

PROJECT

“Business Ethics In Operation Managment”

Submitted to:

DMSR

**G. S. College of Commerce and Economics, Nagpur
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Affiliated to:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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NAAC Accredited "A" Grade Institution**

Academic Year 2021-22



G.S. College Of Commerce & Economics,
Nagpur

CERTIFICATE

This is to certify that “**Vivek Bhange** has submitted the project synopsis titled “**Business Ethics In Operation Managment**”, towards partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by **DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR** (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. (Aniruddha Akarte)
(Project Guide)

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(Co-ordinator)

Place: Nagpur

Date: 26/06/2022

G.S. College Of Commerce & Economics,
Nagpur

DECLARATION

I here-by declare that the project with title “**Business Ethics In Operation Managment**” has been completed by me in partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by DMSR -G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Place: Nagpur

Vivek Bhangre

Date: 26/07/2022

G.S. College Of Commerce & Economics,
Nagpur

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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y. Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Vivek Bhange

Place: Nagpur

Date: 25/06/2022

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CHAPTER 01

Introduction

Business ethics are the set of practices and policies that companies use to guide them through decisions about finances, negotiations and deals, corporate social responsibility, and more. Without a strong set of ethics, a business can run afoul of the law, encounter financial pitfalls and moral dilemmas. But good business ethics ensure customers, employees, and other stakeholders that a company obeys the rules and does the right thing.

Ethics in the business sector especially in the operations management is getting more popularity. Ethics is concerned about the rules of human behavior and considers whether or not there is any objective right or wrong. The study of ethics is divided into certain divisions which include descriptive morality, ethical theory, and applied ethics. In business, the concept of ethics is present for thousands of years now. The purpose of this research is to explore the body of knowledge with regards to ethics in **operations management**. Three questions are presented to set directions as follows: *what are ethical issues faced in operations management; how do companies resolve ethical issues in their operations management; and does ethical behavior within the operations function need management*. Operations management refers to the approach of managing, designing, improving, and operating business processes or systems that are focused on producing or delivering goods and services

Debates have also been conducted focusing on the social issue of poverty among the workers and the corresponding responsibility of the employers about the issue. Even in the ancient times, issues on ethics in business can be observed just like in the teachings of Aristotle about the harmful effects of the gaps that exist between the economical utilization of goods and the profit making objective of many merchants. At present, the rise of the concept of corporate social responsibility among the business sector constitutes corporate initiatives of integrating several ethical aspects such as establishment of codes of conduct, environment management system measures, health and safety in the workplace, compliance to financial reporting standards, certifications schemes, company partnerships with community groups, and support for projects that are aimed for community development.

There are several factors for the demand of the society for business ethics as a corporate responsibility. Some of these include the changing social role of corporate entities, globalization, developments in technology, and moral authority democratization. In the past, the responsibility or regulating all aspects of social life rests in the hands of the government. However, with the evolution of time, some duties are being moved from the government to the other sectors of the society including the individuals, the social groups, and the business sector. With this trend, corporate entities are required to establish their own self-regulation policies especially that the government has recognized the fact that fully controlling the business sector is not always an efficient way of influencing corporate behavior. Increased pressure is put on the business sector about the possible consequences of their policies on the society.

Ethics in operation management

To obtain a better understanding of operations management, it is necessary to define what operations mean. Operations refer to the portion of business which is responsible for the production of goods and services. Operations management therefore refers to the approach of managing, designing, improving, and operating business processes or systems that are focused on producing or delivering goods and services. In other words, operations management involves the process of converting a set of inputs into outputs (Hassin, 2009).

The term operations management originated from the concept of productions management used in the past which refers to the process of converting raw materials into finished products. However, with the evolution of time, the term expanded to production and operations management to integrate the operations in the servicing industry until currently, it is now termed as operations management.

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Some huge organizations have separate operations management departments that do operations activities while some companies do not have, but regardless of this fact, all organizations have operations endeavors and every organizational member is involved in operations in some way. A

company's operations management function is headed by the operations manager who has the primary duty of managing resources involved in operations.

Business activities which are considered as operations include manufacturing, supply, transport, and service. Manufacturing activity involves the conversion of raw materials to final products which are eventually sold to customers. Supply is another business activity which involves the change of ownership of a certain physical good from the company to the customer. This is a usual business activity among the companies in the retail distribution industry. Third business activity described as included in operations is transport. This refers to the process of transferring of goods from one place to another. Finally, service is an operations activity which involves changing of the condition of the customers. Operations of a certain company may not only be limited to only one of the mentioned activities. For example, a company which manufactures a certain product also supplies the same to the end customers. In this company, several operations management activities involved are manufacturing, supply, and transport.

Different organizations belonging to different industries adopt operations strategies that fit their businesses. However, some approaches adopted by different organizations in their operations strategies tend to be common and similar to each other. Certain requirements for an effective operations strategy include appropriateness, comprehensiveness, coherence, consistence, credibility, and ethicality. Appropriateness refers to the alignment of the operations strategy with the company's competitive strategy. This is especially necessary when operations strategy is formulated for the purpose of connecting the company's operations to its goal of developing a competitive edge over the competitors. An operations strategy is also required to be comprehensive where all aspect of operations is tackled. Operations management is included in a company's complex process of business and achieving excellent performance which makes it

necessary for every strategy to deal with every aspect of operations rather than limiting tactics on minor operational decisions. Furthermore, it is not enough that operations strategy be comprehensive, it must also be coherent. Every element of the strategy which refers to specific operations function must point to the same direction for the strategy to be effective. From period to period, operations strategy may be modified but one important thing is noted, it should be consistent through time. Credibility is another factor for an effective operations strategy. It is important that every strategic goal is realizable to maintain credibility. A strategic objective which the operations management failed to achieve may give a negative impact on the strategy and the employees may be discouraged to support it subsequently. Finally, an effective operations strategy should be ethical. An operation strategy may have consequences after its implementation which makes it necessary to be formulated based of ethical standards.

The empirical and conceptual research history of ethics in the procurement process of a business is affluent. The procurement activity within business operations is also the subject of another article by Ho (2012). The importance of ethics in managing business operations is stressed out in the article. Ethics is an essential requirement in order to build and maintain a good relationship between a business entity and other parties included in the conduct of its operations such as the suppliers. The procurement function in a business organization is critical for the achievement of business goals since. An organization's effective operations depend on the effective performance of the purchasing function while achieving global competitiveness depends on effective operations. It is therefore important that ethics is integrated in the whole process to ensure good relationship to suppliers and eventually to satisfy the needs and wants of the customers. One ethical challenge by procurement officers is the situation where many suppliers compete and offer different favors and gifts just to create a business deal. In many situations, the relationship

of the procurement officer not only to the supplier but also to his employer may also be affected. More ethical challenges include having to exaggerate the problem of either the buyer or the supplier in order to obtain a business deal, offering preferential treatment to certain parties, allowing certain personalities to interfere with business deals, engaging in reciprocity, and seeking and providing information of different quotes from different competitors either in a fair or unfair manner.

