

Review of Organization Performance towards Service Sector in India

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Abstract: The purpose of service sector is to increase its performance by revitalizing the manpower, process restructuring, innovation, resource mobilization and avail better opportunity for customers than competitors. Customer's need, satisfaction and expectation level are the central focus of all service sector in India. In changing context of an environment, service sector play pivotal role in the growth of economies by moving towards globalization and privatization in order to evaluate the business performance it required an innovative tools and technique. It is important to conduct more studies on results and reasons for emphasising service sector to work for the real benefit that should also be passed on to the customer in view of enhanced performance so as to maintain the pace of business activity not only on profit maximization but also consumers satisfaction.

Keywords: Organizational performance, innovation, service sector etc.

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I. Introduction

The purpose of service sector is to increase its performance by revitalizing the manpower, process restructuring, innovation, resource mobilization and avail better opportunity for customers than competitors. Customer's need, satisfaction and expectation level are the central focus of all service sector in India. The aim of service sector can be achieved by enhancing performance by means of new technology, working on emerging areas and service quality model for the continuous growth. In changing context of an environment, service sector play pivotal role in the growth of economies by moving towards globalization and privatization in order to evaluate the business performance it required an innovative tools and technique.

By the term service sector performance, what is generally understood is that service has an obligation for good performance to the extent of customer's satisfaction. Organizational performance has been always measured in terms of profit, sales growth, cash turnover and financial goal achievement against competitors. However, the profile of end customer in a service sector is ever changing and for that organization performance should be defined in boarder sphere of new innovation, new strategy, advanced service quality, employee oriented, customer focused and various emerging areas for overall growth.

A move towards performance would be a fundamental change in service sector. It appears as the direction of change towards improvement. The concept of performance deals with almost infinite variety of definitions, many of which relate to functional perspectives or specific contexts. The organizational performance is required to build a framework that will work on planning, organizing, implementing and identification of opportunity for continuous growth and improvement in service sector. The long term and short term strategy of service sector help in analysing the ways to measure the performance. In current level, drive towards self service and automated customer care has allowed a service sector to build more competitive advantage in India. The competition in service sector acts as a regulators by reducing operation cost and eliminating the inefficiency at various level of market gains. To cope with market capabilities an adoption to internet banking, internal market orientation, customer relationship management, service quality models, knowledge management etc are the emerging areas need to work for enhancing the performance of service sector.

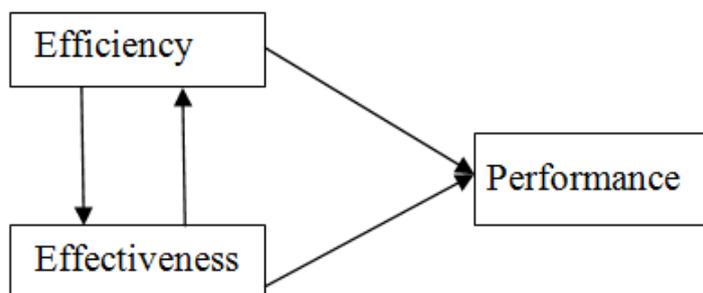
There are many service sectors in India but we have focused our study on these three sectors i.e. banking, insurance and IT industry. The main objective of this research is to understand the concept of organization performance and performance aspects of banking, insurance and IT service sector in India

II. Literature Review

2.1 Performance

The performance is a multi-dimensional and dynamic concept as it varies according to its functional perspectives or specific contexts. The two primary concepts that define the performance are efficiency and effectiveness. Efficiency refers to the performance in terms of output to input ratio and focuses on getting the maximum output with minimum resources in present state. Effectiveness refers to the performance by the degree to which actual output meets the desired output with the change in the future state. (Pintea Mirela-Oana et al., 2013)

More specifically, effectiveness can be affected by efficiency or can influence efficiency as well as have an impact on the overall performance below figure 1 (Ozcan, 2008).



