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Microfinance and Women Empowerment: A Case of Matrilineal Tribal Society of India

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Matrilineal societies world over generally signify a special economic and socio-politico position for women. Consequently, an inquiry as to the impact of microfinance on women empowerment (epitomized through economic appreciation) and the latter's relationship with socio-politico outcomes is most genuine. This study analyses the said impact and relationship by evaluating the matrilineal tribal society of India. It covers a period of five years, wherein, data is compiled for microfinance women clients [Experimental Group (EG)] and non-microfinance women clients [Control Group (CG)]. Statistically, Propensity Score Matching (PSM) and Difference-in-Difference (DinD) techniques are applied. PSM ensures a matched sample from the EG and CG on a sound scientific base and DinD derives the impact of microfinance. In addition, regression analysis is conducted for cause-effect relationship between women empowerment and socio-politico outcomes. The study highlights that microfinance is a potent tool of women empowerment and socio-politico transformation.

Revisiting the Base of the Pyramid: An Inclusive Model Based on Gandhi's Ideology

Raji A Ramchandani

The paper analyzes the mainstream approach towards the Base of the Pyramid in context to the Gandhian concept of the village economy. It propagates an integrated approach which involves various key stakeholders (viz. government, NGO, BOP, companies) such that the combined synergies of all the parties are utilized to develop a comprehensive and indigenous solution which can be beneficial to the stakeholders as well as preserve the fragile ecological and environmental balance in developing economies which usually have weak enforcement laws. The hugely successful "Wadi Model" developed and implemented by the Pune based BAIF in Gujarat has been explained to substantiate the point.

Customer Satisfaction in the Banking Sector: A Study of SBI and HDFC

Ritika Gauba
R C Mishra

Banking is a service industry, and therefore, the quality of customer service plays a pivotal role in the prosperity of any bank. Good customer service leads to better customer relationship, higher customer satisfaction, increased customer loyalty and ultimately profitability. The purpose of this research is to analyze and compare the customer service and satisfaction level of the two leading banks of India – SBI and HDFC.

The data is collected using a self-constructed questionnaire containing 60 service related questions which were further sub-divided into questions related to 'Customer Expectation' and 'Customer Perception'.

The findings help the two banks identify the impact of banking personnel, processes, physical evidence, income, age, occupation and gender on customer's satisfaction level. Non-cooperative employee attitude and mismanaged online banking/ATMs were the front runner causes of customer dissatisfaction in State Bank of India (SBI). Frequently changing bank staff with incomplete product knowledge and poor follow-ups on complaints has led to dissatisfaction among HDFC customers. Absence of any proper grievance redressal mechanism is a cause of concern for the customers of both the banks.

The strategic impact of various factors on customer satisfaction, in banking can be extracted from the research findings. Through these findings the banks come to know both about the degree and the type of service gap they are facing. Once the bank understand what their customers expect from them, they can formulate policies and products accordingly, which in turn will help to improve their customer service, satisfaction, loyalty and profitability.

Testing the Nature of Long and Short Run Relationships Between Spot and Future Commodity Prices in India

**G Naresh
S Thiyagarajan
S Mahalakshmi
P Shanthi**

The key focus of this paper is to examine the nature of long and short run relationships between spot and future prices of individual commodity indices using Engle and Granger, Johanssen's Cointegration techniques and ECM. The causality in commodities markets can be used to either hedge or speculate price movements. The cointegration results obtained in this paper may be useful to market participants to build up their strategies in the long term or short term in the commodity futures market to wield the future risk.

Book Reviews

Handbook of Research in Enterprise Systems

Sanjay Kumar, Jose Esteves & Elliot Bendoly

New Delhi, Sage Publications India Pvt. Ltd., 2011, 322 pp, Price: Rs.895.00.

Reviewed by **Dr Hemalatha Diwakar**, *Former SBI Chair Professor (IT)*, National Institute of Bank Management, Pune.

**Organizational Schizophrenia:
Impact on Customer Service Quality**

Gopal K Gureja

New Delhi, Sage Publications India Pvt. Ltd., 2013, xxx+346 pp, Price: Rs.550.00.

*Reviewed by **Dr Deepa Mazumdar**, Faculty, National Institute of Bank Management, Pune.*