Bribery is another frequently mentioned ethical issue in the literature (Vee & Skitmore, 2003). Bribery refers to the act of offering payments, goods or opportunities in exchange for something favorable. Accepting gifts is not a bad act but the situation tells whether it is unethical. When in operations, accepting gifts from people who have direct influence on the operations functions maybe considered as unethical especially when the person being gifted and have the ability to satisfy the interest of the gift giver. Other ethical issues to consider in operations are breach of confidence, negligence, and fraud.

The establishment of a code of conduct within an organization can greatly help operations specialists to decide on a certain ethical issue. Everyday, everyone are faced with the need to decide on a certain ethical issue. Organizations are faced with the pressure of having to demonstrate to the public their ability to decide correctly on an ethical issue. Organizations need to maintain a good reputation and the public trust to ensure their existence on the market. In order to achieve this, it is important for an organization to develop their own ethical code of conduct to guide every employee to decide correctly and to instill discipline among them.

Ethical leadership is seen as an important factor to instill ethics in a certain organization (Monahan, 2012). In the literature, ethical leadership is increasingly studied relevant to the

operations of organizations. Many articles relating to the role of unethical behaviors in the failure of great companies take the example of Enron where thousands of employees were harmed due to the unethical actions of a few executives. Not only were the employees harmed but the ethical controversy also influenced other external factors such as the confidence of the public over the financial systems and the emergence of more strict government legislations. The increasing number of companies being involved in many ethical controversies which even brought them down made it possible for the others to realize the importance of integrating ethics in managing company operations in order to ensure profitability. Companies are more and more aware of this trend and have started to take actions to redirect their strategic plans to include ethical strategies in their paths to success. However, this move is never an easy way since in the current business environment where every company strives for international penetration or globalization and competition is getting tougher, ethical considerations are getting complex and extensive too. In this situation, ethical leadership in a company is needed to be headed by a charismatic leader (Mackie, Taylor, Finegold, Daar, & Singer, 2006).

In two studies mentioned by (Monahan, 2012), it was revealed that one problem among organizations that concerns ethics is the lack of ethical leadership. Employees often do unethical actions or misconducts due to their lack of trust over their company leaders and the situation is even worsened by the poverty and weak economy. Furthermore, survey results support the idea since a significant percentage of employees were observed to question themselves if ethics even exists within their own organizations. Actually, having to follow the standards is an easy task. However, everything gets complicated when ethical dilemmas arise and there is no one in the organization to take responsibility. This prompted the need of every organization to have an ethical leader.

Managing ethical behavior not only within operations management but within an organization as a whole is one of the most pervasive and complex challenge of modern companies (Stead, Worrell, & Stead, 1990). There are three theories introduced in the literature which describe ethical leadership (Plinio, 2009). These theories include transformational leadership, servant leadership, and authentic leadership. The first theory states that a leadership transforms both the leader and followers through increasing the level of conducts and aspirations. The second theory, on the other hand, states that the leader should possess the character of devotion to change the ethical views of the followers. Finally, the third theory states that ethics comes from every individual through being true to themselves. Ethical character within an organization will not be achieved unless every member develops their own ethical character within themselves. Every member of an organization should have the choice of analyzing their inner character in every mistakes done, career setbacks that occur, and failures on their jobs. In other words, every organizational leader should develop their integrity to foster ethics.

Introduction to company – FLIPKART



Flipkart

OBJECTIVES OF THE STUDY

- To find out the cause and effects of business ethics.
- To study the importance of ethical leadership in operation management.
- To study how ethical behavior can be managed.
- To study Decision making policy of company .
- To find out if the code of conduct is properly applied or not.

SCOPE OF THE STUDY

This area of business ethics deals with the duties of a company to ensure that products and production processes do not cause harm. Some of the more acute dilemmas in this area arise out of the fact that there is usually a degree of danger in any product or production process and it is difficult to define a degree of permissibility, or the degree of permissibility may depend on the changing state of preventative technologies or changing social perceptions of acceptable risk.

- Defective, addictive and inherently dangerous products and
- Ethical relations between the company and the environment include pollution, environmental ethics, and carbon emissions trading.
- Ethical problems arising out of new technologies for eg. Genetically modified food
- Product testing ethics.

The most systematic approach to fostering ethical behaviour is to build corporate cultures that link ethical standards and business practices.

limitation of the study

- People are intelligent, motivated and capable. They can use their powers for good or evil.
- The greatest limitation of business ethics is to consider them to be different from personal ethics.
- Business ethics reduce a company's freedom to maximize its profit For example, a multinational company may move its manufacturing facility to a developing country to reduce costs.
- Practices acceptable in that country, such as child labor, poor health and safety, poverty-level wages and coerced employment, will not be tolerated by an ethical company.
- A danger of building up false expectations.

CHAPTER 02

REVIEW OF LITRATURE

Integrative Literature Review: Ethical Business Cultures: A Literature Review and Implications for HRD

Alexandre Ardichvili

- University of Minnesota Twin Cities

Douglas Jondle

- University of St. Thomas

Abstract

This literature review identifies characteristics of ethical business. cultures, describes factors, considered to be important in developing such cultures, describes current practices of developing ethical culture programs, and discusses the role of HRD in developing ethical business cultures. We argue that ethical thinking and behavior can be learned and internalized as a result of work-based interpretive interactions, and this learning process constitutes an important part of organizational learning. Therefore, to help the organization develop an ethical culture, HRD needs to play a key role in several interrelated activities which include: culture change efforts, focused on the creation of conditions, conducive to ethical behaviors; creation of a dynamic program of ethical training for employees on all levels of the organization; and development of up-to-date codes of ethics.

REVIEW OF LITRATURE

A review of operations management literature: a data-driven approach.

Andrew Manikas

- University of Louisville

Lynn H Boyd

- University of Louisville

Jian Guan

- University of Louisville

Kyle Hoskins

- University of Louisville

Abstract

Production and operations management has been a significant field of research for many years. However, other than an educated guess by researchers in the field or a perusal of textbook chapter titles, the major topics and their trends over time are not well established. This study provides a comprehensive review of production and operations management literature using a data-driven approach. We use Latent Semantic Analysis on 21,053 abstracts representing all publications in six leading operations management journals since their inception. 18 unique topic clusters were identified algorithmically.

REVIEW OF LITRATURE

Operations Management Curricula: Literature Review and Analysis

- John K. Visich Bryant University
- Basheer M. Khumawala University of Houston

Abstract

A review and analysis of studies on the interface between Operations Management (OM) academicians and industry practitioners indicate the existence of a persistent gap between what is being taught and what is relevant to practitioners in their daily jobs. The majority of practitioner studies have been directed at upper management levels, yet academia typically educates students for entry level or management trainee (undergraduate) and mid-management (MBA) positions. A recurring finding was that academicians prefer to teach quantitative techniques while practitioners favor qualitative concepts. The OM curricula literature shows some disagreements between academicians concerning subject matter, and a wide variety of teaching opinions. This paper provides an extensive analytical review of OM curricula literature along with their respective authors' conclusions. From this analysis we suggest a customer-focused business plan to close the gap between industry and academia. This plan can be modified to account for faculty teaching and research interests, local industry requirements and institution specific factors such as class sizes and resources. (Operations Management, Curriculum Development, Education, Course Surveys)

REVIEW OF LITRATURE

A review of operations management literature: a data-driven approach

- Kyle Hoskins,
- Jian (Jeff) Guan,
- Jian (Jeff) Guan

Abstract

Production and operations management has been a significant field of research for many years. However, other than an educated guess by researchers in the field or a perusal of textbook chapter titles, the major topics and their trends over time are not well established. This study provides a comprehensive review of production and operations management literature using a data-driven approach. We use Latent Semantic Analysis on 21,053 abstracts representing all publications in six leading operations management journals since their inception. 18 unique topic clusters were identified algorithmically. Just being aware of the history of research topics should be of great interest to all academics in the field, but to help future researchers we conducted three post hoc analyses: 1) analysis of methods used in all these studies, 2) citation rates by topic area over time, and 3) the growing prevalence of research covering multiple topics.

