

STRATEGIC PRACTICES TO ATTAIN BUSINESS SUSTAINABILITY: A COMPARATIVE ANALYSIS OF PUBLIC SECTOR AND PRIVATE SECTOR BANKS IN RAJASTHAN

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ABSTRACT

With an initiation towards globe transitions to a sustainable energy system, sustainability is certainly a significant aspect that affects expected investment sustainability. The current research examines at corporate sustainability applications in banking institutions. Surveyed participants through both banks were contacted & required to sign off on so many processes linked to issue of sustainability. Cross tabulation and the Chi Square approach are used for descriptive statistics. In contrast to private sector banks, public sector banks were more committed to ethical sustainability practices.

Keywords: Sustainable Energy System, Investment Sustainability, Banking Institutions, Ethical Sustainability Practices.

Introduction

Business sustainability entails cooperating without adversely affecting the environment or humanity. Traditionally, the impact of sustainability in the sector is focused on two factions: the ecology & community. A sustainable business strategy strives to create a favorable impact in those categories. When businesses fail to acknowledge obligation, the flipside may emerge, resulting in consequences like inherent devaluation, imbalance, and social shamefulness. While making investment decisions, self-sustaining organisations take into account a number of factors of environmental, fiscal, and sociocultural processes. These organisations monitor the influence of their responsibility to ensure that their relatively brief gains don't really turn into long-term burdens. Banks there in government sector benefited from expertise & established relationships in regional & semi-urban communities, while banks there in private sector offer modernized equipment and resources. A banking system with a sustainable development characteristic is important to have in mind economic growth in broad progression. Sustainability can promote mainstream success as assisting there in management of growing challenges. Several shareholders are now considering ecological, socioeconomic, & governance indices to assess an organization's vital influence & sustainability standards. (2018, Spiliakos). As a result, the purpose of this paper is to characterize the ascendancy of banking sector in Rajasthan in terms of adopting legitimate banking system. Banks there in public sector are also active in social and economic sustainability.

Review of Literature

Investors consider variables such as the company's carbon footprint, water usage, and the diversity of the community development board. Banks are usually thought to have acknowledged fundamental components of accomplishing valid improvement goals. Because of their considerable impact on society and the environment, these financial foundations actively tackle social and natural problems and engage in many sensible activities. Banks, for example, may provide green loans, employ energy success systems, encourage agents to use public transportation, provide licences for persons with impairments, and select suppliers who adhere to biological and social norms. Such policies increase corporate social and environmental execution, which can have a significant impact on the standing and financial performance of banks, as well as the loaded with emotion and lead responses of clients (Scholtens & van't Klooster, 2019).

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Based on one investigation, the stage of economic planning is significant for long-term sustainability. The study analysis is established on the basis for recognition of frameworks assessments, bringing jointly money - related choices regarding business scalability in development ventures and relevant factors, plus measuring & controlling frameworks hazards. Also exhibits the relationship between economic growth & sustainable development with Islamic and Western monetary institutions, as well as the critical factors worldwide. Studies indicate that there's been a sustained growth & appropriation of periodicals over decades when evaluating assistance for business' money related execution. (In any case, sustained declarations are of considerable value & appreciated by corporations since increased ownership is correlated with organizational operations, high ethical coherence, as well as the heightened likelihood that the board will then be subject to overall organisational accomplishment (Alkaabi & Nobanee, 2019).

This research employed observational data to assess a corporate sustainability framework & reveals 5 top "Mexican companies" as detailed examples of long-term, self sustaining firms for whom the business strategies contain three facets on sustainable practices: real economy, resource-based, & government agencies. Corporations are better equipped to accommodate towards the restrictions imposed either by macroeconomic, societal, or ecological systems when all three components are integrated. Competitiveness entails intimate understanding of the factors that may cause the business to lose or create benefits, and a firm's aggressiveness indicates its long-term efficiency and interactions within the business even with opponents. Sustainable businesses get much success despite the challenges influenced by economic, societal, & ecological aspects by creating a strategy that delivers and retains future value (Lloret, A., 2016).

Research Objective

To analyse and compare strategic practices of banks both in public and private sector in Rajasthan to attain Business Sustainability.

Research Methodology

A structured questionnaire was developed incorporating questions based on Likert 5 point scale on "corporate sustainability" sub divided in to two parts inclusive of Economic Sustainability and Environmental Sustainability. In all 110 respondents from both public and private sector banks were contacted for this primary survey-based study. Cross tabulation with Chi Square test was applied to draw statistical inferences then.

Results and Hypothesis Testing

Cross tabulation analysis was done for various statements related to research variable "Strategic practices to attain business sustainability" as under. Chi Square test was applied to understand association in public and private sector banks for "Strategic practices to attain business sustainability.

H₀₁: "Various strategic practices for business sustainability do not differ significantly in public and private sector banks".

H_{a1}: "Various strategic practices for business sustainability differ significantly in public and private sector banks".

