LITERATURE REVIEW


Alimin Ismadji Ismail, Haslinda Abdullah, Jegak Uli and Raduan Che Rose (2010) It has been argued that achieving a position of competitive advantage is a necessary precursor to a firm's significant performance. This paper will empirically examine the potential moderating variables that could affect the relationship between a firm's competitive advantage and performance, namely the firms' age and size.

Amanda Hay (2002) The introduction of new working practices in manufacturing organisations often highlight increased interdependencies and subsequently a heightened need for trust. The paper presents a study which monitors trust in an organisation that has introduced two such practices, namely team working and Just-In-Time. The results show that significant changes in trust occur over time.

Angela Eustace and Nico Martins (2014) The 21st century has presented challenges and opportunities to organisations. Although South Africa is the most competitive economy in sub-Saharan Africa, the country needs to focus on these opportunities to improve competitiveness.

Bocharova Yuliia G (2016) The article is aimed at analyzing the condition, development specifics, concentration and competition in the global meat market. Both significance and role of meat in providing the food security has been substantiated. An analysis of the dynamics and structure (both geographical and commodity) of production volumes, consumption, exports and imports of meat has been conducted. The major producers, consumers, exporters and importers of meat in the context of globalization have been identified.

Clem Tisdell and Jyothi Gali (1999) The study states changes which are also reflected in trends in its livestock sector which has shown considerable growth in recent decades (especially since the late 1970s). There have also been major changes in the composition of the Indian livestock sector. The population of non-ruminants (particularly chickens) has expanded very rapidly and so their relative importance has risen substantially.

Dr. Kakali Majumdar (2012) Agriculture is an important sector of the Indian economy and accounts for almost 19% of Indian gross domestic products (GDP). However, in terms of FDI this
sector lagging far behind. “FDI in agriculture is not required. We have about 82-86 per cent farmers whose land-holding is below two hectares. In this type of a situation where the land-holding is small, we should not think of encouraging FDI in the agriculture sector,” “I can understand FDI in agro-processing.

Dr. Mariya T Cheeran and Dr. Saji (2015) Organizational culture and organizational climate sets a frame work within individual and group behavior takes place. The internal working environment of every organisation has certain commonly perceived psychological characteristics or traits which are collectively called its climate, culture or milieu. Thus culture and climate are held to influence attitudes in the workplace. This paper examines the influence of organizational culture and climate in employee motivation.

Dr. Pardeep Kumar (2015) In 1973, Mintzberg’s thesis on the nature of managerial work was adopted as a study and published for a wider audience Mintzberg’s empirical research involved observing and analyzing the activities of the CEOs of five private and semi-public organizations. Previous management behaviour studies had concentrated on team and subordinate behaviour or organizational structure rather than on the day-to-day reality of managerial behavior

Dr. Priyanka Sahni (2014) This paper analyzes the trends in India’s exports using the time series data for the period 1980-81 to 2010-11. The Govt. of India introduced economic reforms since 1991 especially in the trade sector, therefore, in order to see the impact of economic reforms on India’s export behavior, the whole time period has been divided into two sub-periods 1980-81 to 1991-92 (pre-reform period) and 1992-93 to 2010-11 (post-reform period). The study shows that India’s exports performance improved significantly during the post-reform period and there has been a perceptible change in the value, composition and direction of India’s exports.

Dr. Sumanjeet Singh (2011) The study of export trade performance of Indian economy during and following the global financial crisis where as a result of government policy measures and recovery in global economy, India’s exports growth turned positive and exports grew by a whopping 54.1 per cent in March 2010 and recorded the highest growth rate among the world’s top 70 economies in merchandise exports. Indian economy, which is battling high inflation amid signs of a slowdown.

Elena COFAS and Elena SOARE (2013) This study presents the evolution of global market of meat in 2007-2011 and has been possible because the authors used an important set of indicators,
namely: livestock, achieved production, imports, exports, trade balance, price etc. In mainly, the meat consumption is influenced by the pattern of food consumption and price level. In the future, expect a increase prices, which is based on increasing production costs.

**Inocencia María Martínez- León and Jose A. Martínez- García** The aim of this paper is to determine what type of organizational structure provides appropriate conditions for the development of organizational learning. The framework makes clear that organizational learning varies according to the kind of structure (organic and mechanistic).

**Julien Pollack(2015)** This paper reviews the different ways that academics and practitioners write about and discuss change management, to develop an understanding of whether there is a divide between the theory and practice of change management. one based on the most cited research in specialist change management journals; and one based on interviews with practising change managers.

