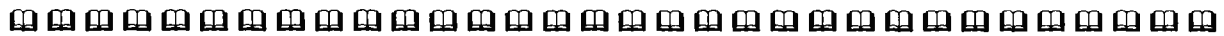
During the research it was felt that, it is very difficult for publication firms to survive, remain stable and make progress, in today's competitive world. In publication business there is keen competition at different levels, which can be stated as follows:-

(a) Competition among Marathi book publishing firms:-

The research has studied in detail the competition among Marathi the book sellers in research jurisdiction and observed that the competition among book sellers in Thane, Dombivli and Kalyan has prevailed and affect the growth of the firms. This competition can also be called as Local Level Competition, because it is taking place in local areas of Thane, Kalyan and Dombivli Area among the publisher of Marathi books.

(b) Competition with National Level publisher:-

As a result of globalisation the habit of Indian people to read English books has increased at a considerable level. The habit of reading Hindi books is also increasing day by day due to more use and publicity of Hindi language. As a result, the readers in researcher's jurisdiction have also shown a tendency of reading English and Hindi books, which ultimately reduced reading of Marathi books and number of Marathi book readers. The Book sellers of Hindi and English books have penetrated in the researcher's jurisdiction and



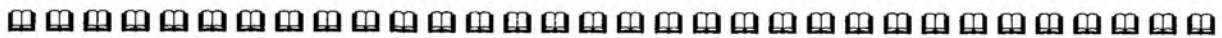
created another scenario of competition for Marathi book publishers. For testing this hypothesis, Chi Square Statistical Technique is used. The parameters for application of this test are taken as Age of the company, Numbers of book published, firms having own setup and rate of commission.

2.5.2 Turnover of publication industry is greatly affected by E-mail, Websites, Internet and use of new technology:-

Another factor of hypothesis taken into consideration was various modern means of technology like E-mail, Websites and Internet had made considerable impact on the working of the publication firms in Thane, Kalyan and Dombivli area. Due to this upgradation in new technology many readers have tempted towards these means of technology which resulted in reducing the reading habit and sale of Marathi books.

In modern days, internet is another media which has also attracted many people who find it an important source of information, as well as entertainment. During the research period of ten years i.e. 1995 to 2005 a number of internet centers, Cyber cafe are established in the researcher's jurisdiction, many individuals have taken up net connection at their residence and office. Many people now days prefer to get information from the Internet instead of books for the purpose of their work. People prefer to use Internet more than books. All this has resulted into reduction in demand for books.

Another concept which has emerged recently is E-Book (electronic book) which is also used by some people as an alternative in use of paper-books.



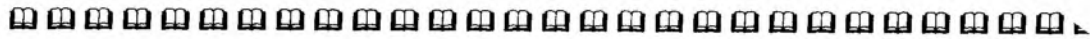
This concept is also one type of challenge to the usual books. For testing this hypothesis Chi Square Statistical Technique is used by the researcher. The criteria for application of this test are use of E-mail/Web/ Internet, use of new technology by the firms.

2.5.3 Publication industry are facing difficulties due to lack of professionalism:-

The research study wish to raise another hypothesis which assumed that the publication firms in researcher's jurisdiction are facing various difficulties due to lack of professionalism. For this purpose researcher has considered various criteria of professionalism which were applied in the process of research work. For testing this hypothesis Chi Square Statistical Technique is used by the researcher. The criteria for application of professionalism mainly consists of Type of Firm, Type of Book Published, Registration of firm, Profitability of the firm Qualification of Publisher, Nos. of Department, Managerial & Other Staff, Skilled Staff. In regards to this criteria researcher has collected data with the help of questionnaire and interview method from the publisher.

The above mentioned hypothesis is tested and reported in the Chapter number - 07 .

2.5.4 By keeping in mind the set hypothesis explained here and above , the host of null hypothesis emerged that were incorporated and tuned to the statistical analysis. It gets reported in chapter No. 7 of this report.