Source: Ozcan, 2008

Figure1 : Components of Performance

To observe that overall performance of a service sector can be obtained by multiplying efficiency and effectiveness. A two stage performance evaluation model has been deployed in which optimization utilization of resources leads to provide extent to which objective of an organization are been achieved. To improve the overall performance, service sector should pay more attention to their income generating capabilities (effectiveness) relative to their ability to produce output such as advance and investment (efficiency). (Kumar Sunil, et al.2009). The organizational performance is required to build a framework that will work on planning, organizing, implementing and identification of opportunity for continuous growth and improvement of a firm. To understand the organization performance on the degree of achievement of objectives and results there is a set of financial and non-financial indicators which offer a lot of information that how current actions may affects future results. (Gavrea Corina et al., 2011).

The organizational performance has also been studied on two reflective dimensions “economic performance” and “satisfaction performance. The economic performance describe the mean economic profitability, mean financial profitability, mean sales profitability, annual sales growth and market share gain. The satisfaction performance describes the labour productivity, customer satisfaction, others stakeholders’ satisfaction and strength of competitive position. Both are measured by five and four reflective items, respectively, based on a five-point Likert scale. (Cesar Camison et al., 2009)

2.2 Performance of service sector in India

India's services sector has always served the country's economy well, accounting for about 57 per cent of the gross domestic product (GDP). In this regard, the financial services sector has been an important contributor. The financial sector in India is predominantly a banking sector with commercial banks accounting for more than 60 per cent of the total assets held by the financial system. The services sector is not only the dominant sector in India's GDP, but has also attracted significant foreign investment flows, contributed significantly to exports as well as provided large-scale employment.

Recently, globalization and liberalization are affecting the economies that result a change in concept of organization from earning maximise profit to customer satisfaction and that leads to improve their performance in service quality not only by its process or product but also the way they are been delivered due to the pressure of competition. Service required to be performed in maintaining the perceived service quality to their customer during the “moment of truth” as it reflects the technical and functional quality. Due to the enhanced service quality at the time of customer encounter leads to generate positive word of mouth and enhancing the organizational performance for service sector in India. A significant source of competitive advantage is in the service attitude of a firm, specifically its frontline personnel in service sector (Choudhary Koushiki, et al. 2014).

Although effective service market excellence leads to consider service quality, convenient service, perceived price and fairness as a driver of customer satisfaction in service sector for improving performance. The service market required to work on retention of customer more vital than customer satisfaction which requires satisfied delivery of service in the way they want. However these drivers help in making strategies for

increasing customer satisfaction for overall good performance in public and private service sectors (Kaura Vinita, et al. 2013).

All the service sector are having a reform process to improve and measure its performance on the operational and competitive base that has been fulfilled simultaneously, both in terms of resource utilization and obtaining the pre-determined goals of an organization. To emphasis on performance of companies in service sector of India of its efficiency in converting its resources input to transaction generating output. This performance analysis helps them to identify their competitors guiding government policy, strategic marketing restructuring, branch closure or downsizing. The consistent linking of performance with strategic issue of managing resources leads to be cost competitive. (Mukerjee Avinandan, et al.2002). As there are many service sector in India below are:

The List of service sector in India:

- Wholesale and retail trade; repair of motor vehicles and motorcycles
- Transportation and storage
- Accommodation and food service activities
- Information and communication
- Financial and insurance activities
- Real estate activities
- Professional, scientific and technical activities
- Administrative and support service activities
- Public administration and defence; compulsory social security
- Education
- Human health and social work activities
- Arts, entertainment and recreation
- Other service activities
- Activities of households as employers; undifferentiated goods and services producing activities of households for own use
- Activities of extraterritorial organisations and bodies

The research is been focusing there perspective towards three sectors i.e. banking/insurance/IT companies in order to understand the relationship between organization performance with various parameters or factor that impact them. Major trend of these service sector studied till now by various scholar will be analysed.