**Lawler and Edward E.(1986)** Participative approaches to management are discussed, noting how each major participative management approach works, its particular strengths, costs, and savings. Identified as particularly promising is "high-involvement management" which involves employees both financially and psychologically.

**Lisa Augustine and Ruchira Shukla (2015)** The poultry industry has emerged as the fastest growing segment of the livestock sector both globally and in India. As the world human population grows, expected to reach 9.5 billion 2050, consumption of livestock products is also increasing. However, the various challenges, threats and weaknesses of the sector including: diseases, high feed costs, poor marketing infrastructure, regional imbalances in production, among others should be diligently addressed and the strengths of the sector well exploited so as to harness the opportunities. otherwise, the poultry sector offers a bright future.

**K.Varalakshmi (2015)** this paper analyzes the economic feasibility of meat processing plant producing restructured chicken bites with a capacity of 150kg/day. Sensitivity analysis showed that variable cost and selling price had major impact on profitability compared to other variables like capacity and fixed cost.

**Kateryna Vlasova (2015)** This study describes the current state of all meat-processing companies in Ukraine by using such indexes as the main measures for it: The given analysis pay attention to main problems in the industry: negative trade balance, lack of production in strategic
spheres, higher prices of imported goods compared to cheaper national product. A structure of export was compared to its import to identify most unbalanced categories in home market.

Kenneth Chukwujoke Agbim (2013) organizations build up their competitive advantage by enlarging and enhancing their idea repository, mainly through formal organisationl structure. However, this study was designed to bring to the fore the relevance of the informal social relations (like leadership and relationship styles) in the innovation process.

Kyzym Mykola O., Yaroshenko Ihor V., Matiushenko Ihor Yu., Semyhulina Iryna B. and Makhanyova Yuliia M.(2014) The article studies situations and shifts that took place in the market of milk and milk products in the result of Ukrainian WTO membership. It proves that the CU market stays, in the middle-term prospect, the most powerful for domestic producers of milk products.

Manar Ibrahim Al-Qatawneh (2014) This study aims to examine the impact of organizational structure on organizational commitment in public and private sectors firms in Jordan. Results reveal that all structure dimensions are related to organizational commitment in both sectors, except the hierarchy of authority.

Mirosława Tereszczuk and Robert Mroczek (2015) The last decade, i.e. 2003-2013, was a period of intensive development of the Polish meat industry, in which Poland’s accession to the European Union definitely had its share. The Polish meat industry became a significant food producer on the European market (in 2012 fourth place in the EU) and the Polish meat processing plants are recognised as some of the most advanced in the EU. One of the main factors of meat industry development in Poland in the past decade was its very fast development.

Mirza Hassan Hosseini and Saeideh Syadat (2016) here study explores Leather industry of Iran as one of the oldest and most valuable non-oil industries has the strategic benefits to increase their share in world markets, however, has been faced with declining in recent years. Considering the importance of identifying the challenges and opportunities of each business strategies in order to improve, the aim of this study was to evaluate the performance of the tobacco industry and to identify the strengths based on the model Balanced Scorecard.

Mohammad Mehdi Ravanfar(2015) The aim of this descriptive-survey research was to investigate and analyze the organizational structure of Qeshm free zone based on 7 S of McKinsey. The results of the research indicated that organizational structure based on 7-S
McKinsey in Qeshm free zone is unfavorable, with common value, clerks and structure having the worst conditions.

**Mohd Mujahed Ali (2015)** A study on India’s poultry industry represents a major success story. Mounting at about 20 per cent annually the domestic poultry market is currently estimated at about Rs 49,000 crore, and production reaching a record 3.2 million tons of broiler meat and about 2.86 million tonnes of eggs. Layer production growth is estimated at 6 per cent annually. Indian processed poultry production is not expanding at the rate of the live-bird market due to cold chain capacity issues and meat retailing constraints.

**Noopur Tandon and E Eswara Reddy (2013)** the study of Sustainability in textile and Apparel industry has three facets Social, Economic and Environmental. Globalization has had a positive impact on textile exports of India. Even though Developing countries have comparative cost advantage in domestic and international market still they are implementing bringing structural changes to meet the needs of the global stringent buyer.

**P. K. Mishra (2011)** the study states about The Dynamics of Relationship between exports and economic growth in India, this paper is an attempt to reinvestigate the dynamics of the relationship between exports and economic growth for India over the period 1970 to 2009.

