

A Proposal

On

India vs. China organisation gaps and Effective model to drive excellence in Industry

1. Introduction:

1.1 Historical Background:

India has started to attract important attention as a destination of manufacturing, pursuing the rise of the manufacturing industry of China. Hence, the auto industry of India has the possible to appear as one of the biggest in the world (Saranga, n.d). In the present scenario, India is fourth biggest market of commercial vehicle and, second biggest market of two wheeler and eleventh biggest market of passenger car. Indian auto component industry is one of the fastest growing industries and is riding on the success of the automobile sector (FundIndia, 2015). Coupled with growing demand and technological advancements, the auto component industry in India has emerged as a key market in Asia as well as in the world. The country currently supplies auto components to a number of international automobile makers, such as General Motors, Toyota, Ford and Volkswagen, amongst others. India is presently the world's third largest exporter of twowheelers after China and Japan.

The benchmark for efficiency and effectiveness of the automotive manufacturers of India in the international market would be dependent on experiencing the unbroken demands of reducing cost, improving quality and curbing the time of delivery (Nauhria et al, 2011). The manufacturers automotive industry require to focus on process innovation, product innovation and unconventional power sources. The manufacturers of international automotive industry are focussing on improvement of alternative power trains and electric vehicles, enhancing fuel effectiveness and efficiency, consumer electronics amalgamation into cars, improved safety aspects and highly developed infotainment systems.

1.2 Conceptual Framework

The following figure illustrates the conceptual framework for improving excellence in Indian auto ancillary with respect to Chinese.

