CHAPTER III
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This chapter attempts to make a brief review of previous literature dealing the present study. The related reviews was collected from text books, periodicals, journals, magazines, newspapers and project reports.

Different methods of measuring financial performances are available. Recently Segment Reporting is used as an accounting analysis to understand the performance, to assess the risks and returns of the company and to make more informed judgments about the company as a whole.

The review of literature aims at presenting and discussing the Segment Reporting concepts. Empirical research literatures measuring the strength of the Segment Reporting are also available.

The following literatures are some of the presentations made by different companies:

1. Hindustan Lever Limited, a fast moving consumer goods giant has disclosed segment turnover in % age of its various products in the annual report and accounts of the year 2000. The Company has also presented the qualitative facts of the growth and development of its products, individually in the directors' report along with future prospects and plans.
2. Global Tele-systems Ltd., has also made an attempt to present the financial information, classifying their main revenue streams into 4 categories. It is evident from the above details that the GTL has published segment-wise quantitative information in its annual report and accounts.

3. Satyam Computers Services Ltd., has also revealed its performance by sectors and products in its 14th annual reports of the year 2000-2001. It is observed that the SCSL has although started providing segment-wise information, presenting the proportion of revenues from various products, however, more segmental disclosure area expected to be published for the benefit of users of financial information by the company.

4. Infosys Technologies Ltd., a front line I.T. Company of our country is publishing detailed segmental disclosure in its annual report and accounts. It is observed that the company has provided segment-wise information in the annual report in a descriptive and accounting manner as a supplementary information for the benefit of users of financial statements.

5. The need to provide more specific accounting information to the stakeholders is very much emphasized by the emerging segmental reporting. The objectives of segment reporting and its need is also emphasized by the Accounting Standard AS 17 of Institute of Chartered Accountant of India. The rules for reportable segment are also followed for remarking a segment as reportable segment. Dr. S.C. Bardia in his article “SEGMENT REPORTING:
OVER ALL CONSIDERATIONS\textsuperscript{3} has discussed about the objectives, need, accounting standard related to segment reporting and limitations of segment reporting.

6. S. Aravananan in his article "SEGMENT REPORTING – TOWARDS MORE INFORMED JUDGEMENT\textsuperscript{4}" has discussed about the need for segment reporting, its evolution, the rules for classifying the segment as reportable segment.

7. Dr. Bhabatosh Banerjee and Dr. Swagata Sen in his article "SEGMENT REPORTING PRACTICES IN INDIA\textsuperscript{5}" has discussed about the segment reporting practices in the corporate sector, suggestions for further improving the segments.

The literatures referred above has given clear picture about the segment reporting, reportable segments, limitations of segment reporting and ways of further improving the segment reporting etc.,

\textsuperscript{3} The Management Accountant, October 2002, page no.725.
\textsuperscript{4} The Management Accountant October 2002, page no.731.
\textsuperscript{5} The Management Accountant October 2004, page no 821.