**Peter Mbabazi Mbabazize, Abel Mucunguzi and Twesige Daniel (2014)** The role of organizational culture in influencing organizational effectiveness has been echoed and re-echoed at length in many management studies. Most of these success stories have been told especially about the organizations in the developed world compared to the less developed world like Africa. The content of this paper focused on analyzing how organizational culture influences the way an organization manages its internal and external factors that impact its performance.

**Pratap Kumar JENA(2016)** In the era of globalization markets are connected to each other not only to compete domestic products with international products to increase economic stand also but also export the required products. Therefore, in the recent years markets are more vibrant and transeperant in integration with each other. Over the last couple of years, it has been seen that commodity prices have increased and remained highly volatile not only in international market but in india.

**Prixit Guleria, Suman Kumari, Arshad khan and Nidhi Dangi (2015)** India is largest exporter of buffalo meat and third largest exporter of meat after Brazil & Australia. India is endowed with the largest livestock population in the world. It accounts for about 58 per cent of
the world buffalo population and 14.7 per cent of the cattle population. There are about 65.07 million sheep, 135.2 million goats and about 10.3 million pigs in the country. There are many reasons for the slow growth rate of the Indian meat industry, including the negative attitude of public towards meat on account of misinformation campaign and socio-political considerations. Meat exports from India commenced in 1969. For over four decades, it has built unenviable reputation of being a reliable exporter.

**R.Karthikeyan and Dr. V.R. Nedunchezhian (2013)** The Indian poultry-meat industry has been growing at a very rapid rate in recent decades, by transforming gradually from unorganized, small-scale backyard farming into large-scale, organized farming. The objective of this paper is to elucidate organized retailing of the poultry industry by vertical integration and the subsequent retail boom in India. This paper also discusses the initiatives taken by the major poultry players’ (Integrators) in the industry with reference to Indian market conditions.

**Renato Baumann (2013)** the study says about some Latin American countries the exporting activity starts at a regional level, with producers only later venturing into more competitive markets. This article compares the experiences of Brazil, China and India. It is shown that Brazil relied on the regional market far more intensely than these Asian countries. There were clear gains accruing to China and India for having exploited more sophisticated markets from the very beginning of their export drive.

**Shiv Kumar and Md. Kashif Ansari (2016)** the study reveals the rise of factory farming, milk is now almost an unnatural operation. The modern dairy farm can have hundreds, even thousands of cows. Currently, the United States is the largest producer of milk in the world, followed by India and China. India being one of the largest milk producer around the world, has to import a part of Milk products and its exports are negligible in the World Export Share.

**Tudor BAJURA (2016)** A detailed analysis and modern scientific study of the nature of the problem regarding food security is the actual direction of scientific activities. The aim of this work is to identify the true causes that provoke the lack of guaranteed food supply, rigid dependence on food imports and the development of measures of counteraction to all this negative phenomena. For the accelerated development of the industry of cattle, as well as other types of meat and dairy products, that are designed to replace the massive import of relevant products in order to improve the balance of foreign trade, in the first place, according to the article "Live animals and livestock products".
Vetrivel SC and Chandrakumarmangalam S (2013) Poultry farming in India, in spite of several constraints, has progressed considerably during the last decade. The present study has been undertaken to examine various aspects related to the growth and development of poultry production in the country. Poultry production in India was confined to backyards till recently. Local breed of birds were reared for the supply of eggs and meat.

Yoganandan.G , Jaganathan A.T, Saravanan. R and SenthilKumar .V (2013) The present study aims at reviewing researches conducted in the area of determinants of and factors affecting the export performance of textile industry. The article analyzed researches carried out in China, India, Sri Lanka, Bangladesh and Pakistan. These economies are the dominant textile exporters in the international trade.

Yu.S. Shypulina (2013) The aim of the article is to study the role of society and organization innovative culture in the formation of a favorable environment for active transition to an innovative way of development; development of methodological principles of multifactor analysis of society's innovative culture and organization in their logical interrelation. The results of the analysis the author has defined an extended set of factors that influence on realization of the main functions of society innovative culture (which the author considers as one of macroenvironment factors that creates favorable conditions for innovative development.

Zeljko Turkalj, Ivana Fosic and Rozalija Marinkovic (2012) Social changes dictating business dynamics in the new century, a growing complexity of business processes as well as job complexity nowadays demands networking of human resources in order to achieve organisational goals. Synergy and cohesion created by teamwork are the key to the success of any organisation. Team organisation represents organisational structure that can be embedded in the existing organisational form in a very simple way.