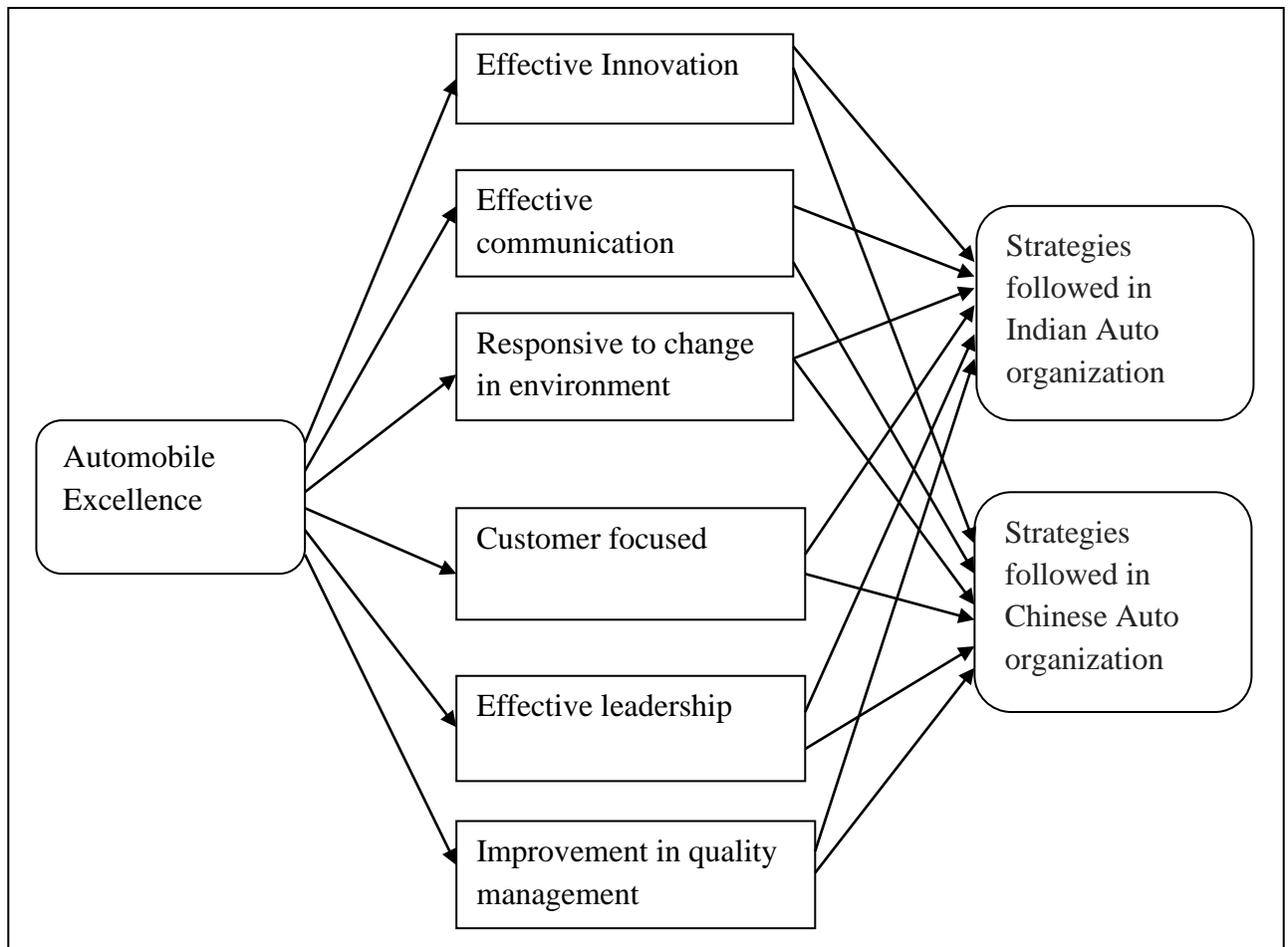


Figure: The conceptual framework for improving excellence in Indian auto ancillary with respect to Chinese

Source: Author

1.2.1 Explanation:

According to Bhattacharya et al (2014) globally, the automotive industry has been assumed as a key driver of growth and development of a country's economy and is a noteworthy contributor to the international economy. The automobile industry has been depicted as 'both a function and form' based product engaging elevated level of engineering and being posed as a fashion product. An efficient and effective strategy of technology is necessary for achieving business objectives and goals in the automotive sector in India. Improvement of elements suited for amalgamation of advanced technologies, local conditions, and innovativeness in production will make sure that companies in India achieve competitive

benefit. Particularly, global dealers, meet challenges of local content, logistics, and quality, innovative capability of dealers, cost and reliability.

Ali (2014) stated that the practices of quality management are one of the vital needs in attaining the corporate objectives and goals by fulfilling the consumers in international and local market, because of this vital part of production system company or organization finds more trade and business share if the customers are greatly satisfied in term of quality, cost and parts supplies and in doing so company or organization not just extend up and down and parallel but impress international and national entrepreneur in order to invest in local industry.

Jain and Garg (2007) discussed that CRM (Customer relationship management) assists a company or organization become determined on wishes and needs of the customer and receptive to alterations in collective patterns of the behaviour of the customer. The incorporation of software and hardware into automobiles shows the major accelerator of raised functionality united with raising difficulty. This difficulty results in overloaded car improvement departments, failures of the product, an explosion of cost regarding warranty and guarantee costs, and influence on customer satisfaction.

According to KPMG (2010) the volume leaders across four-wheelers and two-wheelers in India are organizations and companies that have been capable in order to provide goods and products with the internationally recognized best-in-class fuel rates of the economy, and reasonably priced total ownership cost. Taking into consideration, the vigorous growth the industry is at present observing, it is evident that any innovative and new competitor will require to reveal reliable and clear differentiators in order to build a play for a position of leadership in the Indian market.

2. Need for the Research:

There are numerous researchers and studies that are concentrated on auto ancillary industry. Authors also focused on competitiveness of Indian auto component industry (Saranga, n,d). Nauhria et al (2011) carried out an investigation to study about competitive priorities for Indian car manufacturing industry for global competitiveness. There are also studies which focused on supply chain management in automotive industry with respect to India (Bhattacharya et al, 2014). However there has been no specific study that are focused on India vs. China organization gaps and effective model to drive excellence in industry.

Therefore this particular research attempts to bridge that gap by investigating in detail about India vs. China organization gaps and effective model to drive excellence in industry.

3. Importance of the Research:

This research will be eye opener for future researchers to understand about India Vs. China organization gaps and effective model to drive excellence in Industry. This research will assist in studying about various strategies followed by China and India auto ancillary industries in order to improve excellence. Data collected for this research is utilized for academic purpose.

4. Problem statement

Recently, the government launched “Make in India” crusade in order to build India a manufacturing hub. Since the “Make in India” anecdote clarifies, the road to the lead for the Indian industry of automobile is loaded with both challenge and excitement (FundIndia, 2015). In India, in all likelihood, the Make in India story would, be directed by the auto component and automobile sector as it reports for over 30 per cent of the whole manufacturing sector. In this scenario, it is little surprise that huge automotive companies such as VW, GM, Volvo, Bosch, Magna are endowing into the automotive market in India with not just the vision of a huge market but as well as an international manufacturing hub.

5.Operational Definitions:

Excellence is defined as constantly moving target which are followed through integrity actions, being leader in terms of services or products given which are safe and reliable for the future customers, reaching all obligations and constantly learning and enhancing in all spheres for following the moving target.

6 Aim and Objectives

6. 1 Aim of the study

The main aim of this study is to examine in detail about India vs. China organisation gaps and Effective model to drive excellence in Auto Ancillary Industry.