2.2.1 Banking sector in India

The Indian money market is classified into the organised sector, comprising private, public and foreign owned commercial banks and cooperative banks, together known as scheduled banks, and the unorganised sector, which includes individual or family owned indigenous bankers or money lenders and non-banking financial companies. The unorganised sector and microcredit are still preferred over traditional banks in rural and sub-urban areas, especially for non-productive purposes, like ceremonies and short duration loans. Banks offer a wide range of products across retail, wholesale and treasury segments

Since liberalisation, the government has approved significant banking reforms. While some of these relate to nationalised banks, like encouraging mergers, reducing government interference and increasing profitability and competitiveness, other reforms have opened up the banking and insurance sectors to private and foreign players.

Even the linkage between banking efficiency, productivity change and market return is an emerging area, as it provides a holistic picture of performance of banking industry using parametric and non-parametric frontier technique. This technique help in analysing the efficiency of performance on the basis of technical and allocative so that productivity change can be done by using the approach of operating, value added or asset that leads to check the market return on the basis of profit, cost and revenue generated (Sharma Dipasha et al., 2013). This technique are recognized for measurement of performance and required to seek attention of researcher and policy maker being an emerging areas for development in banking and financial institution

Further investigates the link between the service quality dimension and customer purchase intention in Indian banking show an impact on organizational performance. The service quality factor defined by, whether the bank perform the service right at the first time that helps in building service marketing excellence in order to have a strong influence on behavioural intention that leads to build positive word of mouth (Choudhary Koushiki, et al. 2013).Furthermore to explores the existing service quality concept with the changing global scenario in banking for enabling management to identify the gap and plan for improving efficiency, profitability and overall performance. Thus, service quality model covering aspects of conventional service to web-interacted service for banking to improve the performance and offering to its consumer. (Sangeetha Jaya, et al. 2011)

Emerging areas of development in banking sector

The changing regulatory, structural and technological factors in banking sector have produced a level of competition and to maintain their survival in this potential market for good return to the shareholder it required to adapt itself to novel ideal, tool and technique to enhance their overall performance. Nowadays banking is exploring the need of CSR in banking sector for enhancing the performance in term of goodwill, social image and expanding business. The CSR activities concentrate mainly on education, health, environmental marketing, insurance scheme and customer satisfaction in banking. As a customer is the central focus in market, CSR is being considered as a tool of competitive advantage for Indian banks. (Narwal Mahabir, et al. 2007).

To maintain and enhance the long term relationship with the existing customer and banks, it required to invest their initiatives in CRM technology. CRM is based on a process, strategies and technology focused towards value for customer by reducing cost-efficiency and increasing profit efficiency. The successful implementation of CRM requires business strategies, motivation and IT to develop and nurture the long term relationship with their customers. It leads to gain insight into profitable performance of banks with satisfied and loyal customer (Padmavathy C., et al. 2012).

The relationship of customer is made by service provider i.e. employee of an organization and to examines the improvement in performance of service provider with the customer a association between internal marketing orientation (IMO) and Indian banking system has been made. As IMO need to adopt employee involvement in decision making process, understanding employee expectation at workplace, understanding the wants of internal customer and using incentives for retaining and motivating employee. Thus, IMO strategy should be modified and incorporated into organizational planning cycle that in turn helps in improving performance for banking system (Kaur Gurjeet, et al. 2009).

