



A STUDY ON EFFECTIVENESS OF B-ACCURACY SOFTWARE IN TRADE DOCUMENTATION

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ABSTRACT

The logistics system now plays a pivotal role in the growth of the country. Logistics has become a key to any business. The documentation knowledge is required to handle EXIM practises and management. The software intervention has paved way for easy documentation process. B-Accuracy software covers all the export documentation processes in a single window, and it is suitable for every component in business. This software assists in processing the fields such as HR, Accounting, CRM, Pre, and Post shipment documentations. The software developer says that the B-Accuracy software helps in reducing the documentation time and helps the client to do the business effectively in short span of time for all process. The software for creating the export documentation was very less in numbers and the export documentation process takes place manually in pre covid era. The researchers aimed to analyse the trade documentations with the following **Objectives**: a) To study the Client (of B-Accuracy) Satisfaction regarding export in India, b) To study the Client preference regarding the export documentations with special reference to B-Accuracy software, and c) To study the financial performance of the client organisations before and after using the B-Accuracy software. **Methodology**: The study is descriptive in nature. Sample size of the study is 72. Primary data was collected from the clients of B-Accuracy Infotech Pvt Ltd. Structured Questionnaire method is used to collect the data. The researchers used primary data for the analytics. **Chi Square, ANOVA and Percentage analysis** were implemented. The researchers expect that this study will reveal the better efficiency of B-accuracy software.

Keywords: Business Intelligence, B-Accuracy, software efficiency, Export documentations, MSME.

1. INTRODUCTION

The logistics system now plays a pivotal role in the growth of the country. Logistics has become a key to any business. The knowledge in different documentation required to handle the export consignment is imperative for export practises and management. During and post COVID, most logistics company shifted to online documentation for export and import. The software intervention has paved way for cost hike in documentation process. B-Accuracy software covers all the export documentation processes in a single window, and it is suitable for every component in business. This software assists in processing the fields such as HR, Accounting, CRM, Pre, and Post shipment documentations. The software developer says that the B-Accuracy software helps in reducing the documentation time and helps the client to do the business effectively in short span of time for all process. The software for creating the

export documentation was very less and the export documentation process takes place manually in pre covid era. As the logistics business is an evergreen field, many MNC companies created the software for assisting export documentation process. B-Accuracy software was found to be an efficient and new software system developed and sold to the logisticians at a lower cost. It is observed that the usage of B -Accuracy software among logistics companies is more during post pandemic which is an aftereffect of pandemic bandh. B – Accuracy software reduces in managing separate tools for each client while rendering the services. Automated invoicing and reporting are the key functions of the software. They help to track and control operations on several clients from a single cabinet. They can manage multiple clients including generating invoices for different clients from one interface. It is also managing the billing services without shifting between interfaces or use manual methods.

1.1 OBJECTIVES

- a) To study the Client (of B-Accuracy) Satisfaction regarding export in India,
- b) To study the Client preference regarding the export documentations by using the B-Accuracy software,
- c) To study the financial performance of the client organisations before and after using the B-Accuracy software.

2. REVIEW OF LITERATURE

¹**Kedia, B. L., & Chhokar, J. (1986)** The nation's economic activity is still quite concerned about exports. In 1976 US import increased by 5.6 billion dollar and in 1983 69.4 billion dollar and has grown to over 120 billion dollars since 1984. The significance of increasing the participation of small and medium-sized businesses in export activity cannot be overstated, especially given that only 10% of all annual U.S. exports are produced by small businesses and that at least 20,000 of these companies have the ability to compete internationally but choose not to do so.

²**Leonidou, L. C. (1995)** The biggest impediment to export behaviour was the lack of knowledge available to discover and assess international markets. It was also shown that the impact of specific export restrictions varied depending on methodological criteria. And last, an attempt to categorise export barriers turned up no discernible distinctions among the resultant groups in terms of how much they hinder exporting.

³**Rodríguez, J. L., & Rodríguez, R. M. G. (2005)** A company must be extremely competitive to enter and sell its products on global markets, and competitiveness is mostly determined by its intangible resources. As a result, in the current study, we examine how a firm's technical competence affects both its decision to export and its decision to stay domestic.

⁴**Filatotchev, I., Liu, X., Buck, T. et al. (2009)** It claims that export orientation and effectiveness depend on entrepreneurial traits, such as the founder's world history and global networks, in addition to the development of skills through Innovation and process improvement. With Returnee entrepreneur's presence, it is found that there is a positive

correlation between export orientation and performance.