2.6 Sources of data collection:

During the research process the relevant and necessary information was collected. For collecting this information researcher has used various sources of data collection.

The research study selected primary and secondary sources for data collection. These sources are as follows:-

2.6.1. Primary Sources :-

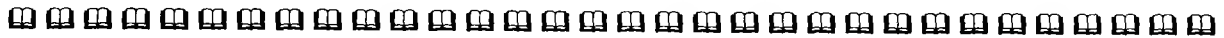
The researcher had used following sources for collecting primary data.

(a) Questionnaire Method:-

The study had used the questionnaire technique for the research work. With the help of this questionnaire method valuable data is collected, which proved very useful in the preparation of Ph.D. Thesis. Research has made use of both the types of questionnaire i.e. closed ended and open ended. Through close ended questionnaire accuracy in the answer was observed, through open ended questionnaire research study has gathered elaborated detail information about administration of publication firms of Thane, Kalyan and Dombivli. The questionnaire is enclosed in Appendix .

(b) Interview Method:

Apart from the secondary data research study has gathered detailed information through interview method, it was necessary for the conducting research to collect certain volume of Primary data, by directly contacting those person who can provide valuable information regarding the administration of publication business in



Thane, Kalyan and Dombivli. For this purpose the following two techniques of collecting primary data.

(i) Telephonic Interview:-

In the process of research a list of respondents was prepared ,who could respond to on telephonic talk. Out of thirty publishers the researcher has contacted ten publisher on telephone. Researcher has made request to those ten publishers to give brief answer to the questions asked in the telephonic interviews. Most of these respondents responded well to the appeal and they have given valuable information to the researcher. On telephone the respondents were able to give right information as asked by the researcher. But this technique has its own limitations as the reading of the body language of the respondent and could not insist on getting elaborate answers to the questions. Ultimately research study was able to gather information about the style of functioning of these publication firms, the problems faced by these firms and the remedies they have used to overcome these problems.

(ii) Personal Interviews:

Personal interviews are more useful then telephonic interviews, as the researcher can read the body language, discuss in detail and can get more elaborated answers during the meeting with the respondents. The chances of biased views can be reduced as the respondents have personally met the researcher. More accurate data can be collected by this type of interviews. The respondents of research study include Publishers and Booksellers.



Personal interview was an important source of collecting primary data.

During personal interviews, the respondent can ask questions to the interviewer about the subject matter and thereby two way communication can take place which resulted into valuable discussion and interaction between the interviewer and the respondent. The researcher has personally interviewed publishers, bookseller, who have helped immensely in the study of research for collecting the primary data. Thus personal interview has proved an important tool of collecting the primary data for the researcher's work.

2.6.2 Secondary Data:- The research had used the following sources for collecting secondary data.

(a) Library and Reading Material:-

The research study had gone through various Books, Periodicals, Magazines and Newspapers. Through this material research has collected valuable and relevant information for the research. The list of books, magazines newspapers referred by the researcher are given in appendix of this Thesis. (Please see appendix)

It was found that, these Books, Periodicals and Journals in different well-known Libraries of Maharashtra. The names of these libraries are as follows:-

- (1) Pandit Jawaharlal Nehru Library, affiliated to Mumbai University.
- (2) Br. Jaykar Granthalaya, affiliated to Pune University, Ganesh Khind, Pune.
- (3) British Council Library, Nariman Point, Mumbai- 400 020
- (4) British Council Library, Ferguson Road, Pune



- (5) Embassy of United States, Marine Lines, Mumbai
- (6) Library of N.K.T.T. College, where researcher is a lecturer.
- (7) Parshuram Saikhedkar Sarvajanic Vachanalaya, Nashik
- (8) Library of J.D.C. Bytco Management and Research Institute of Nashik, where the researcher has done the Ph.D. work.
- (9) Library of Joshi Bedekar College Thane (W)

Apart from the above libraries, the research has also made use of the internet facility provided by the library. The researcher registered the name for the book club of National Book Trust, New Delhi. For carrying on research activity researcher has also registered name for the membership of Oxford Book Club. With the help of this membership the research has become successful in getting all necessary books and other research related reading materials.