The performance can also be studied on emerging concept of outsourcing in Indian banking sector also leads to focus on improving operational efficiency, risk mitigating, risk sharing, new skill and generating business values that enhance the overall firm performance. It also provides a basis for rethinking on the structure of outsourcing in performance planning cycle (Jain Ravi kumar, et al. 2011). The performance is also emphasising on fast emerging investment technology of bank i.e. towards ATM. It results in consumer speed of operation, convenient timing and change the culture of banking service. Thus, to improve allocative efficiency of resources and to accelerate the growth process of performance in financial market ATM worked on product and process innovation with the implication for consumer demand (Kumar lakshmi, et al. 2011)

To supports the innovation and advantage conveyed to the consumer in using self service technology (SST) in banks. Efficient consumer service can be adopting by well-planned, useful and effective design of self service technology in order to pay more attention as how they deliver the message about the availability and awareness of SST to their consumer. Thus, SST at workplace enhances service quality, operation efficiencies, customer satisfaction and overall performance of service industries. (Kaushik Arun kumar, et al. 2015)

These emerging areas of banking sector leads to integrate the concept of knowledge management (KM) in public and private sector in improving performance. The KM involves customer and employees for creating new values, innovation, product development and aligning all the activities towards cost reduction, quality improvement and greater tolerance for uncertainty in an organization. As private sector aims at business performance and result, whereas public sector aims at public reforms that create private sector more indulged in KM. Thus, both private and public sector emphasis on encouragement of KM for the improvement in various dimensions like process, culture, leadership and technology to enhance the performance (Chawla Deepak, et al. 2010).

Furthermore new ways of benchmarking performance of Indian banking system by using value added Intellectual coefficient (VAIC) methods. With VAIC tool help to create value creation efficiency of a firm by monitoring and measuring potential of human capital. Thus, measuring firm intellectual capabilities enable it to increase its market performance. Overall top performance in value creation efficiency are the foreign banks having few branches, high intensive technology, performing specialized activities and offer specific high value customized product than public and private banking sector (Kamath G. Barathi, et al. 2007)

These banking sectors can enhance its productivity by means of managing its intellectual ability in an appropriate manner. With the changing business scenario and competitive environment a banking sector required to find new ways of reducing cost by increasing efficiency and activities. Thus, intellectual capabilities are the lever for maintaining sustainable corporate performance (Mondal Amitava, et al. 2012).

For enhancing performance need of MoU yield decisive improvement towards internal and external constraints of PSE in India has a great relevance. The MoU impact the firm financial aspects like profitability, efficiency and liquidity as making each activity in a firm to become more focused and result oriented to achieve better performance. (Gupta Seema, et al. 2011)

Although, Internet banking is a preference of customer towards adoption of technology for making their work easier, simpler and efficient with assurance of service quality. Internet banking in India leads to

influence consumer attitude and behaviour towards the service. To construct a positive consumer attitude and behaviour, it required to have trust, perceived risk, enjoyment, website design and social influence in such a way that it helps them building a strong relationship with customer. The most significant implication for banking sector is to offer useful and user-friendly service to make their work easier and convenient. (Bashir Irfan, et al. 2015).

It should also focuses on attitude of employee towards IT-based banking service among private bank by having alternative channel of service delivery. However, IT leads to increased customer satisfaction, reduced transaction time, operational efficiency and give a bank a competitive edge towards other services. The provision of a host of financial service though a versatile technology platform will enable banks to acquire more customer, cut-cost and improve service delivery. (Murari Krishna, et al. 2014).

The need for adoption of internet banking to enhance customer base toward the service, it helps in achieving higher efficiency, control of operation, reduction of cost, less paper based work, less labour intensive and meet increasing completion in banking sector. This determined factor of internet banking aims at enhanced quality, service offering and help in driving performance of a firm.(Malhotra Pooja, et al. 2010)

It also examines the relationship between bank adoption to internet banking and its various determinants. The banks with younger age, private ownership, and higher expenses for fixed asset, higher deposit and lower branch intensity are highly involved in adoption of new technology to increase the profitability and performance of a firm. The private banks (domestic and foreign) are found to adopt internet banking quicker than public sector banks (Malhotra pooja, et al. 2007).

