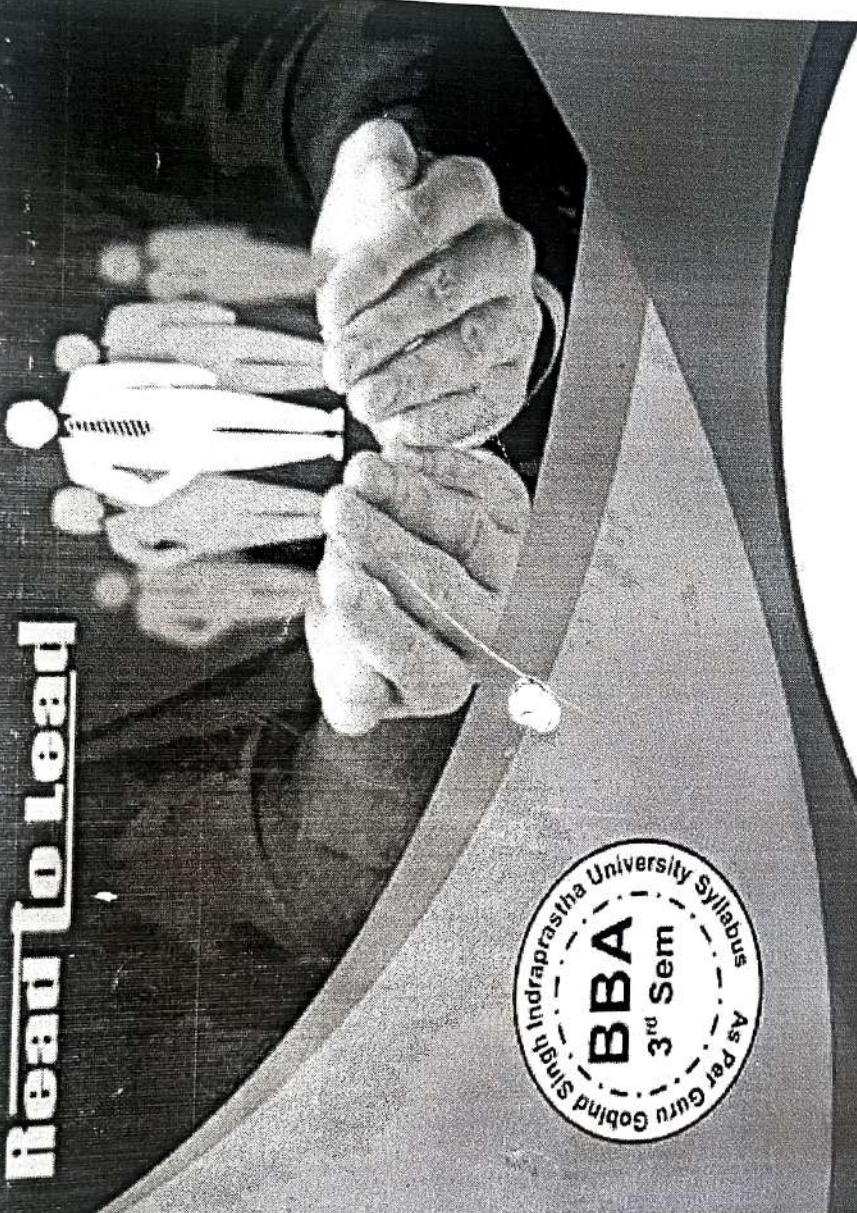


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Dr. Sheenu Arora
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About the Book

This book is a **Handbook of Business Management** designed for the management aspects of business management at postgraduate level. The book is designed specifically for students at the level of M.B.A. degree in Business Management. The book is divided into two parts: Part I covers the basic concepts of business management and Part II covers the advanced concepts of business management. The book is designed to be a valuable resource for students.

About the Author



Dr. Shobana Devi is currently working as an Assistant Professor in the Department of Business Management at Anna University, Chennai. She has been awarded the Ph.D. degree in Business Management from Anna University, Chennai. She has published several research papers in national and international journals. She is also a member of the Indian Management Association (IMA) and the Indian Business Association (IBA).



Dr. Praveen Kumar is currently working as an Assistant Professor in the Department of Business Management at Anna University, Chennai. He has been awarded the Ph.D. degree in Business Management from Anna University, Chennai. He has published several research papers in national and international journals. He is also a member of the Indian Management Association (IMA) and the Indian Business Association (IBA).

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ONBOARDING PROCESS: A WAY TO REDUCE THE ATTRITION RATE

Ruchi Srivastava*

Abstract: The employees are the backbone of any organization their performance has an impact on the metrics of the organizational performance. Recently it has been observed high attrition rate in the organizations. The survey depicted that many employees turnover is due to unmet expectation and lack of clarity in duties and responsibilities, poor training, which makes the employee frustrated and they leave the organization within four to six months. To put a halt to this pattern, it is to time enhance moral of the employee and make the workplace environment and culture appealing and supportive to the new joiners. The onboarding process can give prospective employees a glimpse into company culture and shape their perception of their future workplace during this critical time. A good impression fosters a willingness to sustain the organization for a longer period of time.

