CHAPTER - III

OPERATIONAL DEFINITION OF THE
KEY TERMS CONSIDERED IN THE STUDY.
3.1. CONCEPTS PERTAINING TO PHYSICAL FACTORS.

3.1.1. Non-Performing Assets:

A non-performing asset (NPA) is operationally defined as a credit facility in respect of which any amount to be received remains past due for more than 180 days. As regards term loans, in cases where instalments of principal have remained overdue for a period exceeding two years are treated as doubtful. In other words, the loans and advances become non-performing when it ceases to generate income for banks. The Reserve Bank of India guidelines, however, allow the application of this norm in a phased manner over a period of three years. The time limit will be for a period of four quarters during the year 1992-93, three quarters during the year 1993-94 and two quarters for 1994-95 and onwards. (Reserve Bank of India, 1992; Nayak, 1992; ICAI, 1994).

3.1.2. Decision Performance Index Scale (DPIS)

The movement of Non-Performing Assets of the individual bank branches for consecutive two years have been considered to measure the decision performance of the respective branch managers.

Operationally, decision performance index scale has been constructed on the basis of the movement of non-performing advances of the respective branches of a nationalised bank, over a period of two consecutive years as percentage of total advances of these branches, which in its turn reflects the decision performance of the respective branch managers objectively.
3.1.3. Perceived Instrumental Factors (IFAC)

Operationally, perceived instrumental factors are the cognitive evaluation of the conceptual framework of the managers as decision-makers in respect of the obligatory norms adopted for project appraisal of banks and financial institutions for the purpose of advancing loans, as well as the order of priority of given on individual items of such norms by the decision-making managers. (The Institute of Chartered Accountants of India, 1987).

3.2. CONCEPTS PERTAINING TO PSYCHOLOGICAL FACTORS:

3.2.1. Job Involvement (JNVL)

Operationally, Job involvement is the degree to which an individual is psychologically identified with his work, or the importance of work in his total self-image (Lodahl & Kejner, 1965).

3.2.2. N-Ach (NACH)

The term n-ach denotes 'need for achievement'. Operationally, n-Ach is the degree to which an individual expresses his desire to compete with a standard of excellence. Achievement motivation, as a secondary motive, is manifested by the individuals having intense desire for success. (Smith, 1971; Weincer & Kulka, 1970; Gooch & McDowell, 1988; Weihrich & Koontz, 1994).

3.2.3. Assertiveness (ASRT)

Operationally, assertiveness assesses the degree of social boldness an individual manifests in the course of interpersonal
interaction. Assertiveness is standing-up for oneself without stepping on others. Assertive individuals are polite but insistent while exuding self-confidence. Rational assertive behaviour ensures confidence and higher degree of tolerance for negative feedback. Assertiveness is related to the attainment of success. (Rathus, 1973; Lampton, 1990; Janice, 1994).

3.2.4. Anxiety (ANXT)

Operationally, anxiety is a present state of mind caused by the possible conflict with the environment at a future date. Thus, anxiety is the anticipation of possible dissonance. This is an overt or manifest symptom in drive level of individuals, which is related to the level of their emotionality. Individuals with moderate anxiety are better achievers compared to individuals with low and high anxiety, who are less and lesser achievers, respectively. (Taylor, 1953; Spence & Spence, 1966; Kuhn, 1990).

3.2.5. Risk (RISK)

Operationally, for the purpose of this study, risk means risk-taking attitude of the decision-makers. Risk-taking attitude, therefore, expresses the pre-disposition of the cognitive domain to take risk, which is precisely the expression of an individual’s value for risk (Wallach & Wing, 1968).

Risk is a significant psychological value which makes an impact on the performance of the individual (Brown, 1965; Bazerman, 1986). In fact, risk-taking value interacts reciprocally with the cognitive perception of the individual to determine the course of risk-taking attitude.
3.2.6. Perceived Social Influence (PSIF)

Operationally, Perceived Social Influence is the evaluation of the decision-makers in respect of their psychological inclination towards various socio-economic factors as well as to examine the degree of emotional influence of such factors on the individuals during the process of decision-making. (Zalkind & Costello, 1962; Dubinsky & Loken, 1989; Thomas & Griffin, 1989; Lewis & Seibold, 1993).