Moreover the relationship between IT adoption and its usage for enhancing firm performance in bank lead to increase in performance of manpower, optimum utilization of resources, restructuring process and providing new opportunities to serve customer in a competitive market. The performance of bank is been measured through efficiency, effectiveness and profitability parameters in adoption of IT tool and technique achieving more market share introduce innovation in services with applicability towards organizational commitment for achieving more firm performance. (Behra Ajay, et al. 2015)

It also observes the need of scaling the marketing activities of banking service for measuring experience of their customers and enhancing the performance. The customer helps in identifying the value, quality and satisfaction level made by an organization for improving the performance. Thus, this scale can be administered to both front-line employees and customers in order to analyse service encounter performance of an organization (Garg Ruchi, et al.2014).

Towards the performance in banking industry the degree of market power exercised gives insight about new decision parameter for regulator by knowing competition level and its effect on performance leads to formulation of policy. Thus, policymaker can look at improving competitive level to improve efficiency in banking sector (Arrawatia Rakesh, et al.2015)

Moreover, the ability of employee of an organization also help in enhancing the performance for which it required to explores the need of organizational justice with three dimensions i.e. distributive, procedural and interactional plays important role in determining employee engagement in Indian public sector bank. In a workplace, if employees are characteristic by energy, involvement and efficiency towards work by having proper allocation of work, rules and policy to be treated equally for all and proper respect with dignity to be maintained at all level of hierarchy in an organization. Thus, justice helps in enhancing performance of employee in an organization (Ghosh Piyali, et al. 2014) As organization performance can be maintained by the balance growth of its employee and customers.

2.2.2 Insurance Sector in India

Insurance industry plays a vital role in the Indian market. There are altogether 53 insurance companies that are serving both life insurance and general insurance products to the customers countrywide.

The life insurance sector in Indian Insurance Market has recorded a new premium income of Rs. 1.38 trillion in a year, i.e. April 2015 to March 2016. This indicated a dramatic growth rate of 22.5% in the premium income, whereas recorded a 12% of growth by receiving a premium income of Rs. 105.25 billion during the year, i.e. April 2016 to March 2017 by the general insurance sector centered on two-wheeler insurance policy (particularly) has been shown. The life insurance sector offers about 360 million policies, which count to be the largest in the world. Still, it is expected to cross compound annual growth rate of 12 to 15% in the next 5 years. It is expected that the Indian insurance market will quadruple in size over the next 10 years. There are a lot of opportunities in the Indian insurance market.

Currently, in the Indian market general insurance business accounts for more than Rs. 70,000 Crore premiums yearly, and it is growing at a positive rate of 17% every year.

Despite being the second highly populous country in the world, Indian insurance market accounts for less than 1.5% of the world's total insurance premium.

The major developments and investments in the Indian insurance market are as follows:

1. The Insurance Regulatory and Development Authority of India designed public offering guidelines for insurance providers in India, which regulated the divest equity through the IPO route.
2. India's largest private sector insurance company are expected to establish and merged with HDFC ERGO Car Insurance and Max Life Insurance Co. Ltd.
3. After the approval of Insurance Regulatory and Development Authority of India (IRDAI), the best development in the Indian insurance market is Lloyd's – a UK-based insurance company entering the Indian market by early 2017.
4. It has been decided by Bennett Coleman and Co. Ltd., a renowned name in the media industry with multiple publications in different languages across the country to buy Religare Enterprises Ltd.
5. It has been announced by the State Bank of India that Paribas Card if is planning to revise its stake in SBI Life Insurance from 26% to 36%. Once the stake increases by foreign joint venture, SBI'S stake in SBI Life will get merged with 64%.

The organizational performance seen in insurance sector has created a great change towards market and economic prosperity. This sector has worked on various dimensions to improve the service quality to build a dynamic model, learning system and innovation towards product design. A portal of knowledge base in the form of Knowledge management system into Insurance sector that will act as a tool for development process, learning for newly joined and senior staff to share their knowledge for improving the quality of service provided to a customer. This framework gives a systematic transformation of knowledge and information in Insurance sector that helps in building a strategic decision towards its service quality (Bakur Gopalkrishna, et al. 2007).