REVIEW OF LITRATURE

A Review of Case Study Method in Operations Management Research

- Gholamreza Khoshsima
- Narjes Ghasemnia Arabi
- Mohammad Reza Sadeghi Moghadam

Abstract

This article reviews the case study research in the operations management field. In this regard, the paper's key objective is to represent a general framework to design, develop, and conduct case study research for a future operations management research by critically reviewing relevant literature and offering insights into the use of case method in particular settings. To achieve our objective, a systematic literature review (SLR) was considered in one of the best OM journals in 1990–2018. This study represents a general structure to guide, design, and fulfill a case study research with categorized steps necessary for researchers to use in their research.

REVIEW OF LITRATURE

Operations strategy: A literature review

- John C.Anderson*
- GaryCleveland**
- Roger G.Schroeder*

Abstract

Competitive pressures on American business have created the need for improved understanding and practice of operations strategy. Over the past 20 years some 80 articles and several books have been written on the subject. These writings, while diverse in nature and placement, serve to shape what we know about operations strategy and the opportunities for improved practice and meaningful research.

This paper examines an underlying argument that exists within the literature that proper strategic positioning or aligning of operations capabilities can significantly impact competitive strength and business performance of an organization. The discussion is organized around four related premises: (1) that there exists a strategic, as opposed to a tactical, view of operations, (2) that there must be some synergistic process of integrating business and operations strategic issues, (3) that there are operations decision or policy areas which demonstrate strategic opportunities, and (4) that conceptual structures exist by which to target and focus operations strategy.

The paper concludes that the literature and emerging research support each of these premises to varying degrees. The authors believe that further understanding of these premises could be benefited by more careful and consistent definition of operations strategy concepts and terminology, by more attention being placed on the content and process of operations strategy,

by more empirical study, and finally by more emphasis being placed on service operations strategy.

CHAPTER 03

RESEARCH METHODOLOGY

Research is an intellectual activity which brings to light new knowledge or corrects previous errors and misconceptions and adds in a systematic way to the existing corpus of knowledge. In other words research is to find out the truth which is hidden and which has not been discovered as yet and to achieve these goals, research methods are used. Why a research study has been undertaken? How the research problem has been defined? In what way and why the hypothesis has been formulated? What data has been collected and what particular method has been adopted? What are the positive and negative aspects of any method? There are so many similar questions which are usually answered when we talk of research methodology concerning a research problem. In research methodology we not only talk of research methods but also the logic behind the methods, we use in context of our research. In this paper we are going to give an overview of different qualitative and quantitative research methodologies available and deal with the situations under which qualitative approach is to be used or vice-versa. In quantitative research, we have to plan research methods at an early stage, whereas in qualitative research, it may be difficult to define methods specifically at initial stage. There may be need of other methods as the research progresses. After describing pros and cons of both types of methodologies, we are going to derive which type of methodologies will be suitable in Operation Management. Taking into account operation management research from the past decades we conclude that quantitative research methodologies offer a great opportunity to the researchers of this field for further advance research.

Research methodology implies learning. It is the scan for information through goal and orderly strategy for discover answer for issues. explore is a procedure of efficient and inside and out

examination or pursuit of a specific point, subject or territory of examination supported by gathering, calculation, introduction and translation of important information. An examination finding may offer ascent to new issues which may require additionally look into. So an exploration prompts another examination.

It is a technique is a strategy that can be utilized to take care of the examination issue. It gives different advances that can be embraced by the specialist in concentrate his examination issues. It incorporates the exploration as well as thinks about the rationale behind those strategies. Research approach manages the destinations of an examination think about, the technique for characterizing the exploration issue, the sort of theory detailed, the kind of information gathered, strategies utilized for gathering the and breaking down the information and so on. This sort of demand incorporates a great deal of time, money and Energy. Remembering the ultimate objective to find the reasonability of business ethics in operation management.

QUESTIONNAIRES

This is an widely used and prominent technique for information accumulation. This is embraced by people, associations and Government. In this strategy a poll is arranged and sent to respondents. The poll when sent to the respondents, a demand is made that the inquiries ought to be addressed and returned. The achievement of this technique to a great extent relies upon the correct drafting of inquiries. Drafting survey required a lot of aptitude and experience.

Development of Survey

Following advances are followed in building a poll.

1. determining the factors to be estimated.
2. Framing of a survey
 - Form of a survey
 - Question plan and wording

Statistical analysis

1. Pie Diagrams

A pie table is a circle diagram is a round layout parceled into territories, depicting degree. In a pie chart, the roundabout fragment length of each division (and hence its point of convergence and district), is comparing to the sum it addresses. At the point when edges are estimated with I turn as unit then various percent is related to a similar number.

HYPOTHESIS

Operations management theory **encompasses the strategies companies employ to increase efficiency in operations and production**. To operate efficiently, firms should use the least amount of resources needed and strive to meet the customer's requirements to the highest possible standard.

HO:- the company is efficient in applying the code of conduct properly.

H1:-the company is not efficient in applying the code of conduct properly.

So, we have accepted the null hypothesis (HO) for this project report.

Reasons :- the survey which we have carried out with questionnaire mainly generated the positive response by the respondents and on that basis we found that flipkart is applying the code of conduct properly.

RESEARCH DESIGN

SAMPLE SIZE

The sample size of 32 respondent who are using FLIPKART app is collected from Nagpur.

QUESTIONNAIRE

A close ended questionnaire consisting of 10 questions was used in research. Close ended question are asked to the respondents to answer the question based on the option already given.

For analysis and interpretation of data.

METHOD AND SOURCE OF COLLECTION OF DATA

In the preparation of this report, the data is gather which are as follows.

1. Primary data:-

This data is gathered from first hand information source by the researcher. This data is collected mainly from students.

2. secondary data:-

this will give theoretical basis required for the report presentation which can be available from various sources such as websites, research paper etc.

SOURCES OF DATA

PRIMARY DATA:-

- This data is gathered from first hand information source by the researcher. This data is collected mainly from students. Primary data is specific to the needs of the researcher at the moment of data collection. The researcher is able to control the kind of data that is being collected
- The researcher exhibit ownership of the data collected through primary research. He or she may choose to make it available publicly, patent it, or even sell it. Primary data is usually up to date because it collects data in real-time and does not collect data from old sources. The researcher has full control over the data collected through primary research. He can decide which design, method, and data analysis techniques to be used.
- As our project report is on business ethics in operation management and for that we have to select the company so we have selected **flipkart** to study their operation management. While collecting primary data first we have made the questionnaire with the help of google form and on basis of that questionnaire we are able to find how these respondents are experiencing their use of flipkart app and more important is that how they are tracking their order while their order is being delivered.
- The data we have collected is up to date and it is not taken from any third party or copied from any old source it is a real time data we have gathered. The researcher has full control over the data collected through primary research. He can decide which design, method, and data analysis techniques to be used.