6.2 Objectives of the study

- i. To investigate the significance of auto ancillary sector in India

- ii. To develop a model to improve excellence in Indian Auto Ancillary Sector
- iii. To suggest strategies to improve excellence in Indian Auto Ancillary Industry

7. Assumptions:

In this research survey will be carried out among the employees who are working Auto Ancillary industry with specific reference to India and China.

8. Hypothesis:

8.1 Research hypothesis:

- i. Alternative Hypothesis: Effective innovation improves the excellence in auto ancillary in India
- ii. Alternative Hypothesis: Effective communication improves the excellence in auto ancillary in India
- iii. Alternative Hypothesis: Responsive to change in environment improves the excellence in auto ancillary in India
- iv. Alternative Hypothesis: Customer focused improves the excellence in auto ancillary in India
- v. Alternative Hypothesis: Effective leadership improves the excellence in auto ancillary in India
- vi. Alternative Hypothesis: Improvement in quality management improves the excellence in auto ancillary in India

8.2 Null Hypothesis:

- i. Null Hypothesis: Effective innovation improves the excellence in auto ancillary in China
- ii. Null Hypothesis: Effective communication improves the excellence in auto ancillary in China
- iii. Null Hypothesis: Responsive to change in environment improves the excellence in auto ancillary in China
- iv. Null Hypothesis: Customer focused improves the excellence in auto ancillary in China

- v. Null Hypothesis: Effective leadership improves the excellence in auto ancillary in China
- vi. Null Hypothesis: Improvement in quality management improves the excellence in auto ancillary in China

9. Variables:

Variables selected for this research are effective innovation, effective communication, responsive to change, customer focused, effective leadership, improvement in quality management.

10. Research methodology:

This chapter explains in brief on the research methods followed in carrying out the research. According to Gadamer (2006), the first step is to formulate the research paradigm which is divided into positivism as well as interpretivism. This study makes use of the positivism method of research and the approach used is quantitative approach. Research design used is descriptive research design and the sampling method used is simple random sampling.

10.1 Population and Sampling:

10.1.1 Population:

The target respondents are the people who work in automobile firms of India. The sample size will be 120 and they will be surveyed with the help of close-ended questionnaires.

10.1.2 Selection of Sample:

Simple random sampling is one among the few types of probability sampling methods (Parkinson & Drislane 2011). Random sampling allows the researcher to choose the samples in random manner and that too without any bias. This study aims in improving the excellence in Indian automobile ancillary with reference to China.

10.2 Method of data collection:

This study makes use of both the primary as well as secondary data methods, the data collection will be carried out using surveys.

10.3 Tools for data collection

The collected data will be evaluated by using percentage method, chi square method and correlation method. SPSS is used in analysing the collected data.

11 Scope, limitations and delimitations:

11.1 Scope and Limitations:

- i. The findings of the research are limited to India and China alone
- ii. This research is restricted to Auto Ancillary Sector alone
- iii. This study focuses mainly on India vs. China organisation gaps and Effective model to drive excellence in Industry

11.2 Delimitations:

Due to time constraints, only limited number of respondents were involved for carrying out the investigation to identify the organization gaps found in India Vs China auto ancillary industry. This research also focuses on developing effective model for driving excellence in auto ancillary industry.

12 Procedure of Research:

A research as the name states is the search of knowledge and it gives the researcher with immense ideas in conducting the study formulated. As in any investigation, the first step is go through on the sources and secondary datum of the theme/topic of the research, the next step is entirely relied on the research methods and materials used in complete the investigation.

13 Chapterization:

The preceding chapters of this research are organized as follows:

Chapter 1 is the introduction chapter of the proposed study, which provides the basic idea like research background, problem statement, aim, objectives and limitations of the research

Chapter 2 is the review of literature chapter that explores several works related to the research topic.

Chapter 3 is the research methodology chapter that provides an overview about research design, research strategy, sampling plan, sampling design, population of the study, data types, data collection methods, design of questionnaire, data analysis and interpretation techniques that used in this research.

Chapter 4 is the analysis and results chapter and it discusses about the analysis of implementation of proposed framework

Chapter 5 is the conclusion chapter that describes about the summary of findings obtained through the analysis and results section and also provides a conclusion to the research.

14. Time Schedule:

S.NO.	WORKPLAN	Sep-16	Oct-17	Nov-18
1	Gathering the relevant material for entire study			
2	Literature Review Preparation			
3	Collection of Primary and Secondary Data			
4	Analysis and interpretation			
5	Final conclusion and Further Recommendations			

15. Contribution of knowledge:

Findings of the research will be useful for practitioners and academicians to understand about the research namely improving excellence of Indian auto ancillary industry with respect to China.

16. References:

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