Sub Hypothesis 1

"Agreement of public sector and private sector bank employees does not differ significantly for strategic practice for business sustainability i.e. bank's green efforts aim to elevate the status of their stakeholders."

Crosstab								
		"Your Bank's Green Efforts aim to Elevate the Status of their Stakeholders."					Total	
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Bank	Public	Count	9	9	16	7	11	52
		% of Total	8.1%	8.1%	14.5%	6.3%	10.0%	47.2%
	Private	Count	5	9	17	19	8	58
		% of Total	4.5%	8.1%	15.4%	17.2%	7.2%	52.7%
Total		Count	14	18	33	26	19	110
		% of Total	12.7%	16.3%	30.0%	23.6%	17.2%	100%
Pearson Chi-Square						Value	6.208	
						Df	4	
						P value	0.030	

Since 'p' value (0.030) was found <than 0.05. So, null hypothesis (H0) is not true. Hence substantial variance was found in agreement in respondents from Private and Public Banks regarding "Bank's green efforts aim to elevate the status of their stakeholders". Employee respondents from private sector banks found more agreed as compared to public sector banks in this regard.

Sub Hypothesis 2

"Agreement of public sector and private sector bank employees does not differ significantly for strategic practice for business sustainability i.e. Green efforts at bank pertain to a sustainable use of resources to safeguard the financial performance of the bank."

Crosstab								
			"Green Efforts at Bank Pertain to a Sustainable use of Resources to Safeguard the Financial Performance of the Bank."					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Bank	Public	Count	3	7	15	19	8	52
		% of Total	2.7%	6.3%	13.6%	17.2%	7.2%	47.2%
	Private	Count	9	11	14	15	9	58
		% of Total	8.1%	10%	12.7%	13.6%	8.1%	52.7%
Total		Count	12	18	29	34	17	110
		% of Total	10.9%	16.3%	26.3%	30.9%	15.4%	100%
Pearson Chi-Square						Value	Df	P value
						4.03	4	0.045

In this case p value (0.045) is < than 0.05. Hence, alternate hypothesis (Ha) is accepted. Thus, variance was found in the level of agreement in respondents from Private and Public Banks regarding "Green efforts at bank pertain to a sustainable use of resources to safeguard the financial performance of the bank." Employee respondents from public sector banks found more agreed as compared to private sector banks in this regard.

Sub Hypothesis 3

"Agreement of public sector and private sector bank employees does not differ significantly for strategic practice for business sustainability i.e. bank's green efforts attempt to keep strong and sustainable rates of economic growth yet posing no threat to the potential ecological processes."

Crosstab								
			"Your Bank's Green Efforts Attempt to keep Strong and Sustainable Rates of Economic Growth yet Posing no Threat to the Potential Ecological Processes."					Total
			Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	
Bank	Public	Count	2	7	13	16	14	52
		% of Total	1.8%	6.3%	11.8%	14.5%	12.7%	47.2%
	Private	Count	4	6	16	24	8	58
		% of Total	3.6%	5.4%	14.5%	21.8%	7.2%	52.7%
Total		Count	6	13	29	40	22	110
		% of Total	5.4%	11.8%	26.3%	36.3%	20%	100%
Pearson Chi-Square						Value	Df	P value
						3.175	4	0.040

In this case p value (0.040) is < than 0.05. Hence, alternate hypothesis (Ha) is accepted. Thus, variance was found in the level of agreement in respondents from Private and Public Banks regarding "Bank's green efforts attempt to keep strong and sustainable rates of economic growth yet posing no threat to the potential ecological processes." Employee respondents from private sector banks found more agreed as compared to public sector banks in this regard.

Sub Hypothesis 4

"Agreement of public sector and private sector bank employees does not differ significantly for strategic practice for business sustainability i.e. bank's green efforts attempt to keep strong and sustainable rates of economic growth yet posing no threat to the potential ecological processes."

Crosstab								
			"Your Bank Seems to have Enough Property and Land to Sustain Industrial Transformation and Growth"					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Bank	Public	Count	4	11	14	11	12	52
		% of Total	3.6%	10%	12.7%	10%	10.9%	47.2%
	Private	Count	7	9	16	19	7	58
		% of Total	6.3%	8.1%	14.5%	17.2%	6.3%	52.7%
Total		Count	11	20	30	30	19	110
		% of Total	10%	18.1%	27.2%	27.2%	17.2%	100%
Pearson Chi-Square						Value	Df	P value
						4.206	4	0.036

For above table, 'p' value is observed to be 0.036 that is < than 0.05. Thus, null hypothesis (0.05) is not accepted. Henceforward, substantial variance found in agreement of respondents from Private and Public Banks, regarding "Bank seems to have enough property and land to sustain industrial transformation and growth."

Conclusion

The current study analysed and compares strategic practices of public and private sector banks in Rajasthan to attain business sustainability. It is revealed from Chi Square test that various sustainability practices in banks both in public and private sector are significantly differentiated. The findings show that sustainability in banking institutions is a vital aspect that supports enhance business, with an emphasis on the influence it has on two categories: environment & community.

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