SECONDARY DATA:-

- Secondary data is the data that has been collected in the past by someone else but made available for others to use. They are usually once primary data but become secondary when used by a third party. Secondary data are usually easily accessible to researchers and individuals because they are mostly shared publicly. This, however, means that the data are usually general and not tailored specifically to meet the researcher's needs as primary data does.
- For example, when conducting a research thesis, researchers need to consult past works done in this field and add findings to the literature review. Some other things like definitions and theorems are secondary data that are added to the thesis to be properly referenced and cited accordingly. Some common sources of secondary data include trade publications, government statistics, journals, etc. In most cases, these sources cannot be trusted as authentic.
- While collecting secondary data we have gone through various websites and various other platform that are being assessed by research where the researchers has carried out their phenomenal work about operation management.
- Collecting secondary data is very affordable because most of information is available on internet is free there is some data which required sing-up and some times they require membership for free access of their content at cheaper rates. and time spent on collecting secondary data is very less as compared to primary data.

- Since the data collected in operation management regarding FLIPKART is very narrow because they have not mentioned in their website only vision is given so it is very difficult for us to generate the relevant data about the project report.

CHAPTER 04

DATA COLLECTION

Data collection is a systematic process of gathering observations or measurements. Whether you are performing research for business, governmental or academic purposes, data collection allows you to gain first-hand knowledge and original insights into your research problem. While methods and aims may differ between fields, the overall process of data collection remains largely the same.

- Quantitative data is expressed in numbers and graphs and is analyzed through statistical methods.
- Qualitative data is expressed in words and analyzed through interpretations and categorizations.

So we have decided to use **Quantitative data** because we are going to interpretate our data with the help of bar-graph and piecharts etc.

CHAPTER 05

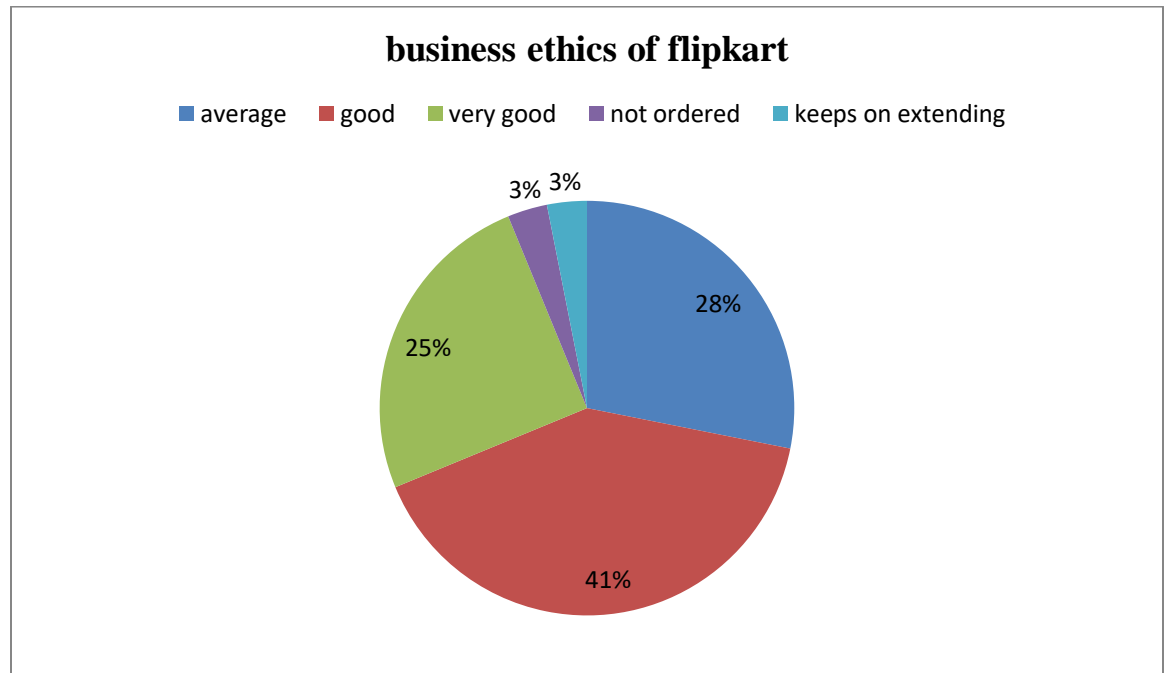
ANALYSIS & INTERPRETATION OF DATA

Data analysis is the process of uncovering patterns and trends in the data. Data interpretation is the process of assigning meaning to the data. It involves explaining those discovered patterns and trends in the data.

Data analysis comes first and then interpretation of data in chronological order. The data accumulated thru the review is refreshed into table plus the data is being interpreted. The inquiry form for the overview contains thirty two questions including choices. The subjects secured is decisions are mostly from students and working employees.

Study of information is exceptionally capable and skilful which ought to be done just by the researcher himself or under his immediate supervision. It is through careful study that the hidden features of the information are uncovered and genuine speculations are made. Statistical data never represent themselves. Only by methods of analysing, investigating and interpreting the survey information, their striking characteristics, between relationship, cause and association are brought out. Study of information implies basic examination of the information for understanding the attributes of the object under examination and for deciding the patterns of relationship among the factors identifying with it utilizing both quantitative and qualitative methods.

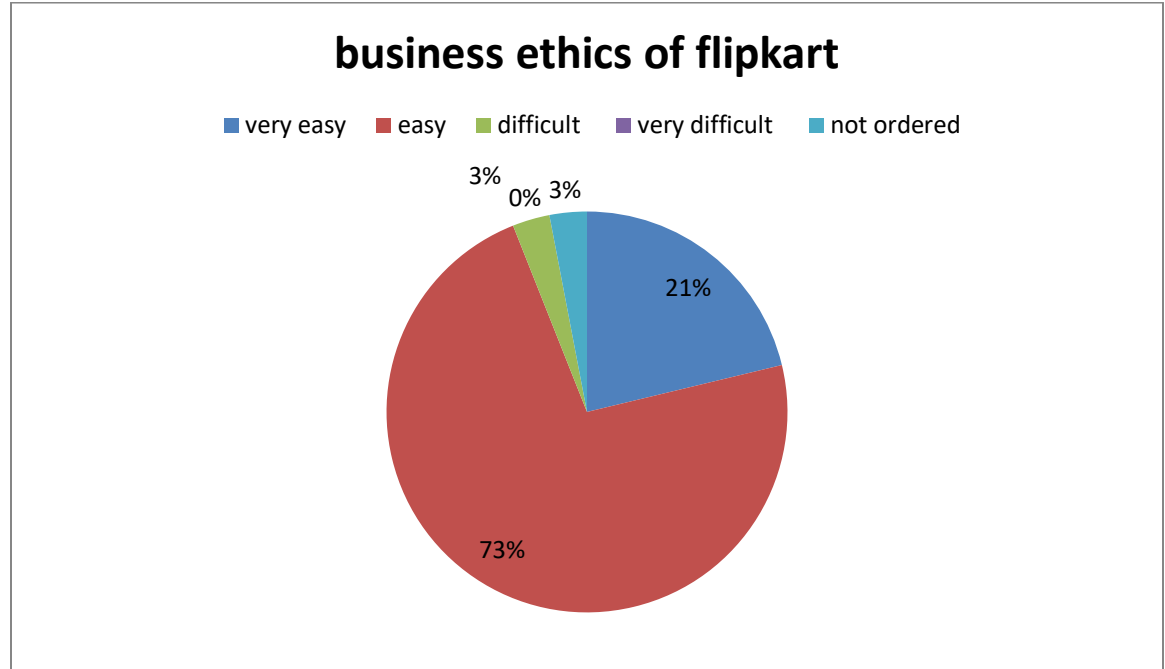
1. how do you find the delivery time of flipkart?
 - a. very good
 - b. good
 - c. average
 - d. poor
 - e. keep on extending delivey date
 - f. not ordered