Keywords: Onboarding, Performance, Attrition, Organizational Culture

Introduction

The onboarding process is also known as an organizational socialization, it is a process in which the new employee is introduced to a new organizational culture, rule regulations, Policies and many more parameter for effective performance. The higher the onboarding experience the lower the turnover intention and vice versa. Effective onboarding procedures should help new employees become familiar and comfortable with their new working environment, but they should also provide all the tools and information that workers will need to perform their job efficiently.

Onboarding is the process which helps the new employees to be acquainted to the culture of the new joined company and make them more comfortable in policies and environment of the organization which helps to clear their role ambiguity's and enhance their productivity. There is a positive and significant correlation between self-efficacy and turnover intention which is mediated by orientation experience.

New hire retention is increased by 50% when employees go through a proper onboarding

procedure. Studies show that employees with a positive onboarding experience are more likely to stay with a company for at least three years. Some major points while designing the onboarding procedure is given below:

The following are all part of the onboarding process:

- Human Resources processing
- Orientation
- Introducing the Team and the Work Culture
- New Employee Training and Shadowing
- Defining the Roles and Responsibilities of the New Hire
- Introducing the Clients (Caseload) or Management Team
- Diversity Training

Objectives of the study

The objectives of the study are:

1. To discuss the concept of onboarding process
2. To study steps involved in the onboarding process

* Dr. Ruchi Srivastava, Associate Professor, Technia Institute of Advanced Studies, Delhi

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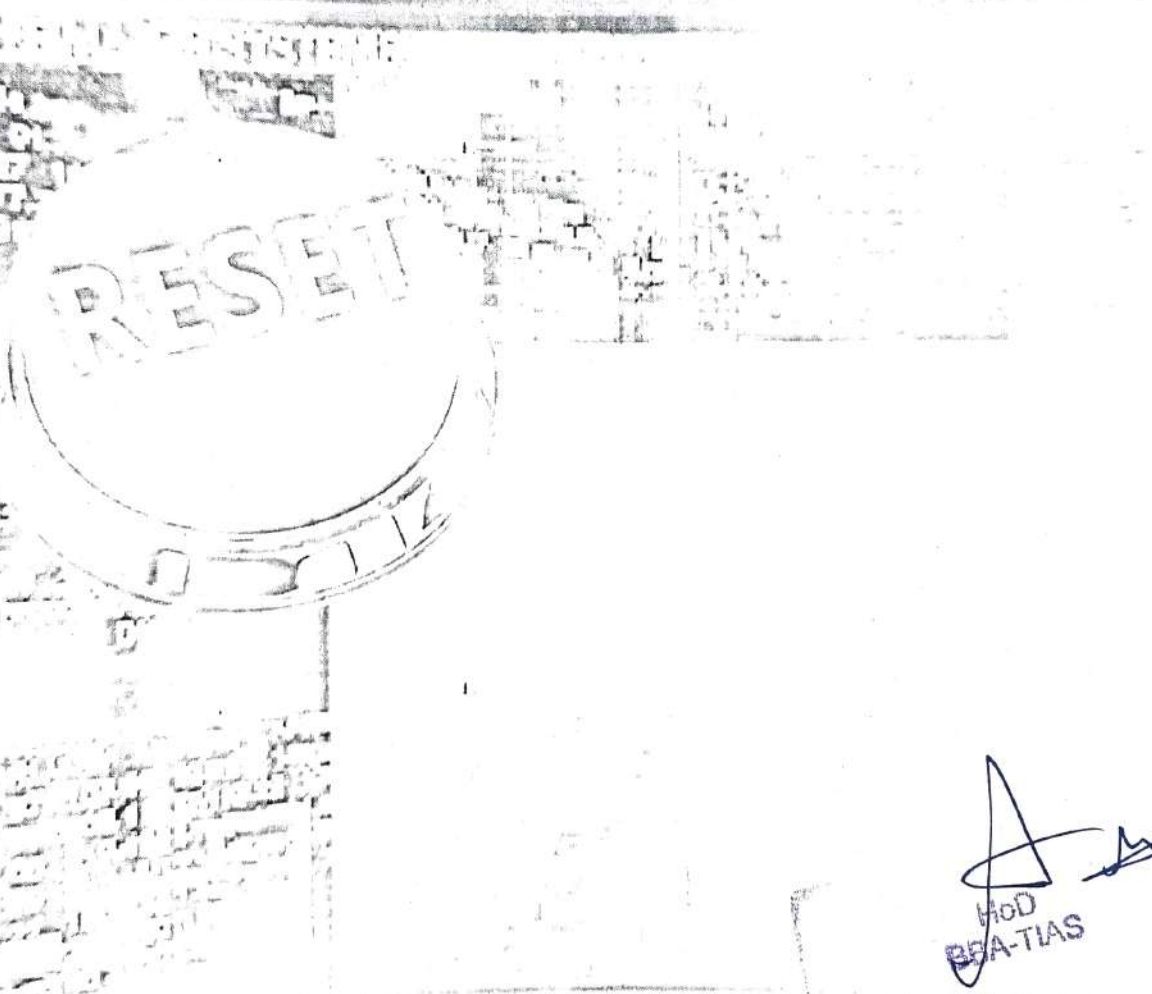
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A Study on the Legal and Fund Requirements for New Startup