⁵**Paul, J., Parthasarathy, S., & Gupta, P. (2017)** To conduct a literature assessment on the exporting problems and difficulties confronting small and medium-sized firms (SMEs) in this globalised world. We also point out gaps in the literature and offer suggestions for further research. This study would be used to assess research gaps and possibilities, as well as to initiate new research initiatives based on the propositions and future research agenda indicated.

⁶**Ribau, C. P., Moreira, A. C., & Raposo, M. (2017)** The goal of this study is to show how a set of internal innovation skills can affect how well small and medium-sized businesses (SMEs) perform in export markets. An entrepreneurial attitude can act as a moderator depending on whether a firm chooses to be proactive or reactive in response to external stimuli. This study has implications for Businesses trying to increase their innovativeness and competitiveness.

⁷**Neubert, M., & Van der Krogt, A. (2018)** The purpose of this article is to learn how effectively software enterprises in developing economies do when it comes to exporting their goods. The most important considerations for picking a business intelligence system are cost and benefit transparency, outstanding client service, and an appealing pricing plan. The paper satisfies a recognised need and request for research on the use of business intelligence and its effects on how well a growing nation's exports of products and software function in practise.

⁸**Amabile, S., Laghzaoui, S., Peignot, J., Peneranda, A., & Boudrandi, S. (2013)** The purpose of this research is to investigate the business intelligence techniques of exporting SMEs and how they relate to the amount of international commitment. The findings indicate that managers' sensitivity, which is impacted by their degree of international commitment, is essential in the design of their intelligence operations.

⁹**Sharma, K. (2003)** Over the past three decades, India's export growth has outpaced GDP growth by a wide margin. This phenomenon appears to have been influenced by several variables, including foreign direct investment (FDI). However, despite rising FDI inflows, particularly in recent years, no attempt has been made to gauge its impact on India's export performance. The domestic relative price of exports is favourably correlated with export supply, whereas increased domestic demand negatively correlates with export supply.

¹⁰**KAPUR, S. N. (1991)** The relevance of structural considerations in explaining India's exports to Developed Market Economies is shown by our results. India's exports were competitive in many regions, including Italy, Belgium, the Netherlands, and Germany, according to the research at the market level. This fact is usually underappreciated. The competitive impact on commodities at the disaggregated level highlights the significance of India's export strategy in improving the competitiveness of its exports.

3. RESEARCH DESIGN

The researcher is **Descriptive** in nature. Study used both **Primary & Secondary Data** and collected from **72 respondents** across Tamil Nādu from the clients of B-Accuracy infotech using **Convenience Sampling Technique**. The researcher used structured questionnaire and

circulated through Google form. Chi Square and ANOVA were used for Analysis. IBM SPSS-29 was used.

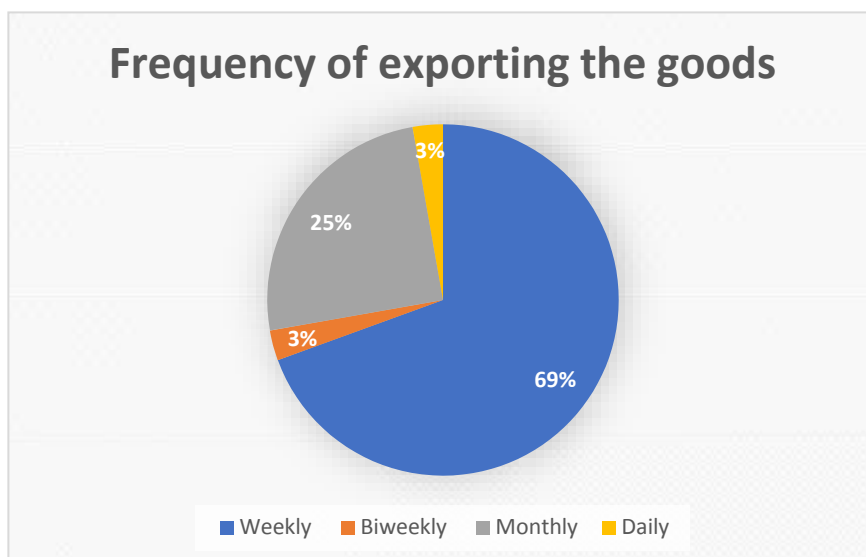
4. DATA DEMONSTRATION & CONSTRUE

4.1.1 To find out what are the issues facing by the logisticians during custom clearance.



Interpretation: From the chart, it is depicted that highest percentage of respondent (58%) gave opinion that they face documentation problem and followed by (25%) have gave opinion that they face delay in custom clearance and (17%) respondent says that the goods are broken during the transit. Which clearly shows that majority of people face documentation problem during the custom clearance.