Interpretation: while interpretating this data that delivery time of flip kart is good and 28 percent found it average and 25 percent people found it very good

Inference: from above report it is understood that flipkart operation strategy for delivering good is very efficient.

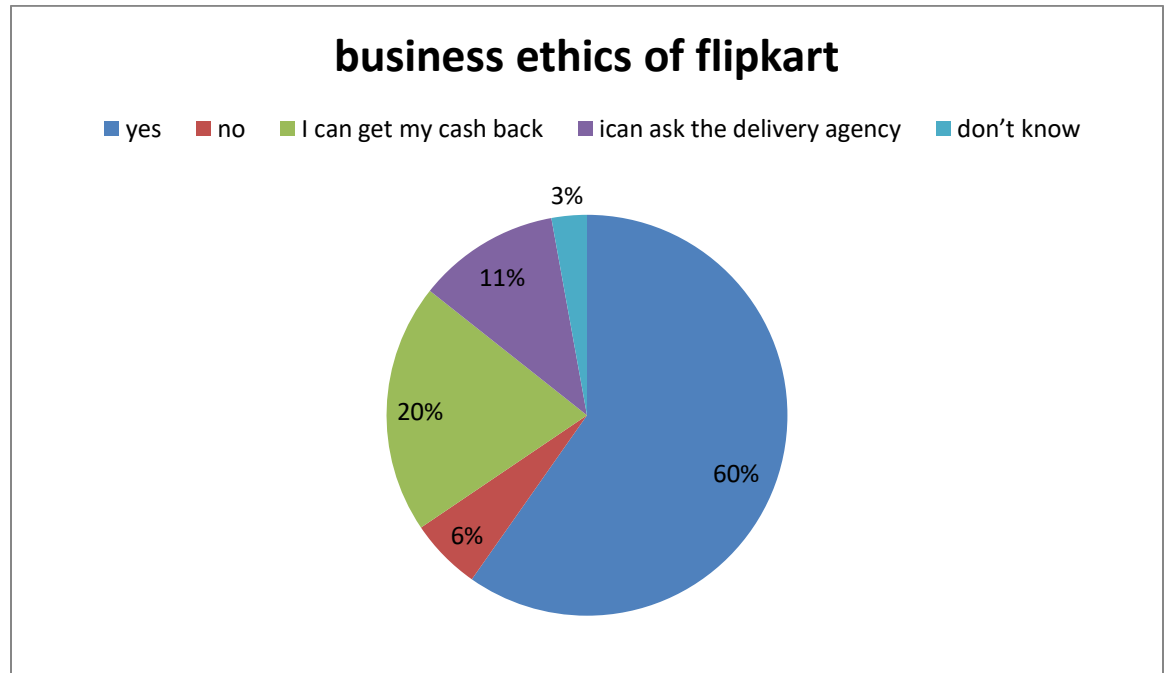
2. do you think it is easier to track the order in flipkart?
- a. very good
 - b. good
 - c. average
 - d. poor
 - e. keep on extending delivey date
 - f. not ordered



Interpretation: while interpretating this data that order tracking of flip kart is excellent compare to other online retailers.

Inference: from above report it is understood that it is very easy to track the order on flipkart.

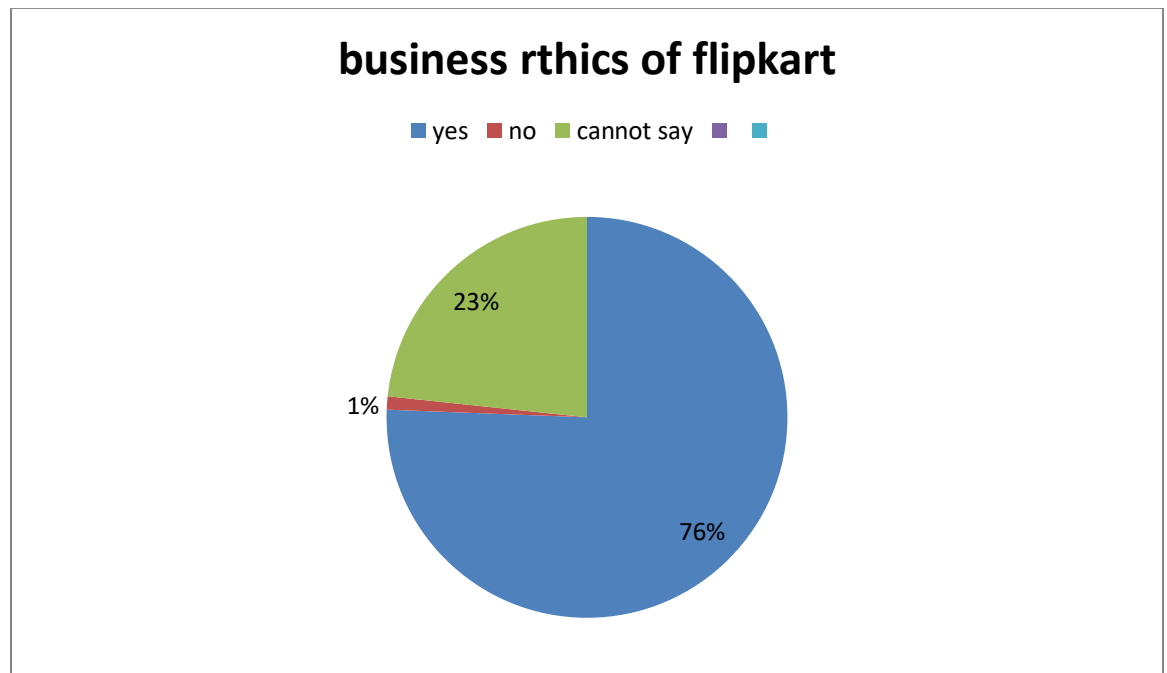
3. do you think flipkart will be accountable if your product get stolen while delivery?
- a. yes
 - b. no
 - c. I can get my cash back
 - d. I can ask the delivery agency now
 - e. don't know



Interpretation: while interpreting this data it has been found that flipkart will be accountable for any harm to their product.