(b) Internet-Websites:-

The research study also has availed the Internet facility for collecting information. Researcher had referred Web-sites which are related to publication and books. The list of Web-sites used during the process of research is given in the bibliography.

- (c)** Unpublished data from different sources relevant to the study.

2.7 Sampling Techniques / Methods used for collection of Information or primary data.

The research has used various sampling techniques for collecting primary data, required for the research. It is mainly used by the following two



methods:

(a) Simple random sampling method:-

Research has mainly used the simple random sampling method. The total number of publication firms in the jurisdiction of the research is sixty. Out of this total population the researcher has decided to select 50% sample which is thirty publication firms. By using simple random method the research has identified thirty publication firms in Thane, Kalyan-Dombivli area.

Thus, research has used simple random method of sampling for collecting the primary data. There are different types of publication firms in the jurisdiction of researcher publishing Marathi Books and Literature as well as some educational books.

(b) Stratified Sampling Method :-

With the intention of collecting in-depth information, the researcher has decided to opt for stratified sampling technique. Therefore the research study has prepared three different strata's of total population. These strata's are as follows:

- (a) Publication firms in Thane.
- (b) Publication firms in Kalyan.
- (c) Publication firms in Dombivli.

Out of these three strata's the research study has selected a specific number of publishers from each strata and accordingly the research has concentrated on the selected publishers for collecting the primary data regarding their publication business.



2.8 Analysis of data.

By adopting the sampling method, discuss earlier and with the use of various sources of data collection, the research could gather the data.

The collected data was recorded and it was edited so as to have relevant data for further process.

The data where subjected to classification which facilitated for having tables. (Please refer to list of tables.) The tabulated data could provide the base for statistical analysis.

(a) Statistical analysis of data various methods used:-

The study has analysed the data in detail by applying various methods of analysis. These methods mainly include the percentage method and proportion method . To test the hypothesis Chi-Square test was used.The employment of SPSS package was pf help in conducting the study.

(b) Use of Table and Chart:

The results presented in this report consists of table and chart.(Please refer to list of Table and List of Chart.)

2.9 Consideration of various alternatives :-

After making analysis of data the study has succeeded in arriving at certain conclusions of the research and with the help of these conclusions the detail study of various alternative solutions which were



applied for solving the administrative problems faced by various publication firms in the research jurisdiction. Research study has provided various valuable suggestion and recommendations to the publication firms in order to solve various administration problem faced by this firms. For details of this solutions and recommendations please refer Chapter No.7 .

2.10 Interpretation of data:-

After making detailed analysis of the data by making use of various stastical techniques the research study has verified and justified that the total research work is undertaken as per the objectives of the research formulated in research design and methodology. By making use of Chi Square method the hypothesis were tested, while making interpretation of data. The researcher has concluded that out of three hypothesis tested by researcher one hypothesis is confronted the other two hypothesis are confirmed. The interpretation of data also revealed various conclusions which help the researcher to make valuable recommendations for solving the administrative problems faced by the publication firms in researcher's jurisdiction.

2.11 Limitations of Study

The research study has its own limitations. The research has undertaken the study within these limitations which are mentioned as follows:

- (1) This research work covers a limited span of time that is from 1995 to 2005.



- (2) This research work has geographical limitation that is research work undertaken in the area of Thane-Kalyan and Dombivli only.
- (3) The research has considered publication firms with reference to Marathi books and Novels publication and publications of magazines and newspapers etc. are not taken into consideration.

The book captioned book has been published by National Book Trust in 1993 which, is a collection of five papers presented at a seminar on “Editing”