To build service quality the relationship between behavioural intentions of consumer towards Indian life insurance service is been analysed. The service provider need to adopt a comprehensive approach to service quality, perceived value, customer satisfaction, repurchase intention and complaint handling to improve consumer retention. Thus, the consumer decision making process of life insurance is dynamic and complex as it required being modelled (Gera Rajat, et al. 2011).

Furthermore, an empirical study frame out insolvency risk of Indian general insurance effects on market share, inflation rate, firm size, line of business and claim incurred. In addition, regulators must also monitor and adequately categorize insurer into risk buckets based on future profitability of financial insolvency. (Srivastava Samir K., et al.2013)

Although a framework is established to develop a body of efficiency measurement with the emphasis on intellectual capital (IC) role in the scope of insurance sector; it could be used in other knowledge-based industries because it is based on general rules of efficiency measurement. It also directs towards knowledge management and IC mechanism to seek value creation from intangible resources in the firm's efficient performance (Zakery Amir, et al. 2015).

The measurement of performance in insurance sector by the concept of productivity where it means the ratio of output and input of resources is been measured for achieving a scale of economy. For the formulation of a service productivity concept, it is done on quality level by making it more customers oriented. This productivity helps in analysing the performance of a firm by using efficiency and effectiveness parameter of an insurance industry. (Vuorinen Ismo, et al. 1998)

Another concept evolved in insurance industry is service provider which acts as a driving force for attracting and retaining the customer. It show routinely attempted to narrow the gap between customer service expectation and actual service been delivered. In an insurance sector, this service provider is term as an agent which many times fails to understand the satisfaction level of service in insurance sector. Agent need to be perceived as maintaining high level of expertise in their field. Ongoing training for agents is a crucial factor in maintaining legitimacy in the eye of the clients and help in sustaining long term relationship with customer and enhances the performance in service sector (Mathew Joseph, et al. 2003).

2.2.3 IT industry in India

India is the world's largest sourcing destination for the information technology (IT) industry, accounting for approximately 67 per cent of the market. The industry employs about 10 million workforces. More importantly, the industry has led the economic transformation of the country and altered the perception of India in the global economy. India's cost competitiveness in providing IT services, which is approximately 3-4 times cheaper than the US, continues to be the mainstay of its Unique Selling Proposition (USP) in the global sourcing market. However, India is also gaining prominence in terms of intellectual capital with several global IT firms setting up their innovation centres in India. The IT sector organization aims to provide new ways to put IC (intellectual capital) into practice as a tool for management to improve performance by providing an open source framework for assisting the knowledge transformation process. In order to use IC as a resource in strategy formulation, it is necessary to understand what constitutes as a resource and how it can be used to leverage the competitive situation of the firm. They further state that when firms talk about IC statements, they are expressing their interests in controlling and managing the activities of the firm. There are three types of interventions desirable for management i.e. resources, activities and effects. These interventions form the basis

of the knowledge management within a firm to enhance the performance in IT sector organization. (Claessen Eggert, 2005)

The Knowledge management centers on the belief that employees possess knowledge that can be used to achieve superior business performance. The role of a knowledge-sharing culture throughout management systems and routines required to understand the organizational capability to endure competitive advantage. The infrastructure capabilities consist of three key capabilities (i.e. cultural, structural and technological) and the process capabilities consist of knowledge acquisition, conversion, application and protection. Organizational structure plays a facilitating and steering role in developing the culture of knowledge to enhance the business performance (Pandey Satyendra C., 2013)

The performance of IT industry has also created significant demand in the Indian education sector, especially for engineering and computer science. The Indian IT and ITeS industry is divided into four major segments – IT services, Business Process Management (BPM), software products and engineering services, and hardware. The market size of Indian IT sector is expected to grow at a rate of 12-14 per cent for FY2016-17 in constant currency terms. The sector is also expected triple its current annual revenue by FY 2025.