Inference: from above report it is understood that flipkart should improve their policy which can help customer to make sure that they got their back..

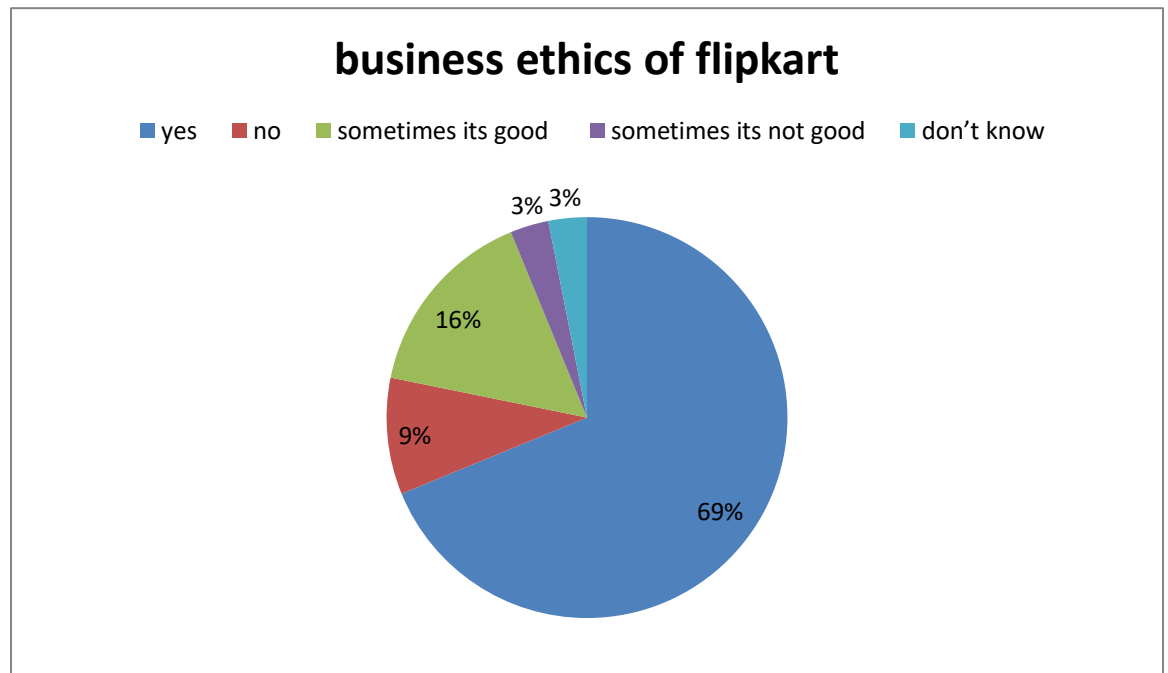
4. do you think flipkart respect privacy of their customers?
- a. yes
 - b. no
 - c. cannot say



Interpretation: while interpretating this data it has been found that flipkart respect the privacy of their customers.

Inference: from above report it is understood that flipkart is a trusted brand because more than 76 percent people have their trust on it.

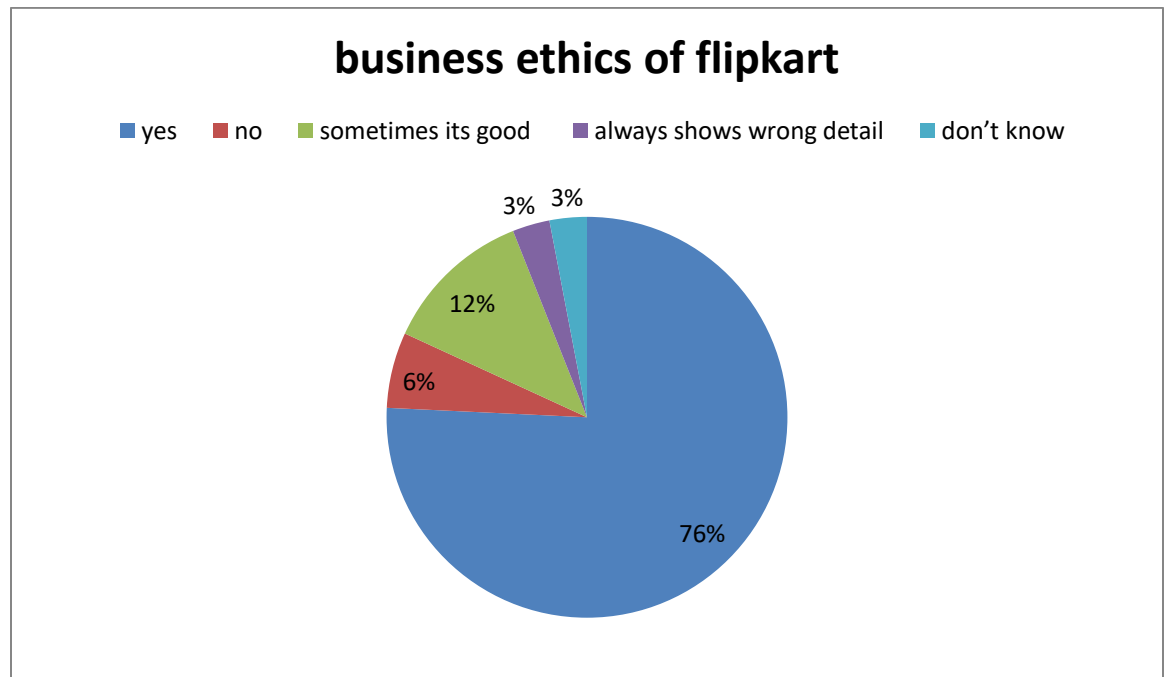
5. do you think the package which has been delivered by flipkart is in good condition?
- a. yes
 - b. no
 - c. sometimes its good
 - d. its not good always
 - e. don't know



Interpretation: while interpreting this data it has been found that 69 percent people found flipkart product packaging quality is outstanding.

Inference: from above report it is understood that flipkart it is sometimes good that their product package quality is good.