Dr. Ruchi Srivastava

Abstract:

Entrepreneurship is the ability of the person to run a new business venture taking all risk and uncertainties in order to make a profit. Entrepreneurs have a well-managed team, creative and innovative ideas and a unique business plan but if they are not acquainted with the legalities for startup then storm of legal notices can sink start-up. India many start-ups do not comply or forget or avoid the process of legal structure. Similarly the entrepreneurs should be aware about the sources of funding and legal documents required for the funding. This research paper discuss about legal documents and sources of Fund raising which are need for the new startup and upcoming entrepreneurs

Keyword: Entrepreneurship, Business plan, legal documents, fund raising

Introduction:

Entrepreneurs are the backbone of the economy. If the people of this country have an attitude of being employers rather than job seekers, the country's economy can grow. This change in attitude will help the country grow in entrepreneurship. Entrepreneurs are the backbone of any economy leading to economic development and job creation. India's Prime Minister has launched his India

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Authored By

Ms. Keenika Arora

Assistant Professor, Technia Institute of Advanced Studies, GGSIPU

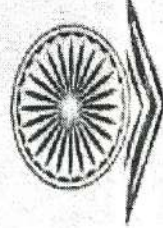
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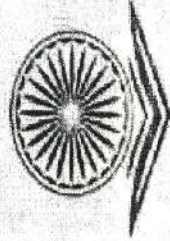
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BUSINESS INCUBATION AND PERFORMANCE OF START-UP: AN EMPIRICAL REVIEW

Megha Mohan

Assistant Professor, Tecnia Institute of Advanced Studies, GGSIPU

Dr. Sheenu Arora

Assistant Professor, Tecnia Institute of Advanced Studies, GGSIPU

Ms. Keenika Arora

Assistant Professor, Tecnia Institute of Advanced Studies, GGSIPU

Abstract

Startups in India have to face abundant difficulties before they set their foot in the market. A lot of them have entered Indian markets either as detecting a new market or through holes in the prevailing market or product lines. The history of startups in India falls into extreme ends. Some of them thrive to flourish and others flop to survive the competition. Incubators originated in school and Universities in the early 1940s with the primary objective to create SMEs and in return generate regional employment. As the years passed there was a gradual increase in their number, most of them being in USA and UK. This study is an attempt to review the role of business incubators to make startups run successfully.

Introduction

Incubators have witnessed accelerating growth from approx. 40 of them in 2016 to 140 in 2019. Out of these 30 incubators were established under the government initiative of "Startup India Standup India". Bangalore, Mumbai and Delhi-NCR being the centers with more than 40% of all the incubators focused in these cities. An incubator usually counsels a start up from 6months to 3 years, depending upon networking with investors, training etc. They understand the need of startups in the form of innovation finances, support functions, guidance and other resources. Though business incubators have been globally recognized as an essential tool for economic growth and development, incubators in India are still on the infant stage, they have not yet attained majority as international incubators. Some startups are favored by the market conditions paytm being one of them supported by Demonetization in India where people chose digital monetary transactions instead of standing in the long ATM Queues .Majority of startups dearth the experience and networks essential in order to raise, which gave rise to the Business Incubators. Business incubators offer budding entrepreneurs a wide range of resources and skills required to excel. Business incubators are establishments that offer startups shared operation space. Collaborative work with a guidance of mentor help the initiators of these start up an invaluable learning experience and open many gates to new opportunities in terms of financial support, shared equipment.

Megha Mohan
Assistant Professor, Tecnia Institute of Advanced Studies, GGSIPU

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Associate Professor, Department of Management Science, Tecnia Institute of Advanced
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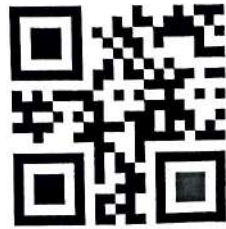
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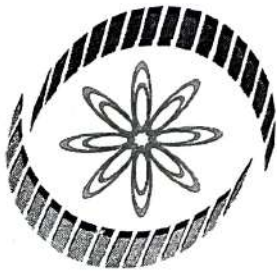
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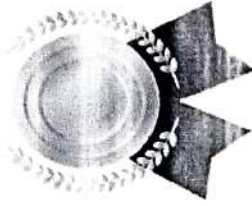
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