Furthermore, Career development and a strategic training policy are important instruments in an IT Industry. A strategic training policy is the form of "learning from each other" within the boundary will lessen the discrepancy between the demand and the supply of competencies in a qualitative way, it will also satisfy the growth and relationship needs of IT professionals, which will enhance their loyalty and commitment to the organization and motivate them to stay. This will lessen the turnover rate, and therefore such a policy will be likely to reduce the qualitative as well as the quantitative side of the manpower problems these companies endure. (Mark Stam et al., 1999)

Moreover the government's announcement of demonetisation of specific currency denominations, digital payment platforms such as Paytm, MobiKwik, Oxigen witnessed a sharp spike in user transactions, app downloads and merchant enquiries, thereby indicating a greater demand towards digital payments by consumers. India ranks among the top five countries in terms of digitalisation maturity as per Accenture's Platform Readiness Index, and is expected to be among the top countries with the opportunity to grow and scale up digital platforms by 2020

Some of the major developments in the Indian IT and ITeS sector are as follows:

- Google plans to set up its first data centre in India in the city of Mumbai by 2017, to improve its services to local customers wanting to host their applications on the internet, and to compete effectively with the likes of Amazon and Microsoft
- Flipkart, India's largest e-commerce marketplace, has re-entered the private label business by launching Smart Buy, the first of two new private labels, with a view to boost earnings and fill gaps in its product selection.
- Reliance Industries Ltd (RIL) plans to set up entrepreneurship hubs in key cities and towns, and a Rs 5,000 crore fund, under the name of Jio Digital India Startup Fund, to invest in technology based startups.
- Apple's supplier and assembler, Taiwan-based Winstron, will set up an iPhone assembly facility in Peenya, Bengaluru's industrial hub, thus making India the third country across the world to have an assembly unit for Apple's iPhone.
- Nasscom Foundation, a non-profit organisation which is a part of Nasscom, has partnered with SAP India to establish 25 National Digital Literacy Mission (NDLM) centres in 12 cities across India, as a part of Government of India's Digital India initiative.
- PurpleTalk Inc, a US based mobile solutions company, has invested US\$ 1 million in Nukkad Shops, a Hyderabad based uber-local commerce platform that helps neighbourhood retail stores take their businesses online through a mobile app.
- Intel Corporation plans to invest in Digital India related solutions such as India stack, Unique Identification (UID), e-government 2.0 and other government initiatives, and scale up operations of its data centre group (DCG), as per Mr Prakash Mallya, Director DCG, Asia for Intel Corporation.

Lastly, service sector should focus on the business's product development and sales growth efforts by enabling the business to develop strong relationships with key customers and insights into opportunities for marketing development. It is acknowledged that performance can be improved by shaping customer needs and wants that leads to raise loyalty and retention with an improvement in market positioning (Carmen camarero, et al. 2007).

III. Conclusion

The purpose of this review was to view the different aspects pose by the service sector on organization performance towards innovation. It is clear from the research that with the changing scenario in service sector where marketer have to approach to the consumer in view of discrete competitive industrial revolution

(domestic as well as global) to realize the use of various innovative approaches to grab the profitable position. Along with this, it is also known that in the field of service it cannot only focus towards performance but work on various managerial and regulatory decisions for strengthening their internal and external system. Lot of research and discussion conducted on the opinion of developing useful and user-friendly system that is essential for increasing value added advantage to the customer in service sector. Most of the researchers found were on the organizational performance and its variable that reflect the framework for development of a service sector in India. More findings that have been done in research is to find out the relationship of organizational performance with technology, market, employee and its customer involved in service sector of India. It is important to conduct more studies on results and reasons for emphasising service sector to work for the real benefit that should also be passed on to the customer in view of enhanced performance so as to maintain the pace of business activity not only on profit maximization but also consumers satisfaction.

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