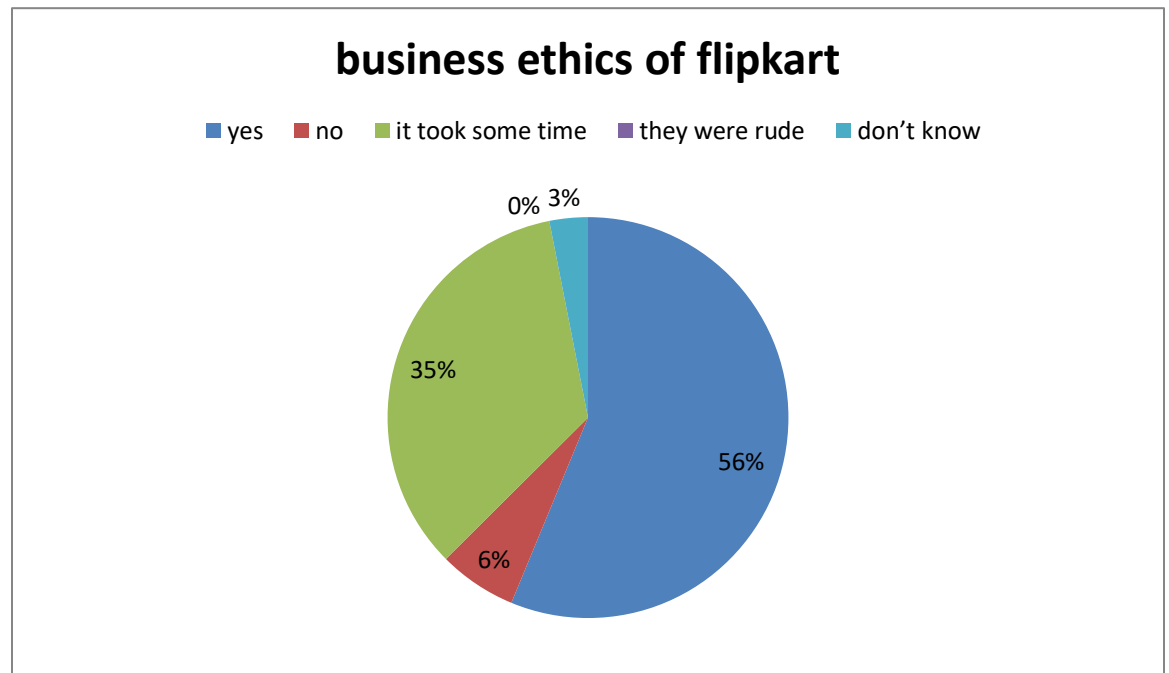
6. Are you able to track order in flipkart app properly?
- a. yes
 - b. no
 - c. sometimes its good
 - d. it always show wrong details
 - e. don't know



Interpretation: while interpreting this data it has been found that they are able to track their order on flipkart very well which is unbelievable and it shows their efficiency of operations.

Inference: from above report it is understood that respondents are happy with their location or track of their product.

7. are you satisfied with the return policy of flipkart. do the courier service received the package?
- a. yes
 - b. no
 - c. it took some time
 - d. they were rude
 - e. don't know

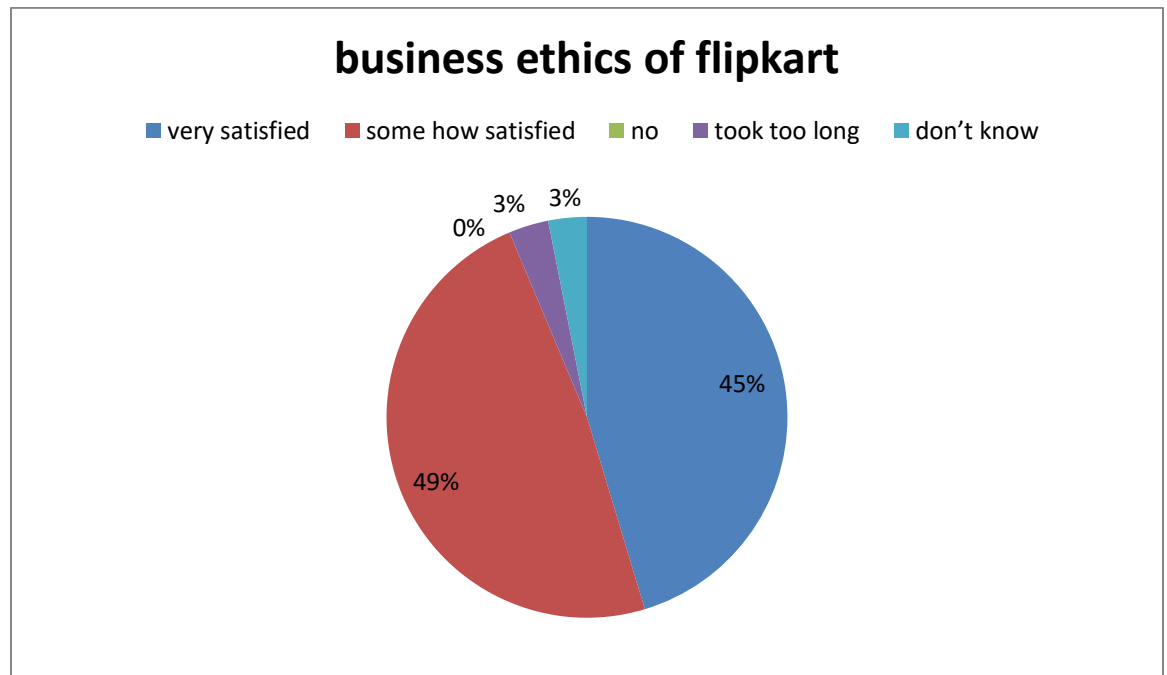


Interpretation: while interpreting this data it has been found that flipkart courier service received their package.

Inference: from above report it is understood that flipkart should improve their return policy.

8 . are you satisfied with the delivery time of the product ?

- a. yes
- b. no
- c. it took some time
- d. they were rude
- e. don't know

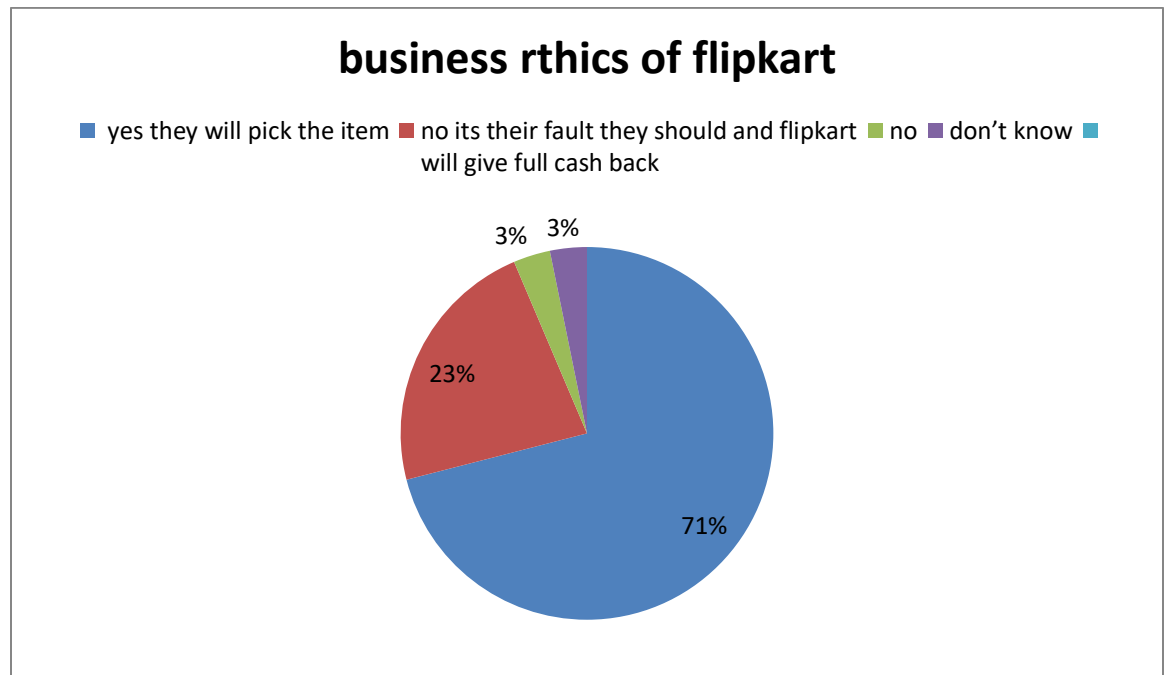


Interpretation: while interpreting this data it has been found that flipkart should improve the delivery time of their product only 45 percent were satisfied.