4.1.2 To find out the frequency of exporting the goods.



Interpretation: From the chart, it is depicted that highest percentage of respondent (69%) says that they export goods weekly, followed by (25%) says that they export monthly, followed by the exporters do biweekly and daily by 3%. This chart shows that weekly exporters are more

when compared to monthly, biweekly, and daily.

4.2 ANALYSIS

4.2.1 Chi square analysis to test the existence of relationship between business profit and the duration of documentation process.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.176 ^a	6	0.04
Likelihood Ratio	13.884	6	0.031
Linear-by-Linear Association	8.353	1	.004
N of Valid Cases	72		

Source: Primary Data (Spss Output)

Implication: It is observed from the above chi square table, χ^2 is 13.176. The sig value is found to be 0.04 which is less than P value 0.05. Hence, reject null hypothesis. Therefore, it is found that, there is a significant association between Business profit and duration of documentation process. It is inferred that; duration of documentation process is likely affecting the business profit.

4.2.2 Chi square analysis to test the existence of relationship between the duration of documentation process and average time taken to complete full documentation process using B-Accuracy software.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.794 ^a	2	0.00
Likelihood Ratio	9.107	2	0.011
Linear-by-Linear Association	6.844	1	.009
N of Valid Cases	72		

Source: Primary Data (Spss Output)

Implication: It is observed from the above chi square table, χ^2 is 9.794. The sig value is found to be 0.00 which is less than P value 0.05. Hence, reject null hypothesis. Therefore, it is found that, there is a significant association between the duration of documentation process and average time taken to complete full documentation process using B-Accuracy software. It is inferred that; the time taken to complete the documentation process using B-Accuracy software is likely as the duration of documentation process.

4.2.3 ANOVA test is to test the existence of variance between the frequency of exporting the goods and companies' opinion of freight rates.

ANOVA Test					
	Sum of squares	Df	Mean Square	F	Sig.
Between Groups	13.250	3	4.417	12.856	.001
Within Groups	23.361	68	.344		
Total	36.611	71			

Source: Primary Data (Spss Output)

Implication: It is observed from the above ANOVA table, the F value is 12.856. The sig value is found to be <.001 which is less than P value 0.05. Hence, reject null hypothesis. Therefore, it is found that, there is a significant variance between the frequency of exporting the goods and companies' opinion on freight rates. It is inferred that; the freight rates never influence the frequency of exporting the goods.

5. FINDINGS & DISCUSSIONS

The study is aimed to examine the effectiveness of B-Accuracy software in Trade documentation (both EXIM). The researchers carried out systematic research and analysed the facts. The research implied various reviews in supporting the effectiveness of B-Accuracy software. The study proved through Chi Square analysis that, duration of documentation process is likely affecting the business profit and the time taken to complete the documentation process using B-Accuracy software likely associating the duration of documentation process. By doing ANOVA test, the researcher found that the freight rates do not affect the frequency of exporting the goods, which shows frequency of exports may be due to demands for the products and non-availability of goods. The study also proved that weekly exporters are more when compared to monthly, biweekly and daily. It is also observed from the research that,

majority of exporters opined that documentation is one of the major plights in custom clearance.

CONCLUSION

The study provoked to examine the efficiency of the B-Accuracy software among the MSME companies which are mainly functioning EXIM operations. Most of the entities are concentric towards Exports and more exporters are the samples of this study. The research depicted that, duration of documentation process in using B-Accuracy is significantly connected in determining the business profit, which clearly states that B-Accuracy software is enhancing the speed and through which business profits of the exporters are high. The study also revealed that, average time taken during documentation process using B-Accuracy is significantly associated with overall documentation process. From the various analysis done statistically, it is proved that B-Accuracy is enhancing the efficiency of the exporters and helps in time reduction in time consuming tasks (documentation), it is more suitable for companies with lower manpower. It is highly recommended to incorporate B-Accuracy software in small scale logistics companies. The future research can be conducted to analyse the efficiency of this B-Accuracy software in medium and large-scale logistics companies.

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