Inference: from above report it is understood that flipkart should improve their time to deliver the product.

9 . do you think if flipkart deliver wrong item then the courier service will pick the item or not?

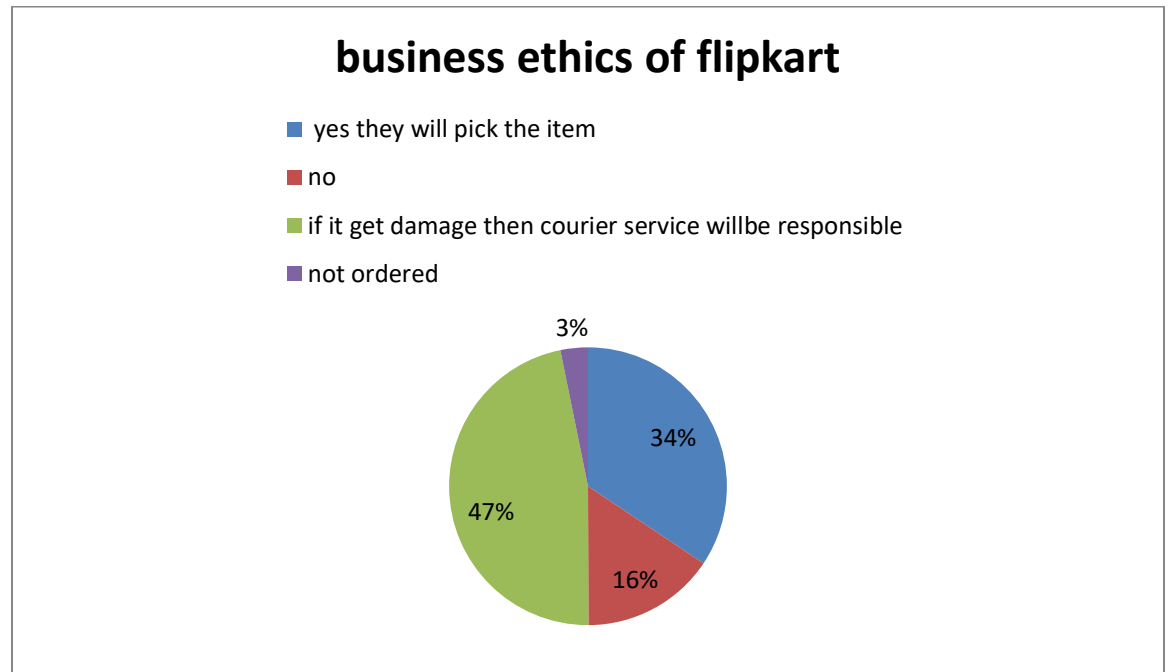
- a. yes they will pick the item
- b. no its their fault they should and flipkart will give full cash back
- c. no
- d. don't know



Interpretation: while interpretating this data it has been found that people trust on flipkart is outstanding.

Inference: from above report it is understood that flipkart should improve their policy which can help customer to make sure that they got their back..

- 10 . do your package get damage while being delivered if yes what will you do?
- a. yes
 - b. no
 - c. if it get damage then courier service will be responsible
 - d. Not ordered



Interpretation: while interpreting this data it has been found that 47 percent of respondents think that courier service will be responsible for damaged product.

Inference: from above report it is understood that flipkart should improve their packaging for fragile material.

CHAPTER 06

SUGGESTION AND CONCLUSION

SUGGESTION

1. it is important for flipkart to meet the customer expectation although they have covered most of the areas. Timely fulfilment of a return or exchange request is essential for obtaining positive customer ratings and reviews.
2. Flipkart need to focus of many aspect. Lost the customer mindshare is key element they need to focus because when a customer want to buy any product then many different sites comes in their mind.
3. flipkart should focus on how to monitor their sellers and how to ensure that fake products are not being sold through the their sellers rather than selling fake product that it itself would help them to grow better in the market
4. customer service or reducing cost would do wonders to flipkart. Because improving customer service will give their customer a boost in confidence.
5. They need to focus on every single aspect of the online business and in every aspect they need to delight the customer to regain their place.
6. They need to focus on every single aspect of the online business and in every aspect they need to delight the customer to regain their place.

CONCLUSION

Operations management is a very vital component of any business enterprise. It plays a crucial role in the success of a business. Operation function in a company is an area that deals with the creation of products or services in an enterprise. The field of operations is crucial, as well as challenging for all types of businesses, ranging from producers to retailers of products and services. For further information, there are several recruiting agencies that assist you with specific job recommendations as well.

- Flipkart had to find out the cause and their effects so that they can increase their profit.
- Ethical leadership is very important it is focused on the collective values, morals, belief and it is mentioned on the website of flipkart that employees working at flipkart are operating at base value which is found to be true.
- Ethical behavior can be managed by successfully applying the values, morals, belief but their selling activities is still poor and needed to be revalued.
- Decision making policy is mainly taken care by kalyan Krishnamurthy CEO, flipkart group.
- Flipkart code of conduct is satisfying and it applies on every one including board member, to officers to their every employee.

Flipkart need to find out the factors that can be addressed so that it can perform better than its rivals for example in flipkart when a customer choose a product it would undergo 6 step verification to find out whether the product is original or not. But it wasn't a complete hit when it comes to compete with others.

Flipkart also need to address the decision making policy where walmart said that India's e-commerce rules regressive, not good for global business: Walmart to US government

It is also important that ethical behavior can be managed so that customer can receive product in ethical way.

CHAPTER 07

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CHAPTER 08

ANNEXURE

1. how do you find the delivery time of flipkart?

very good

good

average

poor

very poor

It keeps on extending the delivery date

Not ordered

2. do you think it is easier to track the order in flipkart?

very easy

easy

difficult

very difficult

Not ordered

3. do you think flipkart will be accountable if your product get stolen while delivering?

Yes

No

i can get my cash back

i can ask the delivering agency

Do not know

4. do you think flipkart respect privacy of their customers?

Yes

no

cannot say

5. do you think the package which has being delivered by flipkart is in good condition?

Yes

No

sometimes its good

its not good always

Don't know

6. are you able to track the order properly with the help of flipkart app?

Yes

No

sometimes its good

always show wrong details

Don't know

7. are you satisfied with the return policy of flipkart. do the courier service received the package?

Yes

No

it took some time

they were rude

Don't know

8. are you satisfied with the delivery time of the product?

very satisfied

some how satisfied

no

took too long

Don't know

9. do you think if flipkart deliver wrong item then the courier service will pick the item or not?

yes they will pick the item

no its their fault they should and flipkartwill give full cash back

no

Don't know

10. do your package get damage while being deliverd if yes what will
you do?

Yes

No

if it get damage then courier service willbe responsible

Not ordered